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Periodical

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ADVERTISING & SELLING

DECEMBER 6, 1919

Bruce Bliven

gives us the human interest story of "Fighting" Older.

J. Ogden Armour

tells what advertising means to him in his business.

George B. Sharpe

pictures the farm market and outlines ways of selling it.

Huston Thompson

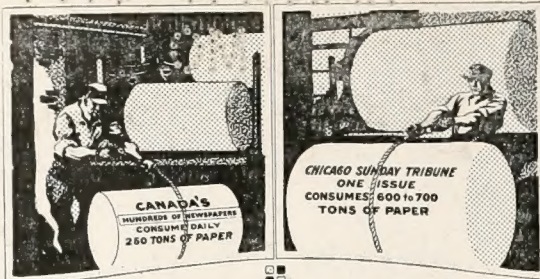
suggests how advertising may help protect American investors

Together with many other features as well as our usual liberal quota of news items

Issued Weekly
Advertising & Selling Co. Inc.
131 E. 23 St. New York
\$3.00 A YEAR 15¢ A COPY

In This Issue: Strickland Gillilan Starts a Series of Poems on the Foibles of Advertising

The total newsprint consumption of Canada with its hundreds of newspapers is two hundred and fifty (250) tons per day, according to the Canadian Export Paper Company.



In excess of seven hundred (700) tons of paper are consumed in printing each issue of The Chicago Sunday Tribune—The World's Greatest Newspaper.

The Weight of Space in The Chicago Tribune

Tangible Weight

Advertising "space" in The Chicago Tribune is not ethereal nor unsubstantial; it is not blue sky; it is not a mere by-product to be sold for what it will bring. It is a definite manufactured commodity that can be weighed and measured like steel ingots.

A single page ad in The Chicago Sunday Tribune necessitates the use of more than ELEVEN THOUSAND (11,000) POUNDS of paper, and one hundred and sixty (160) pounds of ink. The Chicago Tribune takes the FIVE AND ONE-HALF TONS of material and prints thereon for you SEVEN HUNDRED THOUSAND (700,000) copies of your message.

It binds your message closely with the news, local, national and foreign—news events only a few hours old—news for which every thinking man and woman, every advertising prospect, within hundreds of miles of Chicago is eagerly waiting.

Under tremendous pressure of time, with the assistance of hundreds of highly paid experts and expensive machinery, The Chicago Tribune prints and distributes your message between sunset and sunrise throughout the most desirable market in the world.

The mere bulk raw material which The Tribune uses in preparing your ad is worth hundreds of dollars as it lies inert in the warehouse. Tribune advertising is a manufactured commodity and Tribune advertising rates are based on cost of manufacture, but the value of Tribune advertising is quite beyond calculation.

Intangible Weight

The magic of printing press and the prestige of The World's Greatest Newspaper transmute your advertising copy into an influence of incredible power. Through Chicago Tribune advertising you have the privilege of sending a message within twenty-four hours into one-fifth of all the homes in the five great states of Illinois, Indiana, Iowa, Michigan and Wisconsin. Through The Chicago Tribune you can talk to hundreds of thousands of people any morning and every morning through a medium for which they gladly pay more than they pay for anything else they read.

Professor William F. Ogburn of Columbia University, testifying recently before a federal judge, stated that the average family of \$2,500 or less annual income spends \$8.85 to \$12.98 a year for newspapers and 43 cents to \$1.62 a year for magazines. But the average Chicago Tribune family spends at least \$10.00 a year for The Tribune alone.

A certain manufacturer bought a double page ad in The Chicago Tribune. The replies immediately received threatened so far to overtax the utmost capacity of his plant that he took them to the largest bank in Chicago. The showing was a big factor in inducing the bank to ADVANCE ENOUGH MONEY TO ENABLE HIM TO SECURE A BIG, NEW FACTORY.

In short, the actual tangible weight of Chicago Tribune advertising space in pounds and tons is enormous, but it is insignificant compared with the intangible weight, the weight which a message through The Chicago Tribune has in the minds of Chicago Tribune readers.

Tangible Circulation

Chicago Tribune Circulation has been subjected to most minute analysis so that every advertiser may know just where each ounce of his five tons of paper stock goes. A forty-four page book has been prepared to show Chicago Tribune circulation from every angle. It contains practically no text, but is a solid mass of statistics and maps. Probably no such comprehensive picture of the circulation of a great newspaper has ever been published before.

Chicago Tribune circulation, Daily and Sunday, in every one of SEVERAL THOUSAND towns is listed. This circulation is then shown by counties, by states and by zones. It is listed in detailed tabulation and pictured on maps.

People call The Chicago Tribune "The World's Greatest Newspaper." The advertising department of The Tribune is striving to live up to this name by selling advertising on the highest ethical basis of unlimited, accurate information, and efficient, ungrudging service.

This booklet, "Tangible Circulation," proves that Chicago Tribune advertising is worth every cent The Tribune asks for it.

Write on your business stationery for TANGIBLE CIRCULATION

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Now in Excess of 425,000 Daily and 725,000 Sunday

Bound
Periodical

ADVERTISING & SELLING, DECEMBER 6, 1919

29th year. No 24. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23d St., New York City.

297515

Advertising & Selling

Established 1891

J. M. Hopkins, President;

Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

DECEMBER 6, 1919

Number 24

The Sample Case Beats the Swivel Chair

Merchandising Instinct Is Necessary for the
Production of Copy That Will Sell the Goods

WHERE do the best copy writers come from?" Do they spring Jove-like from the womb of industry? Does the modern newspaper incubate them? Are they graduated from the fiction-writer's school?

Each little clique has its staunch supporters, its loyal adherents. And each points with pride to brilliant individuals who have made good in the advertising world. But somehow the whole discussion seems so utterly futile, so thoroughly useless. After all, who really *cares* where the best copy writers come from as long as they continue to come?

I have sold goods behind the counter and on the road. I know what it is to pound out the big newspaper story in a race with the steadily-ticking clock which measures the precious minutes till press time. And now and then, in moments of reckless abandon, I have even committed *and sold* a bit of fiction.

But if you were to ask me which of these experiences best fitted me for my job as an advertising man, you would have me stumped. I don't know. Each of these jobs has helped to humanize me. They have given me the knack of seeing the other fellow's viewpoint. They have taught me to analyze the prospect's mind and find out *why* he thinks as he does about this, that, or the other subject, and *how* I can best make

him think as I want him to think about my particular proposition or product.

Apparently there is an impression going the rounds that copy writing is the alpha and omega of advertising. It isn't. Not by a damsite.

Do You "Tote" or Typewrite?

ASIDE from the small but growing band of "fictioneers" who are becoming copy writers, all the world of copy producers divide themselves into two classes—those who "tote" (as our friend from Virginia would put it) the sample case and those who typewrite the immortal selling statements while seated at the swivel chair.

Into which class do you fall?

This article is by a man who has made good as a writer of copy; as a salesman; as a fiction writer, and who modestly asks anonymity.

Into whichever class you do fall you will be interested in it, I think.

THE EDITOR.

The mere ability to work with words and play with phrases is utterly valueless in advertising work unless accompanied by the *merchandising instinct*.

The day of the limited, impractical advertising copy writer is rapidly passing. And I for one shall rejoice to watch the setting of its sun. Advertising men today are not hired solely upon their ability to

wield a "clever" pen. A writer must have considerable nerve, indeed, in this age, to term himself a practical advertising man unless he knows *something* about selling goods. He may have gained his experience in any one of a dozen different ways.

But he *must* have it. It is vital. He must know something of production, of distribution, and of retailing. And, most of all, he must know a very, very great deal about folks—just everyday human folks.

It has been said that the fields of fiction and advertising are practically synonymous. That anyone who can create sonnets can instantly, without preparation or practice, become a commercial writer. I challenge that statement. It would be as sensible to contend that Josh Billings would have excelled in drama, or that Milton should have delved into doggerel.

Advertising is a profession. A very intricate and highly specialized profession. The sooner we come to a realization of that fact the better it

will be for advertising. There have been instances, of course, where writers have jumped from fiction to advertising, and made good in a big way. But these men were naturally adapted to advertising work. They had the merchandising instinct and the very good judgment to forego most of their fiction practices and pick up a brand new set of rules and regulations.

His sentences fairly leap from the page and get a strangle-hold on the reader's attention. His words burn lasting pictures in the memory of men. But there is a little girl in a New York advertising agency who can beat him forty ways, when it comes to writing about baked beans.

The reason is simple. That woman *knows* beans. They have made up a very real part of her daily life. She knows what Mrs. Housewife wants to know about beans. And so she tells her, through advertising, in a friendly, straightforward way. There is nothing spectacular about that woman's copy. It isn't vivid, virile or heartwrenching. But it makes housewives buy Blank's Baked Beans—which is exactly what it was intended to do.

Kipling is a compelling writer.

We would read with intense interest anything that Shakespeare might write about Spielman's Sardines. That goes without saying. But after we had finished perusing the copy would we think more of Spielman's Sardines? Or would we think more of Shakespeare's matchless art? There's a point to consider.

There is such a thing as making copy so intensely interesting that the writer's art overshadows the product. That is the fiction man's greatest danger. The writer of fiction may start his story with a dissertation on eugenics, and close with a description of a Chinese junk shop, and if he has sustained interest, with a reasonable degree of continuity he needn't go to the trouble of enclosing return postage when he sends out his manuscript to the publisher. The story will sell.

The advertising man can make no such concessions to fancy. He has a very definite job cut out for him. He must sell a specific thing. Every effort leads toward that end. The ad man must labor with steadfastness and singleness of purpose. He must arouse interest, to be sure. But that is only the starting point. Unless he can create a very real desire in the reader's mind for the particular product he is advertising his labor is of no avail.

Any man with real writing ability and a keen imagination can paint a word picture of the Grand Canyon that will set men's minds agoing. But the chap who can write of corn starch—just ordinary corn starch—make you *believe* what

he says, and fairly hankre for that one particular brand of corn starch, is in his way as great a genius.

My hat is off to him; my hand goes out to him. And I don't give a darn *where* he comes from.

Reaching the Prospect Twice

An Education Campaign for a Factory Device Which Supports Technical Media Campaign With Ads in the General Magazines

THE development of the advertising of the Clipper Belt Lacer Company is a concrete example of the power of the printed word, plus proper backing up, to hold a market already made; to increase that market; to discover new and broader selling avenues, and to create leadership for a good product.

points in its favor have been instilled firmly into their minds.

A lot of solid thinking and analysis is back of this campaign. The Clipper Belt Lacer Company had previous to September, 1918, confined their advertising to irregular sized occasional advertisements in a few trade publications.

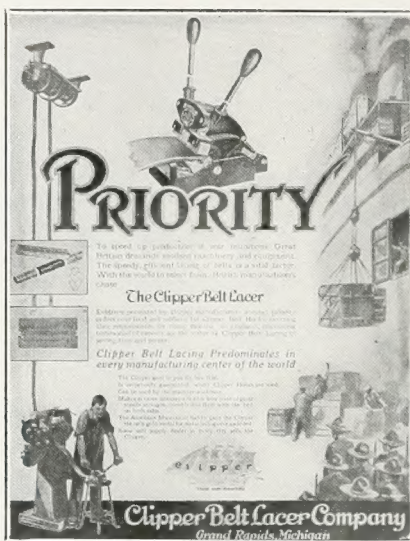
Last fall they called their fellow townsman, C. B. Hamilton, of Blearly - Hamilton Advertising Agency, into council. Immediately after a preliminary talk and survey they availed themselves of the greater vision which an experienced advertising agency, accustomed to the solution of difficult merchandising problems, had to offer.

BEGINNING WITH A GOOD MARKET

So definite plans were formulated for advertising to hold their market, to create an even wider acquaintance with the "Clipper" and its functions, and to sell the product to industrial plant managers and all who might be directly or indirectly interested.

The first item on the program was decided upon the appropriation calculated to put the big message over. Next to adopt the tenor of the copy and a slogan that would ring true and run throughout the campaign.

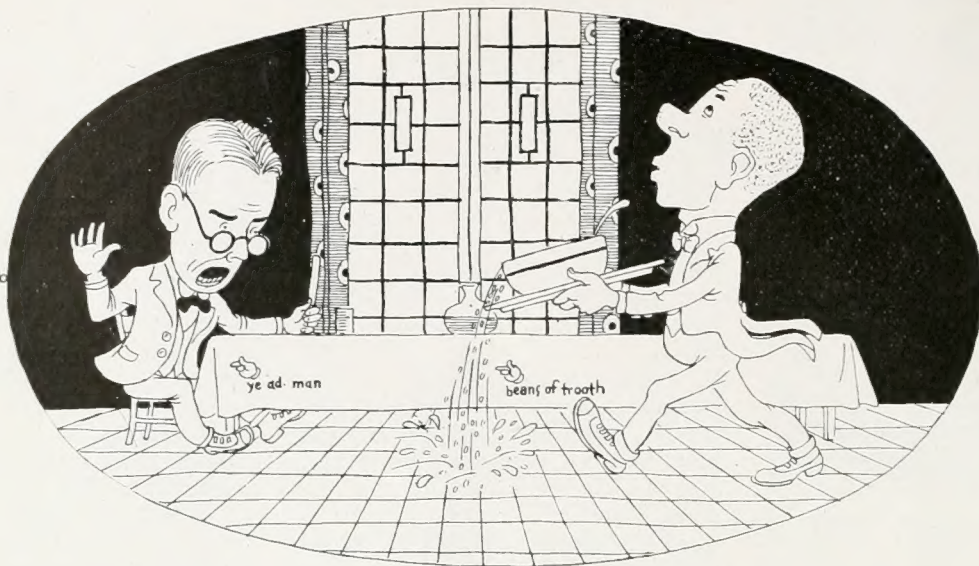
Working upon the sound hypothesis that the most valuable things to be considered were TIME and SERVICE, it was quickly determined that the big idea in connection with the Clipper Belt Lacer was the fact that it saved time (which is money) by lacing broken factory belts quickly. "The Clipper Belt Lacer Laces a Belt in Three Minutes" was the slogan chosen. Little needed to be said about cost for the obvious reason that plant managers know that the cost of using the "Clipper" is negligible in comparison with the huge saving in labor costs and production when the broken belt could be quickly mended, and the wheels made to turn again. Another point brought forward frequently has been the fact that the American Museum of Safety gave the "Clipper" the only gold medal ever awarded for metal lacing.



With the coal strike before us this copy seems more timely than ever

The Clipper Belt Lacer has a number of competitors, all accomplishing the same object in industrial plants with more or less efficiency. But, after a few months of consistent advertising, with full page space, an atmosphere of vital importance in its field has been achieved for the "Clipper."

Increased business is always the final test. Since this advertising campaign was inaugurated only a few months ago, the business of the "Clipper" has steadily gained. Moreover, its standing is not only greater with users, but is appreciably stronger with the men who sell the product to the trade—and with the trade. In other words, Clipper salesmen have discovered through the manufacturer's advertising the wider usefulness of the goods they sell. New respect for their line has been generated and better talking



The Bean-Spillers

by
Strickland Gillilan

You advertise (if you are wise)
In sundry periodicals,
And urge each store to buy still more
To show if anybody calls.
Yet some poor dub at stove or tub
Who doesn't know his job
May do you spite and queer you quite
By plainly playing hob!

Those pictures neat make Cream of Wheat
Appear a thing desirable—
The which is true; a fact that you
Have proved with taste untirable.
But let some cove who rules a stove
And calls himself a cook
Proceed to spoil instead of boil
According to the book!

Who thus first tries this food will size
It up as something awful,
Nor blame the chef so blind and deaf
To food rules wise and lawful.
I tried long since what some poor quince
Had formed from that good fodder—
I knew at once he was a dunce
Whose mind was on the dodder.

I did not blame the adsmiths' game
Or swear that they were swindlers;
Instead I knew that some poor stew
Was new at lighting kindlers.
Thus other foods and other goods
Are ruined after buying.
Such "help" unskilled should all be killed—
We'd chortle o'er their dying.

Young Pete DeMars sells motor cars
Of most efficient make.
He knows the things from top to springs,
From steering-gear to brake.
Yet Johnny Dubb who bought a tub
Of that precise description
Wore his plumb out in just about
A week—note Pete's conniption!

Hence I conclude this saga crude
With this most sapient saw:
With admen's job the boobs play hob—
There ought to be a law!
There's nothing made, from spad to spade
So simple or complete
But that some dub will miss the nub
And Truth's fair aims defeat.



Advertising Is a Public Necessity

One of a Series of Statements from Acknowledged Leaders of American Industry on "What Advertising Means to Our Business"

By J. OGDEN ARMOUR

President, Armour & Co.

THE public press has made itself a necessity. A primitive community, by word of mouth or neighborhood observation, disseminates enough information to insure the functioning of its simple social, political and commercial machinery.

A modern nation such as ours, with highly specialized organization scattered over a tremendous geographical expanse, could not exist without the convenient facilities for interchange of thought afforded by newspapers and periodicals, and the telephone, telegraph and postal systems.

Advertising is merely the utilization of the power of the press for disseminating commercial information to simplify and expedite trade.

And advertising is, I can say without reservation, a public necessity. Just as the social and political organization of our country could not function effectively without the press, so our commercial machinery of today would slow down and eventually disintegrate without the lubricating oil of advertising.

The public has reaped the reward of more and better foods, conveniences and luxuries placed within its buying power, largely because advertising has developed the markets and, by increased sales, cut the cost of the various products.

The meat industry, by advertising combined with efficient merchandising, has so increased its output as to enable the construction of the most scientific packing plants, laboratories and distribution equipment of refrigerator cars and branch

pages of the press have just as fully vindicated themselves as a public benefaction, as a market insurance for commerce and manufacture, as an economy to both business and the consumer, and as an economic necessity that must go hand in hand with industrial progress.

Particularly interesting does this personal statement from Mr. Armour, showing the transition from the old to the new, become when taken in connection with a recent statement made by Kate J. Adams, the sociologist. In commenting on the new problems facing that mammoth organization, she said: "P. D. Armour, a pioneer of the packing industry, was both employer and employee. He preceded the earliest to the plant in the morning and remained after the last had gone. His employees were his co-workers, acquaintances and friends. He knew from personal contact the capabilities, merits, inclinations and needs of each."

"P. D. Armour 'played square' with both elements in his business—the producer from whom he purchased the raw material, and the consumer to whom he distributed the finished product. And so, from a small beginning the business grew until, at his death, the elder Armour



J. Ogden Armour

houses. As a result, the meat packers with up-to-date methods of factoring animals can pay the farmer more for his live steer than they receive for the dressed meat.

The editorial and narrative pages of the public press have long been recognized by popular esteem as a national necessity. The advertising

was giving employment to more men and women than any other individual in the world.

"While creating and expanding a vast industry, the pioneer had found time to build up within his plant a tradition of understanding between employer and employee—a tradition founded upon countless personal acts of benevolence, charity and

reward for faithful service. It was this tradition that J. Ogden Armour, son of the pioneer and present head of the industry, inherited from his father when the Armour properties passed from the old generation to the new.

"The problem that confronted the new head of the industry was no less gigantic than human."

For it shows how advertising has

now become a necessity to the Armour organization, whereas in the olden days it was not so considered. They now use practically every form of periodical, including the foreign language newspapers in selling their products, and they have a bi-weekly newspaper of their own, in addition to their monthly house magazine, to "sell" their plant, via advertising, to their workers.

Men and Women Who Make Our Mediums

Fremont Older

**One of a Series of Informal Visits With
the Leading American Editors and
Publishers with the Object of Interpreting
What They Mean to Advertisers**

By BRUCE BLIVEN

THIS is the story of a fighting editor. People are supposed to enjoy reading about fighters.

It is also the story of a self-made man. The "self-made" motif, the editors tell me, is always sure fire.

A Bit About Bliven

This article on Fremont Older was written by a man probably better fitted to handle the topic than anyone else. Bruce Bliven is, according to a signed "confession" he once made, "one of those unfortunate wretches bitten in extreme youth by the writing bug and never afterward able to rise to a more respectable profession such as bank robbery or teaching swimming."

He is an Iowan by birth, but a Californian and New Yorker by choice. He entered Stanford University and won a degree without the aid of a gun, after which he took up a post graduate course under Fremont Older on the *San Francisco Bulletin*. Later he wrote advertising in Los Angeles and several years after became the first head of the Department of Journalism at the University of Southern California. Way out there he was found by the eagle eye of the late Lynn G. Wright, who did so much for the commendable development of *Printers Ink*, and who was largely responsible for that paper's editorial prestige today.

Out of the correspondence between the two men grew an editorial appointment on the staff of *Printers Ink*. Wright's judgment was substantially confirmed when one of New York's foremost newspapers, the *Globe*, took Bliven away, appointing him chief editorial writer.

Mr. Bliven's outstanding ability and intimate acquaintance with the subject of this story lends particular power to his pen. He has kept closely in touch with Fremont Older and the latter's work both before and since becoming managing editor of the *San Francisco Call*, as this article indicates.

But most of all—and this seems to me the real contact point in the yarn—it is the story of a big man who isn't so important that he is afraid to be human. His name is Fremont Older. His job is managing editor of the *San Francisco Call*.

At the little all-night restaurant which exists across the street from every newspaper office the young reporters gather for coffee and tobacco after the paper is put to bed, and agree sadly that no man has a chance to make anything of himself in journalism any more.

They can explain to you precisely how this happens. The day of personal journalism has passed, they will say. The newspaper today is a great business property, conducted by an anonymous crew, who must dance when the owner snaps his fingers. There are no editors any more, they will say; there are only hired brains who cut their cloth to a dictated pattern, and greatness is not in them.

Well, the bright young men are wrong, as youth and enthusiasm so often are. For here is the story of a man who doesn't own a paper, and never has; who began on a salary and still gets one; and yet he has made himself an extraordinary force in the community where he lives and by his sheer power and personality has become a national figure who will be ranked, when they write the histories, with the first dozen names of American journalism, up with the Danas, Greeleys, Pulitzers, Nelsons, Wattersons and Bowles. And he won't care a darn where he is ranked or whether he is ranked at all, having taken his fun where he found it, which, unlike Mr. Kipling's young man, has been in the daily rush and fight of newspaper work.

To say that Fremont Older is a fighting journalist seems like an understatement of the case. He has lived through enough combative experiences to furnish out three lifetimes for the ordinary pacific male. This has not been because Mr. Older is quarrelsome either. He has never fought except when he felt he

had to, to right a wrong, to expose a crook, to bring a community to its senses, when it was slipping rapidly downhill toward complete acquiescence to a system of graft which would turn Tammany Hall in its palmiest days pop-eyed with envy. Fremont Older has been attacked physically, legally, by abusive letters and by social ostracism. He has had his windows smashed by a mob, has had dynamite placed in a house adjacent to his summer cottage, has been the object of the tender attentions of a gunman hired to shoot him, has been kidnapped in broad daylight for the purpose of assassination.

And with it all his theory of life is essentially that of Tolstoy. He has come through the stress and storm of many years' battle for civic righteousness with a conviction that to understand all is to forgive all; that when a man sins, most of the blame is usually to be laid on society which digs the pit. After he had spent some of the best years of his life in putting an enemy in jail—the ringleader of a gang of crooks who controlled San Francisco politics for the benefit of the underworld—Older faced about and worked equally hard for many months to get this man out, having become convinced that he had been only a pawn in a great game, the rules of which he had no part in making.

To understand Fremont Older one must also understand San Francisco, that great, careless, magnificent city sprawled across the rolling sand dunes between her wonderful harbor and the vast blue stretches of the Pacific, whence come the interminable trade-winds and the fogs which give the San Francisco girls the most wonderful complexions in the world. San Francisco was founded by the Forty Niners—careless sons of good fortune, who sifted gold-dust between their fingers and laughed gleefully as their fortunes were swept away at a turn of the roulette wheel. They worked hard, played hard, these sturdy pioneers whose ranks held the scum of the cities of the world, as well as the best blood of many "first families." Vices San Francisco has always had aplenty, and has looked with a kindly eye on the vices of others, if only these latter would play the game like men and stand up without squealing when retribution overtook them. Today San Francisco's energy is diverted to other channels, but hers is still the roaring tide of joyous life.



FREMONT OLDER

Into that tide Fremont Older flung himself as a young man when he entered the newspaper business there. He began life as a printer, and at the ripe old age of 18 he was a foreman compositor. Barriers in those days were not so tight as today, and when he drifted into San Francisco he became a reporter. In 1895 he was made managing editor of the *Bulletin*, a post he was to hold for twenty-three kaleidoscopic years. San Francisco then boasted one of the most corrupt city governments to be found in a country which has always specialized in civic corruption. Everybody grafted and so curious was the city's point of view that even when it was common knowledge that a man was either paying city officials for immunity, or was himself a pensioner of the vast underground system of the tenderloin (the tenacles of which reached into every nook and cranny of the city government), there was little social stigma attached.

The story of the great fight for

honest government in San Francisco, in which Fremont Older took a leading part, need not be recounted here. It continued for years, threatening again and again to wreck the *Bulletin* and to engulf Mr. Older himself. William J. Burns, the detective, did some of the finest work in his career in ferreting out the carefully concealed system of bribery by which franchises were bought and immunities secured for gamblers and divekeepers. Francis J. Heney worked for many months without pay, prosecuting the cases for that sheer love of the fight which also drove Fremont Older forward in the face of almost certain failure. Mr. Heney was shot through the head in the court-room, his would-be assassin committing suicide a few hours later in the city jail. Into the prosecutor's shoes stepped a young California lawyer, Hiram Johnson, who thereby began a career which led him to the Gubernatorial chair of California and to the United States Senate.

The main witness for the prosecution had his home wrecked by a dynamite bomb, barely escaping death. When it was discovered that the chief bribe giver was a man high in social circles in San Francisco, the best society of that curious city turned against Mr. Older and his associates in the fight for civic decency. The editor and his wife were ostracized by everybody of any social importance. The men he met in his clubs were so hostile he was forced to resign. Thugs were hired to place dynamite under a house adjacent to his summer cottage at the beach, and blow it up while he and his wife were there, but they lost their nerve and fled at the last minute. A gunman was hired to shoot Mr. Older and only failed to do so through his indiscreet babbling.

Then Older was kidnapped in broad daylight, thrown into an automobile while he was walking along a busy street, and hustled on board a train for Los Angeles—the admitted intention of his captors being to leave the train during the night in the mountains, kill their victim, and throw him into a canyon, where his body would not be discovered for weeks, if at all. A young man who overheard the talk of two of the band in the dining-car left the train at the next station and telephoned the news back to San Francisco. The abductors had in their possession a “warrant” for Mr. Older’s arrest, issued in Los

Angeles on a nonsensical charge of criminal libel. During the night while the train roared southward down the coast, a judge was got out of bed to issue a writ of habeas corpus, by means of which Older was rescued at Santa Barbara. His abductors, of course, did not dare fight the matter in court, and the incident was closed.

The whole country now knows how the fight went on in spite of everything. Pressure was brought to bear on Fremont Older—pressure of every conceivable kind—but he stuck to his guns through thick and thin, as did the men associated with him, and at last they were victorious. The graft ring which was at the very heart of the city government was exposed, broken up, stamped out. The corrupt political boss was sent to San Quentin prison, while the real higher ups managed to slip through the meshes of the law and get away.

Then came the extraordinary episode in Older’s life which marked him as a man decidedly different in character from the ordinary run of “reformers.” He decided, as I have already said, that the man he had fought so long and hard to send to prison did not really deserve to be there. He was technically guilty, yes; but after all was he more guilty than the society which had given him the opportunity, which had looked on complacently while he looted the government, which has, in fact, connived

at the same sort of thievery in scores and scores of other towns up and down the land? It seemed to Mr. Older then, and it seems now, that society was as much to blame as the individual and that there was little reason, therefore, to keep the latter in jail. When he began his campaign to secure the release of the former boss, his friends thought he had gone mad. His fellow workers in the graft cases protested; but Older stood firm, and when he had served half his term Abe Ruef walked out of San Quentin on parole, a free man.

This was the beginning of a new chapter in Older’s many-sided life. On a visit to San Quentin he accidentally came in touch with a young man serving time there for burglary, who impressed him as being unusually intelligent and of character far above the majority of his companions. Mr. Older secured the release of this man also, and published serially in the *Bulletin* the history of his prison experiences. “My Life in Prison” caused a tremendous sensation, and when it appeared in book form made the author, Donald Lowrie, nationally famous.

Incidentally it secured him a place with Thomas Mott Osborne when the latter was working out his reforms at Sing Sing. Since that time Fremont Older has helped dozens of prisoners, paroled on the guarantee of his assistance. He has also found work for many at

Two Lessons To Be Drawn From This Week’s Cover Design.

Two distinct lessons can be drawn from the cover design used on this week’s issue of ADVERTISING AND SELLING. The first and important lesson from our standpoint which shows how art may be used not alone for “art’s sake,” but also may be used for commercial purposes.

In preparing this design the artists were instructed to produce a design that would be suggestive of ADVERTISING AND SELLING, and at the same time without materially interfering with the picture to give the editorial department ample space in which to describe the contents of this number—in other words to “sell” the editorial contents to the reader or prospective purchaser who might glance at a copy on the newstand.

The artists provided two separate spaces for this purpose without materially interfering with the design, one the panel box, and the other at the lower part of the design where the tint block runs below the black plate.

The other lesson to be drawn from this cover is the securing of several different shades and tints by the use of only two printing plates. In this case both plates are half tones, one of which is run in orange and the other in black.

The lettering of the title ADVERTISING AND SELLING in this instance was made an integral part of the design itself it should be noted.

When You Limit Your Vision You Limit Your Market

IF, in 1812, had you been given the responsibility of selecting a future president of the United States—a president who would pull this country through the crisis of a great civil war fifty years later, where would you have looked for the boy baby, whose name would one day be carved to stand for all Time, among the world's immortals?

Would you have canvassed the so-called "quality families" and taken from the cradle a child with every promise of a life of culture and refinement?

Or, would you have slipped down into the mountains of Kentucky, and in a rail-splitter's cabin placed your hand on the infant son of John and Mary Lincoln?

Doesn't this show the futility of pursuing the will-o-the-wisp called "quality"? Doesn't this bring home the necessity of advertising to millions?

Few manufacturers ever started in business and said, "Now, I will make something for a few hundred people!" A craftsman could afford to do this, but then craftsmen do not advertise nationally. An importer of extremely expensive oriental rugs could afford to do this, but then importers of very expensive oriental rugs do not advertise nationally.

If the Victor Company depended on "first" families to buy Victrolas, they would not have a vast factory employing thousands of people.

If the Aeolian Company made pianolas only for people with incomes of from \$3,000 a year up, they could not employ national advertising, and their name would not be a household word as it is today.

The manufacturer who limits his vision, limits his market.

Cosmopolitan, read by nearly everybody worth while, carries your advertising into a vast market (the print order for December issue is 1,320,547 copies), and gives you what you most need—the quantity you must have, all the quality that is to be had and the undiluted attention of the most prosperous, most progressive element of the magazine reading public.

Cosmopolitan

"America's Greatest Magazine"

Cosmopolitan's Own Supremacy Insures Supremacy for its Advertisers

the conclusion of their sentences, so that they should not be tempted by destitution to commit another crime and get sent back to the penitentiary.

His experience with large numbers of these men has convinced the editor that he was too hasty in believing that all criminals are victims of society. He has found men who would steal without the slightest necessity, apparently from idle impulse, and he has decided that many of these men are mentally diseased, victims of pathological states which ought to be studied in asylums rather than punished behind prison walls.

The story of Donald Lowrie aroused so much interest when published serially in the *Bulletin* that Mr. Older has followed it with a series of equally remarkable life histories of other men and women. These stories are not the type of "newspaper feature" which would be popular for syndicate material. In fact, I know very few newspaper editors anywhere who would care to publish them; yet some of them have been extraordinary human documents of real literary value, intensely interesting as revelations of character as it is hammered out under the blows of misfortune.

One of these stories, as long as the average novel, told the life history of a woman of the streets. Another was written by a gambler, a third by a successful physician. Others, each of which was published serially over a period of weeks, were by a Baptist clergyman, a bunco-steerer and a political boss. A short time ago Older decided that the life story of a newspaper editor would be an interesting addition to the series. He therefore wrote the tale of his own career in San Francisco, publishing it serially in the columns of the *Call*, to which paper he went as managing editor a few months ago. This story has been published in book form, and is an amazing human document which I believe every newspaper man will read with the keenest interest. Its chapters were dictated white-hot to a stenographer to be thrown into the maw of the paper each day. It is a remarkable bit of writing.

Physically Fremont Older is a striking figure. He is unusually tall; over six feet, with a big powerful head and a grim, drooping mustache which seems somewhat military in character. It so happens that the first time I ever laid eyes on him I was a humble sup-

pliant for a position—fresh from college, and scared to death. At that time he seemed about eleven feet tall, with a roaring bass voice in proportion, but I have reason to believe that these estimates were an exaggeration. He does no pussy-footing, however. His manner, in a fight or out of one, is as simple, direct and effective as that of the late Colonel Roosevelt. He knows everybody in San Francisco and calls most of them by their first names. Those who are not thus honored are likely to be tagged with descriptive expletives, for it is a strong black and white world in which he moves, for all his Tolstoyan philosophy.

When he is not guiding the destinies of the *Call* he is to be found on his ranch down in the lovely Santa Clara Valley where he special-

izes in dogs, horses and ex-convicts. The third group is a shifting one, the men staying with him until they get their courage back, or a position opens up somewhere, when they pass on. I think it is safe to say that they do not forget him. I doubt whether anybody who has much contact with Fremont Older forgets him. He is not that kind of person.

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McCann to Advertise Cleveland Tractors

The account of the Cleveland Tractor Company will be with the H. K. McCann Company, New York, beginning January 1.

Valerius Joins "A. & S."

Walter Valerius, for five and one-half years with *Printers' Ink*, has resigned to join the business department of "A.&S."

White Paper Situation Means Higher Rates

Advertisers Will Have to "Chip In" to Help Meet the Costs That Threaten to Immitate the Famous Moon-Jumping Cow

PUBLISHERS, everywhere, are racking their brains for reasonable solutions to the complex situation that is existant today by virtue of the white paper famine. Various methods of conservation are being urged and practiced, so that the strain may be relieved, for, according to a recent statement made by the American Newspaper Publishers' Association, "unless the newspapers throughout the United States reduce the average consumption of print paper by at least ten per cent, many newspapers will soon be compelled, partly or wholly, to suspend publication."

One of the significant moves toward a solution of the question was made by the *New York Times* last week when it ran insertions for three days asking advertisers to cut down on their space, particularly those clients in the habit of using full page space. Each day the *Times* is forced to omit a considerable volume of advertising matter because of its conservation aims, and this is a fair example of the stringent measures that are being adopted everywhere in order to cope with the situation.

An organized effort to save newsprint is being fostered by the A. N. P. A., through its Committee on Cooperation and Conservation, of which Bradford Merrill, of the New

York *American*, is chairman. Each individual member of this committee is also chairman of a regional sub-committee. A bulletin is being published regularly by the association from its headquarters in New York, and L. B. Palmer, manager, is keeping in close touch with the various methods that are being applied throughout the country in the universal thrift campaign. In Washington, for example, in 1916, the *Star* conducted a "reclamation" campaign covering 21 weeks, during which time about 420 tons of papers were collected by the school children at the rate of 42½ cents per hundred pounds. Such ideas as these are now being re-sold to the publishers.

The adjustment of advertising rates to help meet the rising costs due to the shortage and to labor conditions, as well, is another pertinent topic that is being given much attention in publishing circles. At the November meeting of the A. N. P. A., as well as at the convention of the National Association of Daily Newspaper Advertising Managers in Chicago last month, one of the principal subjects of discussion was the necessity of an equitable revision of rates that would meet the fluctuating costs fairly.

Advertisers, sensing the difficul-

The New York Globe

*Offers the general advertiser the opportunity
of addressing 180,000 families of the
kind that buy advertised goods*

<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<p>The New York Globe is a unique newspaper in many ways. It is distinctly an independent newspaper. It discusses and handles matters of vital importance to the people which other newspapers have not the courage or liberty to handle.</p> <p>The New York Globe carries more advertising from twenty leading big retail stores of New York than all other New York newspapers, including those of much larger circulation.</p> <p>Its constituency has been brought to have as much confidence in the advertising it accepts and prints as in its news and editorial reviews.</p> <p>The Globe makes no pretense of being the "biggest" or the "best," but goes quietly on its way recording worth-while achievement as part of its every-day work.</p> <p>To-day's Globe is a better newspaper and will produce larger returns for the advertiser than that of a year ago, and it will be still better and more productive a year hence.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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*The Globe Is Now Nearly 126 Years Old and
America's Oldest Established Daily Newspaper*

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

180,000
A DAY

ties in the future, are crowding into the publications at yearly contracts and by means of "reservation" contracts, based on present-day rates, which are, in turn, based solely on present-day costs. The problem of the periodicals is to find a means of protecting themselves against future advances without resorting to methods that might suggest highway robbery now.

Due to the influence of precedent, the current rates are much too low to be profitable, and in the face of that fact, plus the unknown quantities of the "veiled future," the outlook for the average newspaper publisher is dubious. James Wright Brown, the owner of *Editor and Publisher*, recently made a survey of the comparative rates prevailing in newspapers and magazines which shows that, using around 2000 papers and magazines as representative, the average rate for the former is one-fifth of a cent per line per thousand, while for the latter it is three-fifths of a cent per line per thousand.

On the basis of these and other figures, several suggestions were made at the A. N. P. A. conference pertaining to a remedy. One idea was to abolish contracts entirely, so that the paper would not have to carry long term contracts at a subsequent loss. Another was to establish a three-month contract in place of the present yearly agreement, thus leaving room for any necessary increases due to unpreventable production cost increases.

Both of these suggestions, however, present many difficulties: the one because there is no semblance of a binding contract even in a most elastic form, and the other because of the multitudinous details that will have to be taken care of every three months when the contracts are renewed.

A resolution that was adopted by the convention suggested that during the period of rising costs future contracts for advertising should only be accepted on the following conditions:

"This contract is accepted upon the condition that the rate payable for the advertising to be published pursuant to these terms shall be..... cents per line (or inch) for the first.....months and that the rate payable for each.....months thereafter shall be mutually agreed upon. Failure of the parties to agree as to the rate to be paid at least ten days in advance of any such period, shall give to either the right to terminate the contract."

This clause would leave the rates

adjustable by the parties according to the individual conditions.

One of the most logical remedies yet put forth is the plan of the John Budd Company, based upon the very common theory now practiced in mercantile lines—"prices subject to change on.....days notice," or "future orders to be shipped at prices prevailing at time of delivery."

Under the suggested plan, which has been approved by every publication represented by this company, yearly contracts are accepted with a clause inserted providing for a change of rates on a sixty-day notice. If the advertiser is not satisfied with the increase, he can terminate the contract at the end of the two-month period. Such an arrangement is, of course, amply justified by the prevailing conditions in the industry and gathers considerable "right of precedent" by virtue of its common use in other lines.

Its plausibility lies in the fact that the advertiser is protected in two different ways: under any other alternative suggested it will be virtually necessary for the publisher to gamble on prospective increases in costs by raising his rates, at the beginning of any period, so that the maximum possible jump before the end of that period would be taken care of. If the advance did not materialize the advertiser, of course, would be morally "stuck." His second protection is in the fact that he has plenty of time to adjust his campaign should the promised increase seem too high to justify a continuation of the contract.

The move to increase the rates now maintained by newspapers is pretty generally supported all over the country. John B. Woodward, vice-president of the N. A. D. N. A. M., and advertising manager of the *Chicago Daily News*, said at the association's convention:

"I believe that one of the greatest considerations for us today is the matter of rates. We are in for a period of high costs of publishing. Any paper with rates that are too low should increase them at once. The smaller newspapers should get busy and do this for their own protection. There is a great deal of waste in the use of white paper. Many newspapers are printing more than they can sell. If we don't reduce the size of our papers by Spring, the shortage will surprise the world. We, of the larger newspapers, can do much to set the example and conserve. If the publishers of the large papers don't do all they can to conserve, I think it may even cause trouble at Wash-

ington. I believe an advance in rates will cut the volume of advertising, and I believe it will be a good thing for us to do at once."

Many papers are now adjusting their scales to current conditions, but there are enough of them still bashful enough about the move to warrant considerable effort on the part of the minority to bring about a universal increase, quite a few trade papers, as well as newspapers, assisting in this movement. The Advertising Committee of the Southern Newspaper Publishers' Association, in this connection, recently adopted a resolution urging papers to increase their rates at least 25 per cent, and asking advertisers and agencies to give the papers optional days for the insertion of copy.

The result of so much serious thought and effort devoted to the problem should undoubtedly result in a "safe and sane" solution.

Brandt Agency to Move

The Brandt Advertising Agency, now located in the Hartford Building, Chicago, has made arrangements for larger quarters in the *Chicago Tribune* building. The lease for additional space has been signed, but possession cannot be secured for several months, owing to arrangements for moving now being made by some of the *Tribune* departments.

This agency also announces the renewal of the advertising of the Nacma Company of Chicago. The company manufactures Sa-Van, one of the so-called egg substitutes, and was a very large advertiser last year. Newspapers will be used in the new campaign now being planned.

The Brandt agency has also secured the advertising account of the Perry Pipe Company of Moline, Ill., manufacturers of pipes for smoking. Newspapers will be the medium chiefly used in handling this campaign.

Auto Account for St. Louis Agency

Extensive newspaper schedules are being sent out for the Gardner Automobile of St. Louis, through the agency of Fisher-Ruebel-Brown of St. Louis. The campaign includes page advertisements in a large number of daily newspapers announcing the Gardner car, which is a new entry in automobile sweepstakes.

Chicago Agency Advertising Farm Product

Henri, Hurst & McDonald, Chicago, are conducting a vigorous newspaper advertising campaign for the Alamo Farm Lighting Company. Farm publications are also being used.

Motor Association Campaign On

The National Motor Vehicle Association is placing an important national advertising campaign through the advertising agency of Erwin & Wasey, Garland Building, Chicago.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Vulcan Springs and Collier's

This year the Jenkins
Vulcan Spring Co. has
used more space in
Collier's than in any
other general publica-
tion.

"Watch Collier's"

Direct Advertising to Reach the Farmer

How to Prepare a Direct by Mail Appeal That Will Reach America's Biggest Buyers

By GEORGE B. SHARPE

Assistant General Sales Manager, Cleveland Tractor Company

FIRST, I want to take a few minutes to discuss the farm market itself.

In round numbers 35% of our population live on farms and we have about seven million farms in the United States. That makes the farm field easily the most important point of actual numbers.

But we all know that mere population figures mean little in determining market possibilities. Distribution facilities, habits of living and the ability to purchase must all be taken into consideration.

And while I haven't time to make an exhaustive analysis of the farm market I do want to impress you with the fact that the farmer is a bigger and better buyer today than he has ever been before.

He is selling wheat at \$2.20 a bushel as against less than \$1.00 a few years ago and he is getting prices for his other grains and produce in the same proportion. Not so long ago 30c a dozen for eggs and 40c a pound for butter was considered a good price and look at what he is getting today.

But, some one will say that the laborer and the artisan have increased their incomes as well as the farmer. True, but remember this: when the average city man has paid his rent, and his grocer, and his butcher, and the shoe man, and the clothing dealer, and his income tax, with all his increase in income he hasn't as much left over as he used to have because his cost of living has gone up faster than his income has gone up.

On the other hand, while the farmer's living cost has increased he is a good deal better off in that respect than the man in town because he produces a good proportion of what goes on his table. Most of the labor on his farm is furnished by himself and his family and on the average I don't believe it is any exaggeration to say that the American farmer has doubled the net income he formerly enjoyed.

Not only has the farmer more money to spend, but he is more inclined to spend it. Most every farmer nowadays has his "flivver,"

or it may be a "six" or an "eight." Both he and his family get around more. They visit more. They get to their nearest shopping center and to other shopping centers. They not only shop at the general store nearby, but at the department store forty or fifty miles away.

BUYING POWER AND DESIRE BOTH
COME UP

The son and daughter have gone to college and come home with new standards of living that demand more of the comforts of life, and the "keeping up with the Jones's" epidemic has at last spread to the agricultural community. As the farmer's standard of living goes up his wants increase and what only yesterday was a luxury today is a necessity.

Surely a market as big as this with more ready money than it ever had before and a greater inclination to part with it demands your attention.

Now, how are you going to reach the farm market?

The city and town market can be reached in half a dozen different ways. National monthlies and weeklies, daily newspapers, bill boards, street car cards, theatre programs, are all active in this field, but when you come to the farm market I believe there are only two economical and effective methods of reaching the farmer—the farm paper and direct advertising.

Because the dealer in town doesn't have the intimate touch with his customers that the dealer catering to farmer trade has, the former isn't nearly so important a factor in controlling the purchases of his customers as the latter and for this reason I don't believe direct advertising can accomplish nearly so much in appealing to urban trade as it can in influencing the rural market.

That's one reason why I believe the farm field offers such a fine opportunity for direct advertising. The relation between dealer and his farmer customers is close and direct advertising offers an opportunity for the tie-up through the dealer.

Now, you know I am not selling direct advertising -- nor any other sort of advertising for that matter.

I believe in using whatever method gets the best results—that's what I'm after.

I like the word "direct."

And I am convinced that the distribution of circular letters or folders or any sort of scales literature is most profitable when it is "direct" and not haphazard.

If I have a message I want to spread broadcast to all the farmers in this State I believe I can reach more of them and accomplish more with an announcement in the State farm papers than in any other way. I believe I would be wasting my firm's money to circularize all the farmers in the State, no matter what I had to sell them.

But on the other hand, if I have fifty dealers in Ohio selling Cletracs and those dealers have each fifty to one hundred names of farmers who they now are in the market for tractors and are financially able to buy the tractor I have to sell, I don't a cheaper or better or more effective method of salesmanship in type than to let Uncle Sam's mail take my message, not only once, but time and again, to those farmers.

A RECEPTIVE FIELD

I know from experience that that sort of message mailed to such a list will be read. I know that it will get results if the message and the merchandise are right and what is even more to the point I know that my dealers will appreciate such sales help and we all know that when we can secure the good will and cooperation of our dealers our biggest selling problem is solved.

If you sell to the farmer through the dealer (and that's the only kind of selling I am familiar with—I have had no direct contact with mail order selling) do everything you can to "sell" the dealer on your line and your sales policies. I don't believe you can get very far by "forcing" methods. Remember, too, that your line is probably only one of a dozen or score of different lines that the dealer handles. You may think your business looms up big, but it doesn't look one-half as big to your dealer as it does to you.

I can't emphasize too strongly the importance of the dealer in the farm marketing chain and I believe you can do a great deal toward keeping him sold on your line through direct advertising. Don't forget him because he's got your goods on his shelf or in his warehouse. I don't believe there is any form of advertising, direct or publication, that will bring you such returns as the "direct advertising" you do to keep your own dealer "sold"

BECAUSE of combined increased publishing costs and increased circulation conditions, Christian Herald's rates for all 1920 advertising have been advanced, effective November 15th, to

\$ 2.25 per line

\$1,400 per page

\$1,900 per back cover (2 printings)

\$2,200 per back cover (3 printings)

\$2,400 per back cover (4 printings)

\$1,800 per inside cover (2 printings)

\$2,000 per inside cover (3 printings)

\$2,200 per inside cover (4 printings)

\$2,800 per center spread (black)

\$3,500 per center spread (2 colors)

Inserts and inside color pages, when available, at inside cover prices.



The Christian Herald

Established in 1878

GRAHAM PATTERSON, *Publisher*

L. D. FERNALD, *Business Manager*

BIBLE HOUSE, NEW YORK CITY

on your goods and to help them make sales.

Now as to the message itself.

I think it's a mistake to go on the theory that most any kind of printing is good enough for the farmer. There are still a good many people who go on the assumption that any kind of printed matter with "big black type and plenty of red ink" will get results from the farm field.

It is also a mistake, as I have seen done several times, particularly in long-winded circular letters, to try to get down into the pig pen with the farmer. The farmer isn't much different from his neighbor in town and he appreciates attractively illustrated and well printed advertising matter and will respond more readily to it.

I don't know anything about selling low-priced merchandise. I have never tried it. But if I have an article that I believe has merit and quality I want to have that quality and superiority reflected in my printed matter and in the message that I send out to the people whom I expect to buy my goods.

DOUBLE-EDGED IMPRESSIONS

Aside from favorable impressions created on the actual prospects by high-grade printed matter there must also be taken into consideration its effect upon the dealer upon whom in the last analysis we must largely depend for the distribution of this matter.

The dealer would a good deal rather hand out an attractive folder or catalog than a shoddy looking piece of printed matter and it has been my observation that the higher the quality of sales help we furnished our dealers the better distribution of this matter.

Remember this, that when the treasurer of your company draws a check for the payment of any form of direct advertising, be it letter, folder or catalog, what he is spending your company's money for is not the actual number of pieces delivered or so many pounds of paper and ink, but the impression that sales literature is going to make on the prospect when it reaches him.

As to the message or the actual sales argument, there are so many varying conditions that it is hard to lay down any fixed rule. There are two or three things that always should be kept in mind, however. The average farmer is more interested in knowing the service an article is going to give him than a lot of detail about its mechanical construction. The message should be clear and to the point, and not a lot

of glittering generalities. If you can get your argument across in illustration, so much the better. The right sort of an illustration may often show at a glance an idea that you couldn't get across in a dozen paragraphs. Remember, too, that the farmer's office and his home are identical and in most every purchase made on the farm each member of the family is interested.

As some of you know, I was formerly in the cream separator business and I wasn't long in discovering that the farmer's wife had a good deal to say about what make of separator was purchased. Now, the woman can seldom be interested in mechanical arguments on detail of construction and for that reason we laid very little stress on mechanical construction, but a good deal on the labor saving and economic advantages of the cream separator. In fact, last year I got out one folder in my follow-up series in which the appeal was made direct to the woman on the farm and the illustrations and text were all prepared with the express intention of making an appeal directly to the farmer's wife.

In the preparation of printed matter, folders, etc., for the farmer, keep in mind that the farmer doesn't have an office boy to open his mail and lay it on his desk. Visualize, if you can, how the average farmer gets his mail. The R. F. D. man pushes it into the little tin box on the side of the road. That's one reason why for years I have utilized offset printing as far as possible for folders to go to farmers and why I have recommended folders not over four inches wide. The big folder printed on heavy coated paper loses a lot of its attractiveness after it is jammed into the rural free delivery box. It isn't how the folder looks when it comes from the printer that interests me, it's how it looks when the farmer opens it up when he settles his tired bones at night by the side of the kitchen or the "sitting room" table.

REMEMBER THE WORD "DIRECT"

Once more I want to emphasize that the more direct you can make your appeal the better results you will get from direct advertising. Let me illustrate. If a bank here in Cleveland wants to increase its depositors I believe that its general arguments will accomplish the most if printed in the local daily papers. On the other hand, an attractive folder or a well-written letter addressed to the mailing list made up of names of newly married couples suggesting the advantage of opening

an account will undoubtedly be both timely and by reason of its very directness get results.

In the same way a message to the parents of "newly borns" suggesting the advantage of opening an account for the little shaver I would consider the very best kind of advertising.

When I was in the separator business I had a mailing list of some three or four hundred thousand names of farmer prospects, names secured through dealers, and I insisted upon dealers classifying those prospects into three divisions, non-users of cream separators, users of competing machines and users of out of date machines, and I had separate folders and follow-up letters for each of these classes. In other words I found out what the farmer's need was and then discussed with him the conditions in which I knew he was interested.

The same way in laying out direct advertising for my tractor prospects. If the farmer is a potato grower I am planning to send him literature and letters particularly discussing the advantages of our tractor for his needs. If he's an orchard man the letters and folders which he gets from us will discuss the big advantages of the Cletrac for orchard use.

I am simply giving you these two or three examples to illustrate more clearly what I am striving at when I lay so much emphasis on making your message "direct."

Make your "direct" advertising live up to its name. Let it carry a "direct" message and you will get "direct" results.

Youngheart Speaks on Magazine Space

Sam Youngheart, of the Frank Seaman Company, New York, spoke before the Representatives' Club at the Hotel McAlpin, New York, on December 1. He spoke of definite successes of advertisers through the use of magazine space.

Changes at Des Moines Capital

D. W. Whitebrook, formerly of the Rock Island, Ill., *Argus*, has joined the staff of the Des Moines, Ia., *Capital*. A. E. Stickle, who has been with the Des Moines *News* for the past year, has joined the *Capital's* service department.

Gotham Studios Add to Staff

R. Stoll, for five years poster designer for the O. J. Gud Company, New York, has joined the Gotham Studios, same city. Arnold Moesch and J. C. Anderson have also joined this organization.

Merged English Firms Form Ad Service

The Amalgamated Publicity Services, Ltd. has been formed in London, Eng., with the merging of Chadwick's Service Combino Envelope Company, Reliable Advertising and Addressing Company, S. Sidders & Son, printers, and Woodcraft, Ltd. The new organization will combine all ends of publicity work. The joint managing directors are Arthur Chadwick and W. Leonard Sidders.

Associated Engravers Make Appointment

The Associated Engravers, New York, have announced the appointment as sales director of Edward Kramer, who has had extensive experience in engraving problems.

Says Unrest Is Passing

That the crisis of industrial unrest in this country has been passed and that better business conditions may be anticipated from now on is the view of the National Bank of Commerce in New York in the December issue of its magazine, *Commerce Monthly*. The bank points to the failure of the steel strike, the yielding of coal miners to constituted authority, and the plans for deporting dangerous aliens, as signs of better days.

Dividend on Kelly-Springfield

The Kelly-Springfield Tire Company has declared an initial dividend of \$2 a share on its 8 percent preferred stock of record November 1.

Thermoid Ad Manager Promoted

John T. Spicer, advertising manager of the Thermoid Rubber Company, Trenton, N. J., has been appointed general sales manager.

William Mackay Heads Hardman Rubber

William Mackay, president of the Mutual Tire & Rubber Company, New York, has been elected president of the Hardman Rubber Corporation, New Brunswick, N. J., which was recently acquired by the Stanwood Rubber Company. Mr. Mackay is also vice president of the Samson Tire & Rubber Company of California.

Louis Stephenson with McCann Agency

Louis Stephenson has joined the staff of the H. P. McCann Company, New York. Mr. Stephenson was for more than four years advertising manager of Landers, Frary & Clark, New Briton, Conn.

Haskel, of Grant Motors, Promoted

J. A. Haskell, of the sales department of the Grant Motor Car Corporation, Cleveland, Ohio, has been appointed assistant general sales manager, to take care of field and detail work.

Two Talks on Commercial Art

At a recent meeting of the Technical Publicity Association, New York, Harry A. Weisberger, president and general manager of the Advertising Artists, New York, read a paper on com-

mercial art. The talk was illustrated by colored lantern slides showing practical application of art to industry. Clyde Thompson, vice president of the Gotham Studios, New York, gave a talk on logic and sentiment as applied to advertising art.

Dress Industry Issues New Magazine

The Associated Dress Industries of America, New York, has begun the publication of *Dresses* as its official organ. The magazine will be issued monthly.

Business Corporation in Delaware

The American Business Corporation has been incorporated under the laws of Delaware with an authorized capital stock of 250,000 shares of not par value.

New Mill for Migel Silks

J. A. Migel, makers of silks, New York, are building a new plant in North Bergen, N. J. The building will be completed before January 1.

Winchester Arms Account in New Hands

Street & Finney, New York, have obtained the account of the Winchester Arms Company, New Haven, Conn.

Publisher of "Underwriter" Dies

Charles A. Jenny, publisher of the *Underwriter*, New York, died at Brooklyn, N. Y., November 17, at the age of seventy-eight. Mr. Jenny's first connection with this publication, which is an insurance weekly, was in 1883.

PASSING A MILESTONE

*New York's Great
Morning Newspaper*

The  Sun.

*Now Across the 150,000 Line—
A Notable Record of Circulation Growth*

Note the figures for the past six months.
They are significant:

	1919	1918	Gain
November....	150,108	128,453	+21,655
October.....	146,238	126,210	+20,028
September...	144,888	122,204	+22,684
August.....	143,796	122,773	+21,023
July.....	140,637	120,584	+20,053
June.....	136,955	125,757	+11,198

The seal of a covenant with red blooded
Americanism.

Britisher Advocates Six-Hour Day

**Largest Employer in England Wants
Two Shifts to Work Twelve Hours**

BASING his theories on the epigrammatic sentence, "I believe in sweating machines, not men," Lord Leverhulme, head of the English soap manufactory, operating under the name, Lever Bros., Ltd., arrived in the United States several days ago with some new and novel ideas on the subject of amicable industrial conditions.

What Lord Leverhulme has to say is particularly interesting to Americans and American manufacturers, because he is also interested in American business. At Cambridge, Mass., there is located the American factory of Lever Bros. Company, makers of Lux and Rinso.

The belief of the visitor, as outlined to those interested in it, is that higher wages can be paid by reducing the cost of production. This, the Englishman affirms, can be done by working two shifts of six hours every day—thereby cutting down the *man's* working day and adding materially to the *machine's*. According to the explanation of the idea, this plan could only be used in industries where the overhead charges are at least as much as the weekly wage, thus eliminating, for instance, farming under the present conditions.

Lord Leverhulme has for some time been in the foreground with his ideas on employer-employee relations. It is estimated that over a million dollars worth of dividends will be distributed among the 4,500 workers in his soap plant this year, representing the same dividend paid to stockholders, less 5 percent intended to account for the non-investment by the employee. "Copartnership certificates," as they are called, are issued to workers in the employ of the company three years or more, based on their rank, tenure of office, salary, etc., but averaging about 10 percent of their annual pay.

Practically all of the workers are members of trade unions, the company's policy in regard to this being one of non-interference.

The headquarters of Lever Bros., Ltd., are located at Port Sunlight, on the Mersey River, near Liverpool, and represents a modern industrial community in every respect. About one-half of the town is devoted to the workers' homes, attractively constructed of red brick, and including such features as a hospital, library, gymnasium, tennis courts, etc. Practically all of his people are affiliated with various labor unions, it being the policy of the institution to regard these outside connections as beyond the pale of its criticism. The operation of such a system as Lord Leverhulme has instituted really tends to make it a matter of negligible interest whether or not the workers are union members. In treating his employees fairly and liberally, this "boss" usurps the function of the labor organization and makes it a non-essential.

The whole six-hour day theory is based on the economic argument that if a machine will wear out through the stress of production, the owners of that machine are getting as much as they possibly can out of the investment. However, if in the rush to wear out the machine you undermine the health or

ability of the workers, then your investment is returning a distinct loss. Machines can easily be replaced, but the value of steady, interested, satisfied workers is so high that it is foolish to bargain and speculate with those commodities once you secure them.

It is further argued, in support of the plan, that the shorter working day is a direct benefit to the employer through the improvements the employees work in themselves with the several additional hours for recreation and development. The facilities for both of these activities are supplied without stint, and His Grace contends that the plan is practicable because it has pulled returns for him. In this he is pretty well supported by the William Wrigley Company's forty-hour week, by which plan a whole day holiday is given on Saturday instead of the customary four hours.

The only question that arises in the mind of the liberal thinking man when he analyses the various findings of different employers on the hour question is, "What is the really efficient working day?" We once thought it was ten hours, but that error was discovered. Then we hung to the eight hour day for a long time, with the fond satisfaction of knowing that at last we had stumbled on the evenly balanced working day. But, to our sorrow, we learn now that we are still wrong. As far back as two years ago the writer heard one of America's leading economists—a man who is not a Socialist, and who, even now, hasn't yet been called a "Red"—advocate the universal adoption of a four-hour day. Lord Leverhulme's six hour, double shift day is somewhat more reasonable, but there are many radicals who claim a straight six hour, single shift working day to be the only efficient laboring period.

With so many confusing and contradictory opinions, all based on what are intended to be facts, it is really quite impossible to reach anything conclusive. Perhaps we will eventually fall back on the thought that if a man is given the *proper incentive* to work he won't give a continental how long he works, provided the hours are within reason.

We see now, without any room for argument, that *without* the right incentive the eight or six or four hour day means nothing whatever to the average laboring man or worker EXCEPT AN OPPORTUNITY TO MAKE HANDSOME OVERTIME MONEY.

Additions to Campbell-Ewald Staff

Emmanuel G. Frank and William A. Moffett have joined the forces of the Campbell-Ewald Company at Detroit, Mich., the former as ad writer and the latter to take charge of the bureau of publicity. Mr. Frank, who was advertising manager for six years of the Truscon Laboratories, will handle several automotive accounts. He is a graduate of the University of Michigan. Mr. Moffett was formerly city editor of the Detroit *Free Press*. Before coming to Detroit three years ago he did news-

paper work on the Providence *Journal*, Providence R. I. He is a graduate of Brown University.

House Org an Becomes Trade Journal

The *McK. & R. Drug Topics*, one of the oldest house organs in the country, having been published for thirty-six years, has been purchased from McKesson & Robbins by three members of the organization who will, in the future, publish the journal as a trade paper. V. E. Pratt, Jerry McQuade and M. S. Small, the new comers, expect to have the first number out by December 25. The size will be 5¼x8.

Current Opinion Returns to Old Size

Current Opinion, of New York, has decided to return to the old style size after a fair trial with the "flat" form. The present dimensions of the magazine are 8½x11¾ in., but, beginning with the January issue, they will be 6¾x11¾ in., untrimmed. If it is decided to trim, the size will be a bit smaller. The publication finds the change advisable chiefly for the convenience of the reader and also for the satisfaction of many advertisers.

New Home for South Bend Paper

The South Bend *Tribune* began the work of constructing its new home on the first of this month. The building will be three stories high, will have a frontage on two streets, and will be done in dark brick, steel and concrete. The plans were drawn by F. A. Miller, vice-president and editor, while lying ill in the Columbus Hospital, Chicago, early this year. The work represents an investment of about \$400,000.

Plan Electric Light Publicity

The National Electric Light Association, at a recent meeting held in Chicago, has decided through its advertising and publicity service bureau to carry on cooperative publicity with the Society for Electrical Development. It was resolved that a conference be held each month, composed of representatives of the two organizations, to make plans for producing campaigns for the promotion of the use of electricity.

Newspaper Man Joins Fox Films

William C. Lengel, magazine and newspaper writer, publicity director of the employment management section of the War Industries Board during the war, and manager of the promotion department of the Conde Nast publications, has joined the scenario department of the Fox Film Corporation. Mr. Lengel has declared that the screen offers a wider field than the editorial columns of a newspaper, and points to the influx of newspaper men into the motion picture field.

Val Fisher's Secretary Leaves for England

Miss Stella Gude, secretary to Val Fisher, New York representative of the *Advertising World*, London, will sail for England December 8 on the *Imperator*. During the war Miss Gude was connected with the British Bureau of Information in the United States.

Three White Plains Dailies Merge

The *Daily Reporter* and the *Daily Argus*, of White Plains, N. Y., have been consolidated, and the *Daily Record*, of that city, will join the combination on December 31. The name of the *Daily Reporter* will be retained, with W. Lee Tuller as publisher and Walter W. Hogan, editor.

Herman Bernstein to Launch Jewish Bailey in New York

Herman Bernstein, former editor of the *Jewish Day*, New York, and special writer for the *New York Herald*, will publish with the beginning of next year a new Jewish daily in New York to be called *Haint* (The Present). Mr. Bernstein is a well known author and newspaper writer. The *Haint Publishing Company* has been incorporated to finance the publication.

Judge Landis Was Misquoted, He Says

Judge K. M. Landis, of Chicago, has declared he was misquoted as saying that an advertising man would lose his job if he reproduced his proposition with absolute integrity. In a letter to Arnold Joerns, agency head of Chicago, he says: "The business of an advertising manager is not limited merely to the absolute integrity of conditions, portraying them judicially. He would not be a good advertising man if he did."

Burleson for Local Penny Postage

Postmaster-General Burleson has approved the bills pending before Congress to reduce the rate of local first-class letter postage to one cent. It is contended that the cost of handling letters delivered within the postal limits of the office in which it is mailed is less than the present postage charge.

Bonneville with German Films

T. D. Bonneville, formerly director of publicity and advertising of the Division of Films, Committee on Public Information, has been made New York representative for Grossman Pictures.

Says Advertising Improved Grocery Business

J. S. Goldbaum, sales and advertising manager of Fels & Company, Philadelphia, pointed out before the convention of the American Specialty Manufacturers' Association at Atlantic City how advertising has revolutionized merchandising. The coming of package goods, he said, brought more profit to the dealer and a new pride in the grocery business was born.

Vice President of National Licorice Dies

Frederic P. Scudder, vice president and director of the National Licorice Company, died of apoplexy on the night of November 27 at the age of sixty-eight. He was a member of an old New York family and belonged to the Sleepy Hollow Club, Union League Club, New York Athletic Club and the Automobile Club of America.

Van Derhoof Heads New Auto Company

Frederick G. Van Derhoof, who has resigned as general manager of the automobile department of the Standard Street Car Company, Pittsburgh, Pa., has announced the formation of the

Bacon Motors Corporation, New Castle, Pa. Mr. Van Derhoof is president of this company, which will build a light six, moderately priced car, ready to market in spring.

Cut Newsprint Consumption in South

A reduction in the consumption of newsprint at least 10 percent during the coming year was decided upon at a special convention of the Southern Newspaper Publishers' Association held at Birmingham, Ala., November 24-25. The figures will be based on the highest consumption during 1919. A conservation committee was named with Bradford Merrill, of the *New York American*, as chairman. The reduction will be made in such a way as each individual publisher sees fit.

DO NOT MISS The Golden Opportunity

Messrs. MUKUND N. DESAI, Commission Agents, Exporters, and Importers, AHMEDABAD (India), offer their services to the Manufacturers, Exporters and Importers of America, and invite their correspondence, as they deal in all lines, from Pin to Elephant, and as their business root is the safest quickest and the cheapest. In short, it is the best emporium of Indian Exports, and Foreign Imports. Just now send \$10 to \$1,000, if you ever wish for Indian CURIOS, Condiments, Silkworms, Pickles and Preserves, Sweets and many other reputable novelties that led us to a path of profit for supplying the best materials. Note our name and address, perhaps it might interest you. Do not forget that we also import American produce. No more—Correspondence solicited.

MUKUND N. DESAI,
Exporters and Importers,
AHMEDABAD (INDIA).

This rather unusual all type advertisement occupying space in the New York dailies a few days ago speaks volumes for the interest merchants in other lands have in the American market.

Say News Suppression Causes Robberies

New York burglary insurance companies have complained to the New York police department that its suppression of the news of robberies has led to an increased number of such crimes. They said that the system suppression has caused among householders a false sense of security, and hence negligence.

Can Any "A. & S." Reader Help Out General Agnus?

Under date of Dec. 3rd, General Felix Agnus of the Baltimore *American* sends us an order for 100 extra copies of the issue of Nov. 22nd of ADVERTISING & SELLING. Using every available copy in our offices, we are only able to send the General a total of 50 copies. Any reader who has a copy of this number that they would like to dispose of will be favoring General Agnus as well as ourselves by mailing it in. We will gladly pay 15c each for any copies returned.

ADVERTISING & SELLING's circulation has been increasing so that there are practically no back numbers of any recent issue.

New Head for Hupp

Charles D. Hastings has been elected president of the Hupp Motor Car Corporation, succeeding J. Walter Drake, who remains as chairman of the board of directors. Mr. Hastings was previously general manager.

Jewish Journalist Dies

Isaac Conickman, city editor of the *Jewish Day*, New York, died recently at his desk at the age of forty-three. He was one of the best known Jewish journalists in the country, having contributed to almost every Jewish periodical in the United States.

Flour Company Issues Educational Booklet

The Globe Grain and Milling Company, Los Angeles, Cal., has prepared a booklet for distribution among California housewives, called "The Difference." It contains sixty pages in which the manufacture and the cleanliness of Globe flour is explained. Flour users will be invited through the medium of large newspaper space to send for the booklet.

Unionizing of Journalists Fails

E. E. Allen, dean of the school of journalism of the University of Oregon, said at a meeting of heads of journalism departments in many of the large colleges that the attempt of union labor to enter the editorial department of American newspapers is making little headway. He said that reporters and desk men are favoring other means of promoting their interests.

Wheat Director Buys Paper Company

Julius H. Barnes, wheat director of the United States, has purchased the majority stock of the Pejepsot Paper Company and subsidiaries for \$750,000. The property includes paper mills, timber lands and a fleet of tugs and barges. The mills, which are situated in various parts of Maine, have a total daily output of 160 tons.

St. Paul Has New Agency

The Greve Advertising Agency, St. Paul, Minn., has been established with S. Greve as president; W. M. Robbins, vice president; H. G. Myserm, secretary, and D. G. Shepherd, treasurer. The new agency has begun with the following accounts: Guiterman Brothers, makers of leather coats, St. Paul; Grey Tractor Company, Minneapolis; Badger Steel Roofing & Corrugating Company, LaCrosse, Wis., and the Flour State Baking Company, St. Paul.

More Business for Dunlap-Ward

The Dunlap-Ward Advertising Company, Cleveland, Ohio, which has obtained the account of the Rubber Products Company, Barberton, Ohio, makers of Strongheart tires and tubes, is beginning with a December campaign.

Wadman Agency Has Engine Account

Rex W. Wadman, Inc., agency, New York, has secured the account of the J. V. B. Engine Company, marine engines, Akron, Ohio.

Renshaw Joins Raleigh Paper

Paul Renshaw, formerly advertising manager of a New Orleans department store, is now on the advertising staff of the *News and Observer*, Raleigh, N. C.

Wonder What the Chap in the Collar Ad. Thinks About - By BRIGGS



The cartoonist, Briggs, gets a laugh out of the current street car card advertising of Arrow collars

Another Week Devoted to Nationally Advertised Merchandise

Repetition of Event Staged Last Year Successful

By HENRY MATTHIES

Advertising Manager, Bannon Brothers Company, St. Paul, Minn.

SINCE staging our Second Nationally Advertised Goods Week, I have received several criticisms both pro and con regarding the merits of an event of this kind and I have come to the conclusion that it is really a matter of individual store policy. There are some department stores which look with scorn and disgust upon any favorable mention of Nationally advertised merchandise, while there are those who have that enlightened viewpoint—who are broadminded enough not to stand in their own light—who have come to realize like we have that it is about time we took advantage of the tremendous pulling power of the manufacturer's advertising. Our experience with the two Nationally Advertised Goods Weeks we have conducted proves beyond the shadow of a doubt that these events can be made to produce business in proportion to what you put into them.

We selected the first full week in October—the week of October 6 to 11, for our second exploitation of Nationally Advertised merchandise. Right here I would like to say to the “doubting Thomases” that our

business for the week increased forty-four and seven tenths percent over the corresponding period of last year.

MERCHANDISING THE EVENT TO THE NATIONAL ADVERTISER

Do not imagine for a minute that the task of staging the week is strewn with roses. To secure the kind of cooperation we wanted from the manufacturers was not a simple matter nor is it as easy as it appears to the looker-on. We took into consideration that the national advertiser is continually bombarded with requests for cooperation of various kinds and that our request to receive immediately and proper attention must be so clearly put that there would be no hesitancy on his part to respond in the way we wanted him to.

We decided to merchandise the event to him just as he would merchandise his propositions to us. We reasoned that it would take time and plenty of it to get our message across and get ready for the event. As a result of this a very artistic brochure was prepared in July. It outlined our activities in February.

It contained a carefully prepared synopsis of the event; an even dozen of letters of endorsement from National Advertisers who were with us in our last event and who were pleased with results; photographs of window displays and interior decoration and arrangement. The brochure was printed on high grade enameled stock in black ink while the cover was printed in red and blue on white stock to carry out the National idea. The edition of this brochure was limited to four hundred copies which brought the cost to fifty cents each by the time they reached the hands of the manufacturer. An explanatory letter was sent along with the brochure.

In addition to this we inserted advertisements in several trade papers inviting correspondence relative to the coming event from manufacturers who were National advertisers and whose products we carry.

We expected this intensive campaign to bring results but we hardly hoped to interest so many—to be frank—we secured the cooperation of more than we could conveniently handle. Sixty-seven National advertisers contributed their share of cooperation in our Second Nationally Advertised Goods Week as compared to thirty-five in February.

Every floor of our four story building resembled a State Fair. We erected thirty-six booths which were devoted to a wide range of products.

Of course our windows played a very important part. Special decorations were made and the background, although intended only for use during the Fall Style Exhibit, was allowed to remain in the windows for this occasion. All of our windows, twenty-one in all, were devoted exclusively to the display of Nationally advertised goods. We secured so many trims that it was necessary to make three changes in some of the window displays, some of which were designed especially for this event.

The week was brought to a happy close with a children's Tea Party on Saturday afternoon. Nationally advertised characters were used as attendants—Fairbank's Fairy, Old Dutch Cleanser, Jap Rose Girl and Miss Liberty of Star Snap Fastener fame. Invitations were sent to about five hundred children besides liberal advertising in Friday evening papers. Each child was presented with a sack full of souvenirs which consisted of Jap Rose Ballons, Santa Claus whistles, Old Dutch Cleanser Banks, Sterno Canned Heat Mirrors, a pair of

Baby Doll Hose contributed by the Burson Hosiery Company and a booklet "The Chubbies Sail to Doldoland," advertising Ascher's Knit Goods. Ice Cream, cocoa and cookies were served in liberal portions to nearly six hundred children. It took six active and strong young men to handle the enthusiastic kiddies, each one of whom was accompanied by an adult, that being the only condition under which they could attend.

The management of the Bannon store is very enthusiastic about the result this week brought in the way of increased business. In fact enthusiasm is so great that we are already laying plans to put over an even greater week some time shortly after January first.

That the manufacturer is interested in having his goods exploited in this way is shown in the dozen or more of them who either made special trips to Saint Paul or sent their representatives to watch the progress of the week. Needless to say every one of them were agreeably surprised to see how thoroughly we carried out even the smallest detail of our plan.

\$1000 Awarded in Contest for Organ Name

The National Carbon Company, makers of Columbia batteries and carbon products, Cleveland, Ohio, presented more than one thousand dollars to contestants in a competition for a name for the house organ it has just issued, *Columbia Hot Shot*, which was accepted, was offered by twelve salesmen, each of whom was given a check for \$75 with which to buy a new suit of clothes. Eight other contestants submitted a name including "Hot Shot" in some other form, and these received \$15 each for a pair of shoes. In sending out the checks the company inferred that the amount would cover the cost of the apparel, but assumed no obligation for the market fluctuation which might occur between the time the prizes were mailed and the date they were received. This stipulation, the company said, was not intended to stigmatize the clothing or shoe manufacturer, nor the mail service of Uncle Sam.

In an editorial of the first issue where the contest was announced, it was said that an ideal name for the organ should imply the purpose behind the publication, give an idea of the products, and be short and easy to pronounce.

Photo-Engravers For Present Working Day

The Employing Photo-Engravers Association of America, Cleveland, Ohio, at a recent executive meeting in Detroit passed a resolution favoring the maintenance of the present number of hours of labor and condemning projects tending toward a curtailment of production. This organization has taken a stand in favor of the open shop.

George O'Neil With Tin Decorators

George M. O'Neil, formerly of *Collier's Weekly*, and more recently with Goldwyn Films, New York, is now sales manager of the Tin Decorating Company, Baltimore, Md., which is one of the largest lithographic metal decorating plants in the world.

New Accounts for Tracy-Parry

The Tracy-Parry Company, advertising agents, Philadelphia, has secured the following new accounts: F. C. Hornbeck, Philadelphia, automobile accessories; Weissinbach & Day, New York, dresses; Rockford Knitting Company, Philadelphia, underwear; Wizard Try Company, Philadelphia, trys; the Wilo Boi Bill Company, Philadelphia, Boi and Dumt bills.

Emory Goes With Red Cross

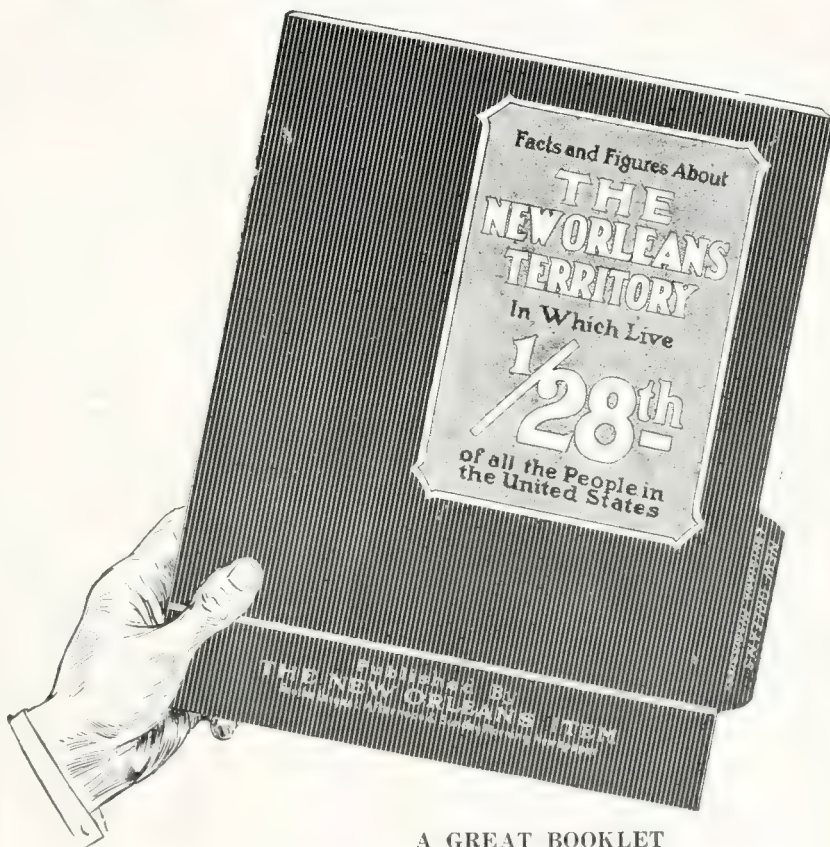
J. T. Emory, for a number of years connected with ADVERTISING & SELLING, where he has done some splendid work, will in the future devote all his time to representing the *Red Cross Magazine*, which magazine he has represented for some time in connection with work on "A. & S."

We all wish him the very best of success in his chosen work.

G. W. Hopkins Heads N. Y. Ad Club

F. A. Wilson-Lawrenson has resigned as president of the New York Advertising Club and has been succeeded by George W. Hopkins, the vice president, who is general sales manager of the Columbia Graphophone Company, New York.

The New Orleans Item Offers You



A GREAT BOOKLET
Costing more than \$3000 to compile. Ask for it.

It tells of the wonderful trade possibilities of this remarkable and thoroughly awakened and alive city and territory, and of the part *THE ITEM*, "the South's Best and Biggest Afternoon and Sunday Newspaper," is taking therein.

THE ITEM's Trade Extension Bureau, is in position to render valuable assistance to any manufacturer or distributor of worthy goods who seeks a profitable market in New Orleans.

MERCHANDISING AND ADVERTISING, a regular publication issued by it, reaching all the merchants of the territory, is a wonder worker. Get acquainted with the whole proposition. It is well worth while.

THE ITEM PUBLISHING CO., LTD., NEW ORLEANS, LA.
James M. Thomson, Publisher. Arthur G. Newmyer, Associate Publisher.

THE JOHN BUDD COMPANY, NATIONAL ADVERTISING REPRESENTATIVES
Burrell Building, New York Tribune Building, Chicago
Chemical Building, St. Louis Examiner Building, San Francisco

Selling Fire Protection By Newspapers

The Why and Wherefore of a Filing
Cabinet Campaign in the Dailies

By LAFAYETTE DORLAND

THAT a steel filing cabinet is not of necessity fireproof is half of the story. The better half is that a triple wall of steel, asbestos and steel, with a dead air space between, is more nearly fireproof, and will protect your papers in case of conflagration. This is the theme of an aggressive campaign carried on through the daily press by the Yawman & Erbe Mfg. Company, of Rochester, N. Y. This is interesting because the "Y and E" wooden cabinets secured their place in the modern office on very different grounds, and the present series of advertisements summarizes the advantages of the wooden cabinet, but places all the emphasis upon the theme "Steel Cabinets that Protect."

A liberal amount of space is used to tell the story, and the points are driven home by striking illustrations and diagrams which are tied up with the famous "Y and E" trade mark. The amount of space, running to a total of 20,000 lines a year, is divided among quality papers of large circulation in fourteen cities, such as New York, San Francisco, Chicago, Boston and Washington. Such a campaign covers the continent pretty thoroughly, or at least that part of the business world which is in the market for cabinets.

A series of eight displays has been prepared and more are on the works, each of them demonstrating in a graphic manner a fact with two prongs: that steel by itself is a conductor of heat, but that steel plus asbestos is a non-conductor.

The double barrel argument is a bit more difficult to handle than the rifle fire of a straight affirmative statement. It includes a "yes" and "no," and this is carried out in the sketches, which are often in pairs. The picturesque element in each advertisement of the series is a drawing that shows steel as a first class transmitter of heat. "Fine for Frying Pans, poor for Filing Cabinets," is the crisp comment under a sketch of a couple of eggs sizzling in a steel fry pan.

CARRYING THE POINT BY PICTURE

Then the point is immediately made that an extra layer of steel and a layer of asbestos tucked between

them, like a lettuce leaf in a sandwich, make an effective insulation that protects papers in the file.

The copy of this series fairly bristles with compelling catch-words and phrases, such as "One fire would convince you. Why wait for a fire?"

Many ingenious tests are illustrated by sketches to show the conductivity of steel. In one layout, the point is made that plain steel walls carry the heat to the papers they are meant to protect, just as the steel walls of the oil stove radiate heat from the flame to the room. Another pair of sketches shows a gas burner with a bit of steel held over it between pliers. In one sketch a scrap of paper is ignited by the heat; in the other the paper is seen protected by the square of asbestos laid between the steel and the paper.

Effective use is made of the torch test made by the U. S. Navy Department.

The illustration shows a couple of naval officers engaged in this laboratory test, and the advertisement is quoted as an example of how a little article, which would be bought at space rates by a popular science magazine, can be handled to sell goods. It is the sort of story that the average man would read and remember, even though he might not be interested in filing cabinets at that particular moment.

LAYOUT EASILY IDENTIFIED

The layouts are uniform in size, three columns wide by 14 inches, and have several features in common, including the "Y and E" trade mark in a curved arrow. The arrowhead points to the "high spot" in the advertisement, of course. Usually it ties up with the solid black and white diagram of the cabinet and indicates the cross section view of the walls with details of construction.

An artistic border at the top and bottom of each layout was formed of a similar diagram. The border is composed of two solid black lines, representing the steel, while a corrugated white strip shows how the asbestos is set within the air space. It happens that the lines have a

highly decorative effect that is well adapted for the purpose.

Other details that are carried through the entire series are the five points in a box which describe the five extra features without extra cost. They include the fire protection, the automatic safety latches, which prevent the drawers from opening in fire emergency or office re-arrangement, the "frictionless slides," the dove-tailing flanges of the drawers, and the filing system service, furnished by this firm. Subordinated to the main message is a partial list of the 4000 "Y and E" products, following the firm name and address.

It will be seen that considerable ingenuity was required by the layout man to arrange so many details, more or less conflicting in form and tone, into an attractive combination, and to tie them up with the text so as to produce a unified, rather than a scattering impression. The reproduction herewith will indicate how well this problem was solved.

In an interview with Elbert Wortman of the Yawman & Erbe Co. some interesting points were brought out regarding the use of the daily press to get a message across to business men concerning business appliances.

THE CLASS OF PROSPECT REACHED

"The morning paper is read by the executive, the man who has control of purchases, while he is on the way to his office. His mind at that time is on business matters, and he is ready to receive suggestions about that particular subject at that particular time. What's more, he is fresh and full of initiative at that time, and, therefore, likely to act upon the suggestion as soon as he reaches the office. Of course, the morning paper is by no means the *only* medium, but it is a good one, and I am glad to give a specific reason why the "Y and E" Fire-Wall Cabinet is featured through leading newspapers in the principal cities.

"The advertisements appear once a week, on Tuesdays, and the choice of the day was made with care. As Saturday approaches, the week-end lure has begun to call executives out of town, so the nearer to the end of the week your message appears, the more gaps there are in the ranks of your readers. On the other hand, Monday is not the most favorable day, because many of the executives are not back to business that early in the week, and have not got things under way if they are on the job. But by Tuesday morning

The flame test that convinced the Government



Five extra features—at no extra cost

1. The cabinet is constructed of heavy steel plate.
2. The cabinet is constructed of heavy steel plate.
3. The cabinet is constructed of heavy steel plate.
4. The cabinet is constructed of heavy steel plate.
5. The cabinet is constructed of heavy steel plate.

"BUILT LIKE A SAFE"

"Y and E"

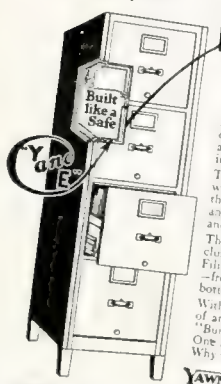
Whether it's armor plate or heavy duty, the Navy has nothing but good work.

So when the Navy needed filing equipment, they looked for the best. They found it in the "Y and E" Fire-Wall Filing Cabinets. The flame, measured by a power-lamp, burned for several minutes. The flame, measured by a power-lamp, burned for several minutes. The flame, measured by a power-lamp, burned for several minutes.

But when the Navy officers applied the flame, the "Y and E" Fire-Wall Filing Cabinets were not damaged. The flame, measured by a power-lamp, burned for several minutes. The flame, measured by a power-lamp, burned for several minutes. The flame, measured by a power-lamp, burned for several minutes.

FIRE-WALL STEEL CABINET

What does "Built like a Safe" mean to you?



I mean that your "Y and E" Fire-Wall Steel Cabinet is built like a safe. It means that your cabinet is built like a safe. It means that your cabinet is built like a safe. It means that your cabinet is built like a safe.

These are protected from the heat of a fire. They are protected from the heat of a fire. They are protected from the heat of a fire. They are protected from the heat of a fire.

Wait! "Y and E" you pay the price of an ordinary cabinet and get "Built like a Safe" construction. One fire would convince you. Why wait for a fire?

YAWMAN and ERBE MFG. CO.

66 Franklin Street, Boston, Mass.

Exclusive representatives in the United States of "Y and E" Filing Cabinets and Office Systems

"BUILT LIKE A SAFE"



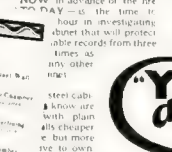
Why "Y and E" Fire-Wall Filing Cabinets give greater protection

One fire would convince you—why WAIT for a fire?

Don't wait until the engine arrives to wonder whether your records and orders are safe.



"BUILT LIKE A SAFE"



Now in advance of the fire, it is the time to investigate. It is the time to investigate. It is the time to investigate. It is the time to investigate.

Ve ourselves make plain-wall cabinet, but only where there is no danger from fire.

RE-WALL STEEL LING CABINETS

double wall, with asbestos inner lining, which protects three to thirty times as great against fire as any other steel cabinet.

Here's how these better cabinets are built

1. First there is an outside wall of steel. Then a protected inner chamber, then a layer of asbestos, then another inner chamber, and finally a fire-proof steel wall.

This fire-proof steel wall gives you the protection that only asbestos can give.

Cost no more

You can buy these better cabinets at the price of an ordinary steel filing cabinet. Since you pay the same price why not get the greatest protection of the asbestos construction?

It will pay you to invest, please for our new booklet, "Steel Cabinets that Protect and Preserve Your Records."

YAWMAN and ERBE MFG. CO.

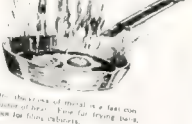
66 Franklin St. BOSTON, MASS.

Telephone

Our Sales Representatives in Every City

Makers of "Y and E" Filing Equipment and System Supplies

Metal conducts heat Asbestos repels heat



On the one side of metal is a heat source. On the other side, heat is being lost.

The "Y and E" Fire-Wall Steel Filing Cabinets have an asbestos lining that repels heat. It keeps the heat from the records.

"Y and E"

RE-WALL STEEL LING CABINETS

best layer of asbestos between the walls of fire. By actual test, three times as fire-resistant as the old-fashioned steel filing cabinet without asbestos.

No greater cost

The "Y and E" Fire-Wall Steel Filing Cabinets are built like a safe. They are built like a safe. They are built like a safe. They are built like a safe.

"BUILT LIKE A SAFE"

Five Exclusive Features—at no extra cost

1. The cabinet is constructed of heavy steel plate.

2. The cabinet is constructed of heavy steel plate.

3. The cabinet is constructed of heavy steel plate.

4. The cabinet is constructed of heavy steel plate.

5. The cabinet is constructed of heavy steel plate.

"BUILT LIKE A SAFE"

Five Additional Features—at no extra cost

1. The cabinet is constructed of heavy steel plate.

2. The cabinet is constructed of heavy steel plate.

3. The cabinet is constructed of heavy steel plate.

4. The cabinet is constructed of heavy steel plate.

5. The cabinet is constructed of heavy steel plate.

"BUILT LIKE A SAFE"

Get Asbestos Protection

Ordinary steel cabinets heat up in a fire. They conduct the heat to the very papers they are meant to protect, setting them on fire.

But "Y and E" Fire-Wall Steel Filing Cabinets have a layer of asbestos between the walls of steel. An exclusive construction which repels heat. It keeps the heat from the records.

When you buy "Y and E" Fire-Wall Steel Filing Cabinets you pay only the price of an ordinary cabinet, but you get "Built like a Safe" construction. One fire would convince you. Why wait for a fire?

YAWMAN and ERBE MFG. CO.

ROCHESTER, NEW YORK

One Sales Representative in Every City

Makers of "Y and E" Filing Equipment and Office Supplies

A few of the Y & E advertisements running in newspapers. They are uniform enough in layout to be recognizable at sight, and their text is the sort of copy that seems inevitable. The heat conducting properties of ordinary steel are demonstrated by every-day proofs that need no laboratories or test tubes for confirmation. Common facts are the forte

the last of the stragglers has found his way back to the swivel chair, while the most inveterate "week-end" has not yet begun to look forward to the shady trout stream or the links. They are all thinking of business on Tuesdays, and that is a good time to go to them with a business message.

"It was figured out that direct action and prompt results would follow the use of this medium, and the outcome proves that we were right. The daily press of the class that the president of a corporation, or the office manager, or the purchasing agent reads as his favorite paper, both for news and editorials, is

the group from which we selected mediums, choosing for quality, plus wide circulation. Returns have been excellent following this campaign. June, which is usually a poor month for office appliances, has been exceptionally productive of sales this year.

"The reaction has been prompt, therefore, just as we anticipated. In cities where these papers are published, the reader could call up on the telephone and get instant attention from a "Y and E" representative. As there is a large circulation for some of the papers outside the place of publication, there are many inquiries by mail, which receive a

prompt follow-up with booklets, 'Steel Cabinets that Protect' and 'Vertical Filing Down to Date.'

"The appeal to the general public is linked to the trade by a double page spread in a leading magazine devoted to office furniture and supplies, in which the whole series is reproduced in miniature, and the pulling power of such a nation-wide campaign is emphasized.

"The campaign is planned as permanent educational work on the value of filing cabinets that not only keep your papers where you can find them in a jiffy, but that preserve them intact in case of fire."

To a Certain Advertising Man

You sit up there in your office giving wise counsel.

Under your direction there speed forth, up and down the land, those magic messages that make a million buy.

Because you are there, giving the best that is in you to that inexorable God that men call Service, out in Indiana a woman walks into a store and asks for a product that your words have burned into her buying consciousness. With a pencil and a yellow pad you start belts whirling and engines drumming in factories East and West. Because of you, men and women are rearing better Americans in better American homes. You are blazing the trails of civilization.

Because you are not bound by any chains of convention; because you are not afraid to come down from your office and walk among the crowds on the street; because anything that goes straight to the heart of America is of the keen-

est interest to you; consider an advertising force that today demands the attention of the leaders of your profession.

This force is the vital attraction that the moving picture screen exercises over the best part of our people. Can you think off-hand of any national institution that rivals the moving picture as far as human interest is concerned?

Now you may put this force to work today to help spread the thoughtful message of your products. At your disposal is a magazine that gathers up in its pages this far-flung interest in all that has to do with the world of the screen.

Its name? Photoplay, the leading Moving Picture Magazine.

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHERS

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 25 WEST 45th ST.

Advertising Makes British By-Street a Shopping Center

Thirty years ago Albert Street, in Birmingham, England, was a row of warehouses. Charles Richards then came and established the Beehive Drapery Warehouse. He believed in advertising and the result is that the Beehive now occupies half of that street and is one of the most successful business in Birmingham.

The following story is told by the *Advertiser's Weekly*, of London:

"The Beehive's scope is the retail supply of drapery, clothing and furniture at the wholesale prices, and the thousands of customers who crowd its departments vouch for the dependability by their loyalty. This state has been attained by a continuous and careful application of publicity in a style especially adaptable to the working and middle classes to whom it is directed.

"In brief, the story as presented to prospective Beehive patrons is as follows: 'Why you buy for less at the Beehive. Because all unnecessary running expense is cut out of the organization, all extravagance is eliminated, thus the margin of profit is lower, in turn permitting reduced prices to the public. The Beehive buys for cash and sells for cash only; gives no credit, therefore needs no bookkeepers; keeps no agents; dresses no windows; cuts no patterns, and lives in a by-street where the rent is very low. In consequence the source of gain to the purchaser is in the reduced cost of selling.'

"The foregoing arguments (in the opinion of the writer containing some strong selling points) are used extensively in Press advertising, and undoubtedly show the thrifty housewife a direct route to money-saving possibilities. Believing in advertising as a promoter of big sales, the Beehive do not confine their activities to Press advertising; any and every publicity proposition is entertained, adopted, or turned down. Stand at the street corner to inspect a street guide, you'll find the indicator will tell you just where to find the Beehive. Whenever possible, depending on the medium employed, the advertisement is 'dressed' with roguish little imps in 'Bee-like' form, while a number of catch phrases are also used.

"The Beehive believe that no business can be increased by hiding its light under a bushel, and also that, above all else, honesty in its advertising is essential; for this reason it has always been their rule to trade on a principle of 'satisfaction or money returned in full,' and it is in itself a splendid testimony to the satisfactory service given that this provision is rarely, if ever, called on to make good any deficiency—because they always sell what they advertise, knowing full well that what they sell still further advertises them.

"To those—and there are many—who say that advertising is an expense, let it be made clear that the Beehive advertising is a proof that, properly conducted and judiciously applied, advertising is really an investment and a sound one, that provides a profitable return on outlay. Is it too much to put aside a small percentage of sales for the exclusive use of the publicity department? It is an amazing fact that a tremendous business such as here described has been most effectively advertised by the employment of a most versatile program at a cost of just a fraction over 1 percent of the sales,

and although the advertising appropriation has been continually increased, the very remarkable fact remains that its percentage on the sales has shown a steady decline.

"The business continues to thrive and develop, has done so most rapidly within the past few years, and to back the advertising is equipped throughout with the most modern labor-saving devices. It has also absorbed all adjacent available property for the purpose of expansion. In very truth, the man who does not believe in advertising should be sent to Birmingham to study the Beehive. That will convert him."

Trade Paper Man Joins Chain Stores

Arthur L. Lippman, formerly of the advertising department of *Men's Wear*, New York, has been appointed advertising manager of the New York Boys' Shops, chain stores handling wearing apparel.

North Carolina Publishers Unite

Twenty newspaper publishers of North Carolina have organized the North Carolina Association of Dailies to improve the interests of its members and to interchange information. E. B. Jeffreys, of the Greensboro *News*, has been elected president.

W. G. Rook Manages Canadian Gossard

William G. Rook, president and advertising manager of the *Canadian Home Journal*, Toronto, has been made managing director of the Canadian H. W. Gossard Company, makers of corsets, same city. Mr. Rook's office as advertising manager has been taken over by Miller McKnight, but he will remain as president. Mr. McKnight is also advertising manager of the Toronto *Saturday Night*.

Walter Dill Scott Back at University

Colonel Walter Dill Scott, former director of the committee on classification, U. S. Army, has returned to his chair at the Northwestern University, Evanston, Ill., to resume his work in psychology. Colonel Scott is author of "The Theory of Advertising" and "The Psychology of Advertising."

Monitor Campaign to Help Dealer

The Monitor Stove Company, makers of pipeless furnaces, Cincinnati, O., in announcing its 1920 advertising campaign to its dealers, says that it is planned not to stock up the dealer, but to move Caloric furnaces from the dealer's salesrooms into the homes of prospects. The national campaign will be localized by men who will prepare local newspaper campaigns in hundreds of towns and cities where there are Caloric dealers. A campaign will be carried on by this company for the first time in Canada. **TISING & SELLING.**

Royal Baking Powder Man Retires

H. A. LeFetra has retired from the Royal Baking Powder Company with the title of advertising manager emeritus. Mr. LeFetra was with this company for thirty-seven years, serving for the greater part of that time as advertising manager. He has resigned be-

cause of advancing age. Frederick C. Hitch succeeds him.

Argentine Publisher Studies Our Papers

Angel Bohlglas, secretary general of *La Nacion*, of Buenos Aires, has arrived in this country. He will study the methods of American newspapers, and will later go to Canada and Europe.

Swedish Editor Wields Composing Stick

Arthur Nelson, editor in chief and manager of *Christmas in America*, an annual printed in the Swedish language, got out his third number during the New York printers' strike by setting up advertisements with his own hands.

Marine Instrument Account for Kobbe

Philip Kobbe Company, Inc., New York advertising agents, have secured the account of the Sperry Gyroscope, manufacturers of gyroscopic compasses, searchlights and ship's stabilizers.

Shows Uses of Books

The American Library Association has issued a booklet entitled "Books at Work," showing pictorially their use in the war, during the armistice and now. Each of the sixteen pages contains one or more illustrations with a short description beneath.

Sheridan Agency to Advertise duPont Motors

Sheridan, Shawan & Sheridan, agency, New York, has been given the advertising account of the duPont Motor Car Manufacturing Company, formed in Wilmington, Del., by E. Paul duPont, son of the former head of the E. I. duPont de Nemours Powder Company, Wilmington, and Arthur Maris, former president of the Biddle Motor Car Company, Philadelphia.

Leaves G. & K. After Ten Years' Service

Rupert C. Moore, after having served ten years with the Graton & McKnight Manufacturing Company, Worcester, Mass., has resigned as advertising manager. Mr. Moore is president of the Advertising Club of Worcester.

New Vice President for Sherman & Bryan

William H. Denney has been made vice president of Sherman & Bryan, agency, New York. Mr. Denney has been with this agency for two years.

F. O. Drayton Edits House Organ

F. Otis Drayton has been made editor of the *Chan-Farco Beacon*, the recently established house organ of the Chandler & Faruqhar Company, makers of tools, Boston.

Another Account for Gillespie

The John I. Gillespie Company, agency, Cleveland, Ohio, has obtained the account of the Warren Refining Chemical Company, same city.

Defeating Unfair Traders*

The Work of the Federal Trade Commission in Its Fight for Clean Business

By WILLIAM R. COLVER

Member of the Federal Trade Commission.

DURING the past year continued attention has been directed to a clarification of the vexing question of maintenance of resale prices. The decision of the United States Supreme Court on a demurrer in the Colgate case has not cleared away the doubts. The court has affirmed the right, under the Sherman Law, of a manufacturer to select his own customers. This is not a right that has been questioned by the Federal Trade Commission.

In Section 2 of the Clayton law, passed long subsequent to the Sherman law, and not involved in the Colgate case, it would certainly seem that such right is limited—and lost—when it is exercised for the purpose of with the intent or with the effect of substantially limiting competition or tending to create a monopoly.

Conceding the most extreme claims that may be made for a broad construction of the court's decision in the Colgate case—and conceding them here only for the purpose of the argument—still it is held, by the Commission, that an unqualified right to enforce resale prices—or to impose one's will for any purpose—by refusal to sell (selection of customers) has not been declared. A natural, inherent right may only be exercised when it does not invade the equal right of another. There need be shown neither an act unlawful *per se* nor even an unlawful purpose or intent in order that a course of conduct may be found to be unfair and so subject to prohibition. If the effect of an ordinarily lawful thing, done bona fides, results in injury to another and an invasion of his rights, then that thing may not be so done.

REASONABLY SEEKING LIGHT

One of your members, the Beech-Nut Company, has undertaken, in the general interest, to contest the question of resale price maintenance. The contest is being carried on expeditiously and in a generous and friendly spirit by the Beech-Nut Company and the Commission seeks to meet the issue in the same spirit. Neither party seeks so much to win as to secure a final and definite dic-

tum of the court which shall clear up, so far as possible, the mooted question.

It is such contests as these, undertaken in such fair and impersonal spirit as this has been, as will clear away, bit by bit the twilight zones in the business world.

I am sorry that a misconception of the Commission's suggestion as to a legislative solution seems to have gained considerable audience. It is said that the Commission has an idea that prices be fixed, arbitrarily, by law and maintained by law. This is an error. The Commission has recognized that the manufacturer of an identified product has a very real interest in its disposition even after it has parted legal title. The Commission has recommended to Congress that the Stevens bill be somewhat reformed so as to safeguard against any abuse of it and that then it be enacted into law. It is felt that the power both to fix and to forcibly maintain a resale price, after parting with title, may be a temptation. It is felt that both wholesaler and retailer should be assured of just and reasonable compensation for their services and that the public should be assured of a purchase price which recognizes a fair and reasonable profit to producer and merchandiser but no more.

So all that has been suggested is that if and when the right to maintain a resale price is declared by law, and that such right may properly be so declared—then that a manufacturer should be left free to exercise that right or not if he pleases. If he does not exercise it his prices will be subject to the modification of the play of free competition. If he does elect to exercise it then he may fix any price he may choose and may maintain that price by refusal to sell or otherwise so long as the fairness of the price to that merchant and to the consumer is not challenged as inequitable. If challenged he is to have every opportunity to defend it, but if found unreasonable he may not continue to maintain it by force. In such case he may either revise his price and force its maintenance, or continue the price, but not be permitted to force its maintenance.

That is all that the Commission or any of its members have suggested. There is nothing withheld or hidden. It is an open and candid declaration of opinion arrived at, we believe, in the public interest—which is to say in the highest interest of business itself.

Meantime, Congress is overborne by other and weighty problems and the Commission, by and with the aid of gentlemen like you, is pressing on to a judicial determination of the matter to the end that so much doubt as possible may be dispelled.

THE YOKE UPON BUSINESS

Business is suffering under a very real hardship. It is the same hardship that President Roosevelt saw when he secured the creation of the Bureau of Corporations. It is the same hardship which President Wilson recognized when he advocated the broadening of the functions of the Bureau of Corporations by the creation of the Federal Trade Commission. It is this: Laws made to apply to business are of necessity inflexible, while business changes day by day. What is good for one industry is bad for another. What amounts to a mortal sin in one industry may be actually a virtue in another. So it is that we have a body of anti-trust laws drawn to meet certain known business evils, but, in the very nature of their drawing, so inflexible as to work hardship. There is agitation for repeal of the anti-trust laws. I am certain that public sentiment will not be wise if it were possible to be done.

These anti-trust laws are not only inflexible, but the multitude of decisions which have been handed down have, of necessity, created a zone of doubt through which business has to pass, and yet, where, each step it takes, it fears a pitfall.

SOMETHING TANGIBLE WANTED

Business men consult their attorneys; the best that are to be had. They state their case. They say what they would like to do, and about the best advice they can get is "try it, and if you get into trouble we will do our best to get you out."

So it is that there has been a suggestion, repeatedly urged, that the Federal Trade Commission should attempt to give what are called "rulings in advance." That means that a business concern about to embark upon a line of conduct would be within the law.

Now, such a ruling in advance is an impossibility. To begin with, no man can say what his conduct is going to be for the next year, or the next

*Abstract of an address before the American Specialty Manufacturers, Atlantic City, N. J.

month, or the next week, or the next day, or the next hour. He thinks he knows what he is going to do,—but he does not.

But, even if he did, experience shows that no man knows what the reflex of any act which he may do, may have upon some other man. He looks at his line of conduct from his own point of view. He is sincere and honest. He believes it is a good thing. But he does not know,—he cannot know,—how, in the complex web of modern commercial relations, that act will react upon another.

For the Federal Trade Commission or any other body, public or private, to attempt to rule in advance upon the effect of any unperformed act or acts, would require both the gift of prophecy and of clairvoyance. I may modestly say that the Federal Trade Commission, as now constituted, may have many gifts, but not those.

That seems to bring us to an impasse. We cannot repeal the law. The lawyers cannot tell you what it means, and the Federal Trade Commission cannot prophecy. That leaves business in doubt, and doubt breeds suspicion and fear and despair. Sometimes it breeds defiance of law.

PROMISING LEGISLATION IN SIGHT

A bill which was introduced in Congress at the last session, and reintroduced in the present session has appealed to me as offering a reasonable solution. The author of the bill is Mr. Steele of Pennsylvania, a lawyer and a business man. He proposes in his bill that any concern about to embark in any course of conduct may come voluntarily (he need not come unless he wants to) to the Government and set out clearly just what he intends to do. This expression of intention is to be received, and the business concern is to be given an acknowledgment of the receipt of his declaration. He may then go back and carry on his business in accordance with his expressed intention, and until some citizen shall come forward to complain either that the public interest of business institutions are being definitely injured by that course of conduct, the license granted shall be a complete defense in any court of law or before any government agency against any charges of breach of law.

It provides further, that if such charge is made, full and complete hearing shall be had, and if it shall be found that, the course of conduct is against public interest, then the indulgence or license may be with-

drawn, and thereafter, the business concern shall be amenable to the anti-trust laws.

That means then, that if a business concern finds and feels that the inflexible rules of law are working undue hardship upon it, it may escape those rules of law so long as it does not hurt another. It means, that this device is not forced upon the business, but is sought voluntarily. It means, that the very worst that could happen would be that the business concern would be put back in the same position as it was before it had invoked the aid of Mr. Steele's device.

American Supplement in London Magazine

The Advertising World, London, has issued its second American Market Supplement with the October number. The supplement includes articles by S. E. Leith, of the Associated Farm Papers, on "The Buying Power of the American Farmer"; John Sullivan, secretary-treasurer of the Association of National Advertisers, on "Benefits of Cooperation between Advertisers"; William C. Thomson, director of advertising bureau, American Newspaper Publishers' Association, on "Ask the A. N. P. A."; Ray Giles, of the Blackman-Ross Company, New York, on "America's Monthly Magazines: the Woman's Field"; Harold Mahin, of the O. J. Gude Company, New York, on "Lighting the Great White Way"; H. F. Ritchie, New York, on "British Errors in Advertising in the States"; Felix Orman, of *Leslie's*, on "Is Advertising a League of Nations?" and Charles H. Plummer, of the New York Street Railway Advertising Company, on "Street Car Advertising."

Big Financial Interests Join Goldwyn

Large financial interests have entered the organization of the Goldwyn Pictures Corporation. They are represented by H. F. du Pont, vice president of the du Pont Powder Company; Eugene E. du Pont; W. W. Laird, of Laird & Co., Wilmington, Del.; R. R. M. Carpenter, vice president of the du Pont Powder Company; C. C. Kurtz, vice president of the Wilmington Trust Company; E. V. R. Thayer, president of the Chase National Bank; Duncan A. Holmes, vice president of the Chase Securities Corporation; William Topkis, George T. Bissel, G. W. Davison, vice president of the Central Union Trust Company; Macmillan Hoopes and Abbott M. Wittenberg, of H. Content & Co. These men, who will be actively identified with the business of the Goldwyn company and who will act on the directorate, have brought an increase of capital stock to an authorized amount of 1,000,000 shares, of which there is intended presently to be outstanding 450,000 shares.

This announcement follows on the heels of the statement that F. J. Godsol has become associated with the Goldwyn company and that Lee and J. J. Shubert and A. H. Woods, who control half of the stage productions in the country have become officers of the company.

Plans Exchange of Anglo-American Advertising Information

The advertising advisory committee of the American Chamber of Commerce in London is developing a British-American reciprocity advertising information service, to supply exporters in either country with general information as to the marketing of their goods, the existing or potential demands, competition and other factors, in the other country. Some of the largest American organizations have pledged their cooperation in obtaining information for British manufacturers. The service has been requested of the Federation of British Industries.

Grocers Sell Pictorial Review

Hunter Leaf, Southern representative of the *Pictorial Review*, on a recent visit to New Orleans, La., arranged for the sale of this magazine by local retail grocers. Commenting on this, John B. Rauch, president of the Retail Grocers' Association, and head of a grocery in New Orleans, said: "Why shouldn't I sell it? It is a household article; contains advertisements of more than forty food products, the majority of them being on sale at my store, and in addition it affords me a profit of 25 percent."

250 Year Old Firm Begin to Advertise

After getting along without advertising for some 250 years, the Hudson's Bay Company is at last to make use of newspapers and farm journals in the United States to advertise Canadian lands which it has for sale. The account is being placed through Vanderhoof & Company, Chicago. The agency is planning a very extensive campaign for the company.

Gibson Company Insures Workers

The Gibson Mandolin-Guitar Company, Kalamazoo, Mich., has provided insurance to its factory employees for accidents outside the factory. This is in addition to the compensation law which requires indemnification for injuries sustained at work.

Jonaschek Joins Hanff-Metzger

Francis Jonaschek, formerly advertising counsellor of the McGraw-Hill Publishing Company, has been made a member of the service staff of Hanff-Metzger, New York agency.

Engineering Paper Joins Association

The Associated Business Papers, New York, has announced the admission to membership of *Engineering & Contracting*, Chicago.

Lefer Man On Reliable Tractor Directorate

William A. O'Hara, vice president of the Diem & Wing Paper Company, has been elected a member of the board of directors of the Reliable Tractor & Engine Company, Cincinnati, Ohio.

Southern Lumber Campaign Planned

The Chicago and Riverdale Lumber Company of Chicago is planning a newspaper campaign to be placed in Southern publications.

New Account for McClough

The John L. McClough Advertising Agency has secured the account of the Napco Corporation, makers of Barbasol.

A Plea for Better Letterheads Labels and Packages

By **LEROY FAIRMAN**

Chief of Service Department, Advertising Artists, Inc.

THERE is nothing sacred about a letterhead. The fact that it has been used from 1847 to now is not a sufficient reason why it should be used from now till doomsday.

The unhappy prevalence of the antiquated letterhead is due to the fact that we grow attached to ugly things through long and intimate association. The picture of the old factory, with its bare, bleak walls, staring windows, and air of abandoned desolation, is a thing of beauty and a joy forever to the man who fought his way through adversity to success behind its battered front, but to all the rest of the world it is about as cheerful and inspiring as a freight car.

And the picture of the factory, flanked by feeble lines of lettering done in the scrawny style of civil war times, combines to make a letterhead which no more represents a progressive and successful present day business than the prairie schooner of '49 represents modern transportation.

If you have such a letterhead, junk it. It is not true that it either brings business or holds it.

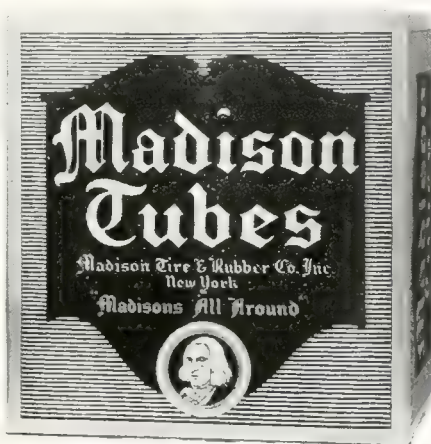
Your customers would not be more completely convinced that they ought to continue to do business with you if you rode up to their doors on a high wheel bicycle, dressed in the pointed shoes, skin tight trousers and fried egg "derby" of the '80s. They might, out of politeness, overlook such an evidence that you were about a third of a century behind the band wagon, but how about people who never saw you before? Would the fact that you had evidently beaten Rip Van Winkle as a long distance sleeper be likely to inspire them with confidence in your business methods?

No concern can stay in business long without new customers. As a rule, there is an interchange of letters before the new customer may be said to be fairly landed. A salesman says, perhaps, that he has "got" a new customer. He hasn't got a customer at all; he has simply got an order, which is something different—quite different. A customer is a customer when he thinks he is, not when you think so. And he sizes you up and tries you out

before he is content to let orders go through to you as a matter of regular business routine.

So, as a usual thing, at the critical time when the new customer is about one-tenth customer and nine-tenths not, he gets a letter from you—the first direct communication he has had with your house. Much depends upon what he finds when he opens that letter; first impressions are always strong and generally important.

From your letterhead the prospective customer is likely to decide, perhaps unconsciously, whether your business is one of progressiveness, enterprise and enlightenment, or



This substantial and serviceable box for the Madison Tube is both simply and attractively designed. The colors are blue and orange, the outer border and lettering being in the latter color. The name, in a similar panel of different dimensions appears on all sides of the box with the exception of the back. This package shows up strongly, but is not easily soiled or discolored.

whether its methods are mossy and its fiber enfeebled by dry rot.

What the stranger thinks of you, as you are reflected by your business stationery, is strictly up to you. There is nothing sacred about that ancient and awful letterhead; junk it!

This is not a plea for the expenditure of unreasonable sums of money for stationery. The right kind costs but little more than the wrong kind. The requirements of the average manufacturing concern are modest. They are these:

(1) A simple and inexpensive printed letterhead for routine correspondence with salesmen, branch offices and affiliated houses, and for such matters

of form as acknowledgments, complaints, data as to orders, inquiries as to shipments of material, general information or quotations intended for filing, etc.

(2) A really artistic, dignified, modern letterhead, designed with special reference to the character of the business, and sufficiently unusual and expensive to impress the most careless recipient with the standing, importance and responsibility of the house behind it.

(3) A specially designed individual letterhead for each member of the firm, or other member of the official family, upon which he can write semi-personal letters; letters of compliment or courtesy; holiday or other greetings to old business friends or employes; all letters which savor more of personal communications than of formal business procedure. Such letters lack the desired personal touch and are incongruous and ineffective when written on the regular stationery of the business.

Individual letterheads, by the way, preferably should not bear the name of the firm; only the name or monogram of the person for whom it is made, with the address if desired.

As the label and the package are even more closely associated with the goods than is the stationery with the firm, they should truly represent the goods and reflect their character and quality; they should be inviting and persuasive; they should be colorful and cheerful without smashing every optical and artistic law; they should stand out without seeming obtrusive.

If you want to see for yourself just how far the labels and packages used by leading American manufacturers fall short of meeting these reasonable requirements, go into your own kitchen tonight, turn on the light, and contemplate the rows of staring horrors which confront you.

Go into any grocery store and study the packages on the shelves. You will be lucky if you find half a dozen out of the scores or hundreds on view, that meet the few and simple requirements of a good package which I give above. Most of the labels in use today on leading products look as if they had been whittled out with a knife and colored by a journeyman house painter.



Label and neck label (above) of the bottle in which French Valley Ginger Ale is put up. The colors are orange, green, blue, black and gray (produced in three impressions). The background of the upper and lower circles is orange with black lettering. In the center panel, the sky is white, the distant hills gray, the nearer forest green and the two tall trees and border blue. In the neck label the background is blue and the border orange. A very striking but sufficiently dignified label for a high grade product. It has been repeated, with appropriate support, in all the stationery, billheads, business cards, etc., of French Valley Springs, Inc., the makers of the product

In bottled goods the form and shape of the glass container may as a rule be varied for both practical and artistic purposes, but they seldom are. With a few delightful exceptions, the pickle bottle is as likely to be graceful and beautiful as that which holds an expensive toilet requisite—which is creditable to the pickle man but not to the perfumer.

In the case of shelf goods in general, the manufacturer has less latitude. Compactness and economy of space, both in the packing case and on the shelves, must be taken into consideration. The square cornered package or that with slightly rounded corners obviously lends itself more readily to attractive labeling

than its round brother, but even the circular package can be made artistic and inviting.

Let the package be what it may, it is within the power of the manufacturer to put a label on it which will aid it in achieving popularity and act as an important sales factor.

To do this the label must catch and hold the passing eye; must be easily distinguished and remembered, and must help to create a desire for the goods by suggesting their quality and characteristics.

To catch the eye it must be simple and strong; to hold attention it must be artistic and satisfying. If it is simple, strong, artistic and satisfying it will be remembered and will aid materially in the sales of the goods. All of which sounds easy enough but isn't.

A label may be simple yet crude; it may be strong yet repellant; it may be artistic and yet so ill suited to its purpose as to give the beholder an uneasy and unpleasant sense of its incongruity with those qualities which he seeks, and which the package bearing the inappropriate label ostensibly offers him.

To be specific: Suppose we have a coffee to place on the market and are considering the matter of a label.

Coffee is a cheering, soothing, comforting drink; therefore, the label should suggest ease, quiet and good cheer.

Our coffee is high in both quality and price; therefore, the label must be simple and dignified, so that it may appeal to people of good taste and refinement.

As our package must compete for attention with many others on the grocer's shelves, we must secure attention value and individuality by an unusual and distinctive design which shall be bold and strong without doing violence to artistic principles. For the same reason the



The label design for Ridley's Confectionery packages is in two colors, different colors being used for the labels of each of the ten various candies, and a three color effect secured by using a tinted paper. A simple label, but distinctive, easily identified, and daintily attractive. The trademark design in the upper left hand corner is also utilized as a seal for boxes, and for similar purposes

name of the coffee must be heavily displayed.

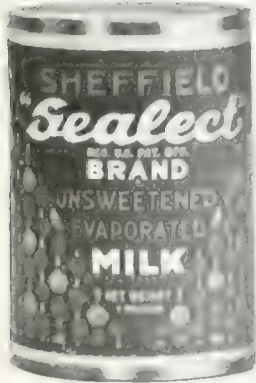
At the same time, we must take care that there is the widest possible dissimilarity between our label and that of other coffees.

In order to achieve these essential results, we will find it wise to eliminate all decorative or other unnecessary details, and aim for the strength which can only be gained by simplicity.

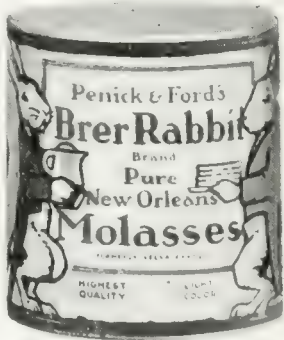
As the color of coffee is a rich brown, the question of the predominating color of our label is settled for us; for our second, or second and third colors, we will of course use other shades of brown or other harmonious colors.

In this manner, and in no other, is it possible to plan and produce the label appropriate to a piece of merchandise; and for every commodity, from fertilizer to marmalade, or from shoe blacking to face powder, there is a correct, artistically satisfying and therefore sales-making label whose exact nature may thus be determined.

But what of the manufacturer



Here are two of the cans used for the Sheffield "Sealect" Milk products, both of which meet all the requirements of a good package. Their attention value is strong, they are entirely different from the containers used for other products of like nature, and they present a neat and attractive appearance in the home as well as standing out strongly on the dealer's shelves. The Evaporated Milk label is in red, blue and green. The lettering is in red and white on a strong blue; the conventional floral decorations in red and green. The colors of the Condensed Milk label are yellow, red, blue and green. The background is in stripes of light yellow, the lettering in red and blue against white, surrounded by a decorative panel introducing all the colors mentioned



The unusual package of Brer Rabbit Molasses meets the demand for "something different" without violating any of the rules governing the designing of a good label. The figure of the rabbit, made familiar in all the Brer Rabbit advertising, appears on either side of the central panel. The colors are yellow, blue, green and black. The rabbits are in light yellow, outlined in black; their coats are blue. The background is yellow, with black borders top and bottom. The lettering is in blue and green against white. The same design is used for other Brer Rabbit brand labels in various striking color combinations



A box for "Bon Voyage" gift books which is ideally appropriate for its purpose, and adds attractiveness and value to the gift it encloses. The box is striped in black and green and the label is in purple, yellow, gray and green.

Four cartridge box inserts used by the Remington Arms-Union Metallic Cartridge Co. in million quantities, printed in two colors, red and black, four-color effect obtained by the proper use of Bendays. Used instead of the old-fashioned plain lettering inserts which scarcely ever received any attention.

who has been using for many years a label which looks as if it had been whittled out with a knife and colored by a journeyman house painter?

Let him change it, by all means. There is nothing sacred about a label.

At which suggestion, if he is of the common type of manufacturer, he will throw up his hands and emit a wild yell of protest and dismay. "What," he will say, "change my label? Why, man alive, that's what people identify my goods by! I'd lose 50 per cent of my business!"

So I have heard many a time. But it isn't true. People buy goods by name—a proper display of the good old name on a good label which preserves as much of the general appearance of the bad old label as can be retained consistently, will hold the old trade and win new. This has been proved, time and again—and the proof can be obtained easily enough if you really want it.

It will pay you to subject your labels to a very critical and impartial examination, to get expert counsel concerning them, and to govern yourself by the results of such an investigation. It is a mighty important matter.

If, for instance, you are putting up an article which is bought by women, and are using a crude, in-

artistic ugly label, mark this: You are holding back your business woefully—you are making things mighty soft and easy for your competitors.

In an investigation which I conducted for the purpose of determining the exact facts, it was proved that 73 per cent of women object strenuously to taking into their homes a product bearing a crude, inartistic and ugly label, and (although they were not asked) nearly 10 per cent stated that for that reason they would not buy the product, although they admitted its superiority. Such is the power of the bum label—if you have one, junk it!

It is a very simple matter, when you once get at it. I remember a certain label whose chief features were a yellow lady in a blue panel.

The blue was sickly—positively nauseating; and if you should find that yellow lady, in flesh and blood, in your home, you would flee shrieking into the darkness and the storm.

A new label, utilizing the correct shades of blue and yellow, was artistic and attractive and made a striking appearance on the dealers' shelves; and a real lady, in place of the monstrosity, completed a label of which any man might well be proud. And yet, so strong was the similarity in composition, pose and arrangement, that the most ignorant person easily recognized the fact that the new label covered the same piece of goods as the old.

Another example, familiar to everybody, is the recent change in the Aunt Jemima label. A coarse, crude, repellent old negress has been supplanted by a fine type of woman—attractive and appealing, though black. It is obvious enough that such a change, instead of hurting the sale of the goods, gives them fresh impetus by removing a distasteful element in their packing and advertising.

(EDITORIAL NOTE: A fifth and final article in this interesting series by Mr. Fairman entitled "The Booklet Cover As a Selling Force" will appear in an early number.)

Almond Growers in Campaign

A campaign pushing California Blue Diamond Brand Almonds is being carried on by the California Almond Growers' Exchange. Large space is being taken in national publications. The Exchange expects to distribute two million pieces of advertising matter during the shipping season.

Five New Accounts for Kamsler

The Kamsler Advertising Company, New York, has the following five new accounts, all of New York: Hochstadter Laboratories, chemists; Starters Corporation, airplanes and automobiles; Elias Lustig, men's hats; Charles Hacquinet et Cie, beverages, and Reikes & Hantmann, cloaks and suits.



In the upper left hand corner of this group of Repetti containers the old package is shown for comparison with the modern ones which, according to the manufacturer, increased the sales of the caramels twelve times within a few weeks. The same design used in various adaptations and color schemes for other Repetti candies.

Comments on the Hungerford Article About the Peace Treaty

As we go to press with this week's issue of *ADVERTISING AND SELLING*, comments are coming in from all quarters about the timely article by Edward Hungerford entitled "The Peace Treaty—A Failure in Advertising" which appeared in our issue of November 29th.

Perhaps the most striking evidence of its effectiveness was that the *New York Globe* made a leading editorial about it entitling that editorial "Selling the League of Nations." The *Globe* said, in part: "That the Senate's action on the peace treaty might have been very different if the league of nations had been properly 'advertised' to the American people is the interesting conclusion of Edward Hungerford in the current issue of *ADVERTISING & SELLING* magazine. Mr. Hungerford, who may properly be called an authority on the subject of publicity, complains that at no time did the American peace delegation seem to realize that it had a 'selling' job on its hands. The logical salesmen were the scores of correspondents for American newspapers, but they got scant courtesy and scant information from those around the President. But on the few occasions that they managed to reach Wilson himself they got what they asked without quibbling."

"Mr. Hungerford, who reported the peace conference, declares that the French knew far more about 'selling' their ideas to the world than did America. They distributed by the million a novel postcard showing a street in a French village before and after it had been desolated by the Huns. They created an international press club with every facility for visiting newspaper men. They took correspondents to view the battlefields, provided special trains, expert guides, and unlimited refreshments. In contrast to this, the Washington authorities rejected scornfully the offer of an American business man who asked permission long before the conference started to spend a quarter of a million dollars on a home for American newspaper men in Paris, in which they could work, eat, sleep, and foregather."

"He would have wished to see advertisements in newspapers, magazines, even on billboards, telling the American people in the simplest language and fewest words what the league of nations means and why this country cannot honorably refuse to do its part in preventing future war."

Champ Clark, former speaker of the House of Representatives, after reading the article wrote us of it: "It is very interesting reading indeed."

Other comments will appear in the next issue.

Miss Johns on "Bazar" Staff

Miss Elsie B. Johns, formerly of the Erwin & Wasey Company, Chicago, has been appointed to the Western sales staff of *Harper's Bazar*.

Parsons Resigns from Carson, Pirie, Scott & Co.

Mr. J. R. Parsons, for the past six years Advertising Manager of Carson, Pirie, Scott & Co., Chicago, has resigned. His resignation takes effect at the termination of his present contract, March 1, 1920.

It is understood that he is planning to open an extensive advertising agency, specializing upon the advertising of products marketed or marketable through retail stores.

Mr. Parsons began his advertising work in 1900. From that time until the present his connections have given him experience in practically every phase of advertising, merchandising and distribution, having at different times in his career been connected with some of the largest retail firms, newspapers and advertising agencies in the United States.

While his plans are not definitely formulated, he has under way the organization of an extensive agency with headquarters in Chicago, which he believes will render the advertiser a very unique advertising as well as business service, gained through his wide experience and extensive retail acquaintance.

M. C. Wolff Makes Change

Maurice C. Wolff, formerly advertising manager of the Maurice L. Rothchild store in Minneapolis, is now sales manager of the Atlantic Paint Co.

Minneapolis Adman Instructs

C. G. Ferguson, advertising manager of the Baker Importing Co., of Minneapolis (Barrington Hall Coffee), is instructing a large and enthusiastic class in advertising at the Y. M. C. A. night school.

E. L. Sandberg Now with Way

E. L. Sandberg, recently with the staff of the Mitchell Advertising Agency, Minneapolis, and previous to that advertising manager of the Beeman Tractor Co., has become assistant advertising manager of the Way Sagless Spring Co., of Minneapolis.

Sewell Manager for Northrup-King

H. F. Sewell, formerly with the Dollenmayer Advertising Agency, of Minneapolis, recently became advertising manager of the Northrup-King Co., same city. He succeeded George Hobart, who became sales manager of the Des Moines territory for the Seaman Paper Co.

MacMartin Teaches Advertising

MacMartin, of the MacMartin Agency, Minneapolis, is conducting a large class in advertising as a part of the University of Minnesota Extension Division's program. The first term of 16 weeks is devoted to a study of elementary advertising including fundamental copy principles, the use and meaning of type, principles of layout, etc. The second term includes principally a study of the planning and execution of national advertising campaigns.

C. W. Cole Joins Munsingwear

The Northwestern Knitting Co., of Minneapolis, makers of the nationally

known Munsingwear, announce the addition of Charles W. Cole to their advertising staff. Mr. Cole recently returned from overseas service.

"Farm Night" at Minneapolis Club

Members of the Minneapolis Advertising Forum enjoyed a novel evening November 25, when the farm paper division of that organization took charge of the meeting. The rooms were decorated with corn stalks and vegetables, and a real farm dinner was served. During the evening, a "rube" act entertained the crowd, and a live chicken was the prize for the winner of an "acquaintance contest."

E. B. Moon, director of the Northwest Farmstead's Service Bureau, spoke very interestingly on "The Farm Market," he being an acknowledged expert on rural merchandising.

Cook Leaves Denby Motors for Agency

Frank J. Cook, until recently advertising manager of the Denby Motor Truck Company, Detroit, has joined the organization of the Green, Fulton, Cunningham Company, Detroit. He will be in the publicity and copy departments in his new connection.

Journalism Students Get Prize Offer

The Missouri Society of Japan has voted to offer a prize of \$50 to the student of the School of Journalism of the University of Missouri who writes the best editorial on a subject dealing with the relationship of Japan and the United States. The Specific subject for the year 1919-20 is:

"Two Monroe Doctrines—Is Japan fitted, and does she have the right to exercise in Eastern Asia a hegemony similar to that the United States is admitted to exercise in the Western Hemisphere?"

Garment Magazine Typewritten

Nugent's, the garment weekly, New York announces on the cover of its November 15 issue: "Again! No printers of any kind were employed in the production of this issue." The text of this number was typewritten, with even margins on the right, and most of the advertisements were handlettered.

Organ for Perth Amboy Chamber

The Board of Trade, Perth Amboy, N. J., has changed its name to the Perth Amboy Chamber of Commerce. The chamber has begun the publication of *Greater Perth Amboy News*.

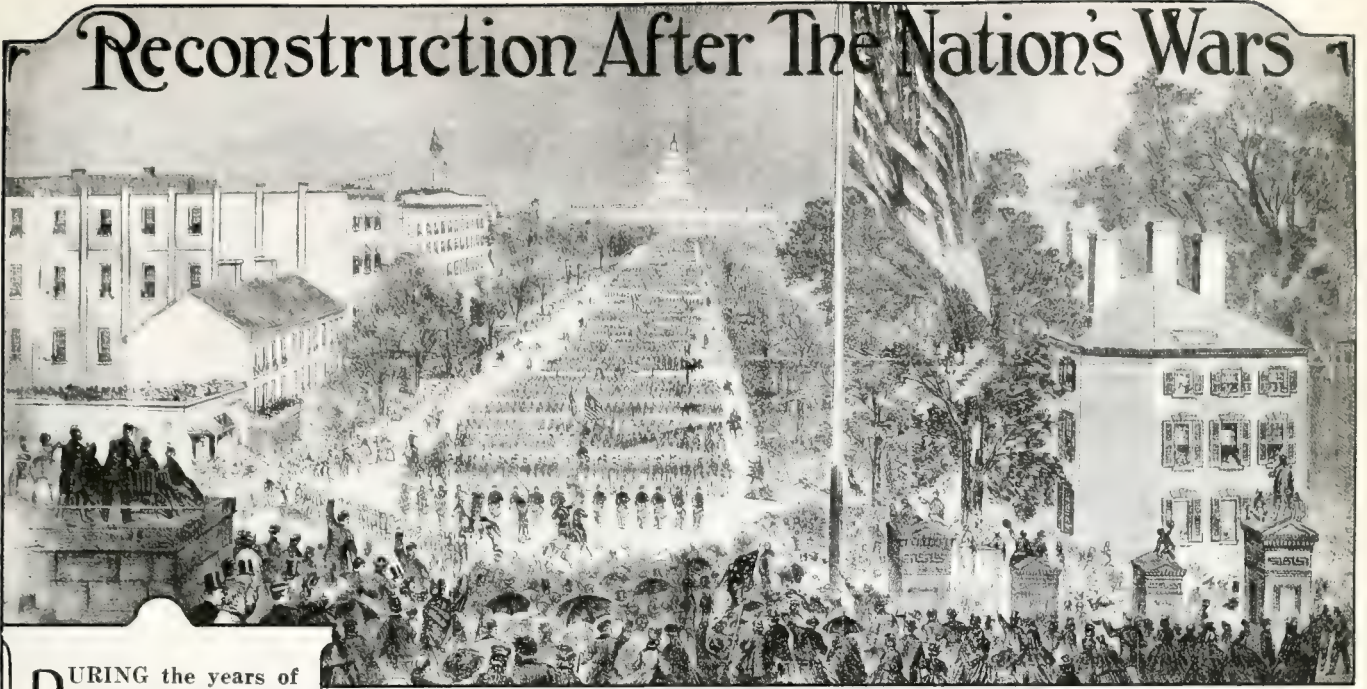
Nebraska Commerce Club Has Magazine

The Commercial Club, Grand Island, Neb., will issue monthly a publication. It will have a magazine makeup and will carry advertisements.

Legion Man to Handle Gas Publicity

Charles W. Person, formerly assistant publicity director of the American Legion, has been elected secretary of the advertising section of the American Gas Association.

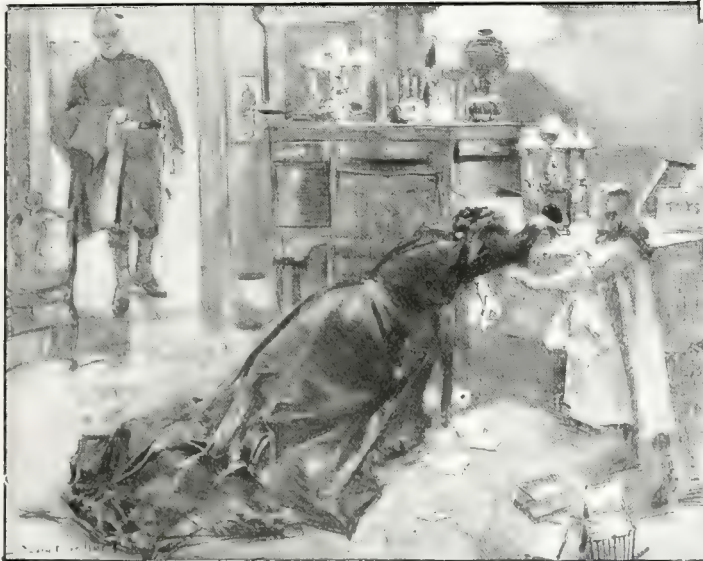
Reconstruction After The Nation's Wars



DURING the years of National disorganization that followed the Civil War, Leslie's Weekly exerted a stimulating influence in the restoration of the normal business activities of the country.

(above)

Scene on Pennsylvania Avenue, Washington, when Generals Grant and Sherman and President Johnson reviewed the soldiers returning from the Civil War, as sketched by an artist for Leslie's Weekly. From Leslie's of June 10, 1865.



AFTER the Spanish-American war, Leslie's rendered a valuable National service in emphasizing the soundest policies of reconstruction throughout the country.

"The return of the missing soldier" (at left), drawn by Howard Chandler Christy, special artist and correspondent for Leslie's during the Spanish-American war. From Leslie's of December 29, 1898.



SO it now again after the World War. Leslie's, week after week, is emphasizing a gospel of business betterment, pointing the way to constructive readjustment of the social and industrial life of the Nation.

Since 1855, Leslie's has been close to the heart of American life.

Leslie's

Illustrated Weekly Newspaper

F. K. McILROY,
Advertising Manager,
225 Fifth Avenue, New York

P. F. BUCKLEY,
Western Manager,
Marquette Bldg., Chicago.

Value of N. Y. Public Library

The New York Public Library has reprinted in booklet form an article by Edward J. O'Brien, the author and editor, which appeared in the *New York Tribune*. It is entitled, "Does New York Know New York? Its Library, for Instance." The writer tells how every branch of the library is a combined popular university and a center of good American citizenship.

Cawley Joins Dal-Ray Counsellors

James S. Cawley, formerly with *Factory Magazine* and *Wid's Daily*, has been appointed Eastern manager of the Dal-Ray Corporation, counsellors, merchan-

disers and advertisers, Buffalo, N. Y. This corporation has opened a New York office with Mr Cawley in charge.

Levenson to Handle Publicity

Lewis F. Levenson, formerly with the Fairchild Publishing Co., has opened an office at 1133 Broadway, New York, where he is handling publicity and doing independent feature and fiction writing.

Lauder Entertains Admen

Harry Lauder and his pipers were the guests of the San Francisco Advertising Club at a joint luncheon held on November 26 with the Rotary Club, the Downtown Association, and the Home Industry League, all of San Francisco, Cal. Mr. Lauder was the principal speaker.

New Daily for Newport, Va.

The Record Publishing Corporation has been formed at Newport, Va., to issue the *News Record* in morning and evening editions. The president of the company is Allan D. Jones.

Canada Has New Movie Journal

A new motion picture journal has been established in Toronto by four newspapermen, George H. Mitford, Norman C. Pearce, Hubert Groves and Lou Skuce.

Spurrier Joins Agency

Frank B. Spurrier, who formerly conducted an advertising service in Chicago, has joined the Kamsler Advertising Company, New York.

Terhune Goes With Rankin

Palmer Terhune, formerly with George Van Cleve, has joined the newspaper department of the William H. Rankin Company, Chicago.

Firestone Erects Plant in Canada

The Firestone Tire and Rubber Company of Canada, which has been formed with a capitalization of \$5,000,000 is planning to erect a factory at Hamilton, Ontario. The construction will be completed within five months, and will have a daily capacity of 3,500 tires of all types.

Pennsylvania Papers Cost Three Cents

An advance in price from two to three cents for daily newspapers was decided upon at a recent meeting of the Associated Dailies of Pennsylvania, at Harrisburgh, Pa. Increased cost of white paper and other items of production was given as the cause. The association recommended the cutting down of supplements and special additions to cope with the newsprint shortage.

American Woolen to Give Mothers Compensation

By the provisions of a new disability insurance plan the American Woolen Company is providing to women employees a compensation for the first four weeks of motherhood, based on length of service, the minimum being \$8 per week and the maximum \$30 a week. All employees in the payrolls of the com-

pany December 1 are to be insured against sickness and accident disability. Payments will range from 40 to 80 percent of the weekly income.

Professor Parsons Addresses Juniors

Professor Frank Alvah Parsons, former president of the New York School of Fine and Applied Arts, spoke on art in advertising before the Junior Advertising Club of New York on December 5. This talk was one of a series by well known men that has been scheduled for this club.

Simmonds Agency Gets New Business

Simmonds & Simmonds, agency, Chicago, has secured the account of the Ilg Electric Ventilating Company. A campaign in Ilgair kitchen ventilators will soon begin. The same agency has obtained the account of the National Kellastone Company, Chicago, makers of Kellastone Imperishable Stucco.

Fort Wayne Editor in Ad Work

C. J. Steigmeyer, formerly State editor of the Fort Wayne, Ind., *Journal Gazette*, has joined the advertising and business departments of the First & Hamilton National Bank, Fort Wayne, as manager.

Richard Martens in Business for Self

Richard Martens has resigned from R. Martens & Company, an exporting firm in New York of British capital, to devote himself to trade between the United States and Russia.

Value of a Trade Journal

The well-edited trade journal does not consider one single corner of the trade alone, but from its desire to interest, if for no other reason, it must handle the affairs of all departments. As a consequence, any careful reader, or as a matter of fact anyone who merely glances through its pages, is very likely to find an idea, or a suggestion, or a bit of news which can be put to good use, or which may be made to save both time and money.

Sometime, as you let the lid of your desk roll noisily down at the end of the day, pick the last number of your trade journal off the pile on top of the desk, take it home, and when you have absorbed the news from the evening paper, go through it carefully. Don't look at the illustrations alone, and then run over the display lines in the advertisements, but begin with the text; read the first thing that looks interesting, and then go on. It is safe to say that you will. Then you will begin to find yourself thinking of something you have read, and the first thing you know you believe that you can do this or that in your own business. It is the use of other men's ideas that will keep you from getting in a rut.

Get the habit of reading your trade journals yourself. It is worth while. Then boost them among your employees. Send in two or more subscriptions, so there will be enough copies to go around before they get stale. It will be money well spent. Offer prizes for ideas that can be put to service in your business, or suggestions that will bring in more orders. Keep up with the times yourself, and carry your men with you.—*Printing Art.*

Keeping Up With The Times

A FACT A WEEK

One after another, service departments have been added to *The Times*, until the list has become really impressive. Information and friendly help are now provided free to *Times* readers in these branches of daily activities:

Answers to questions on all general subjects—*The Times Information Bureau*, conducted by Frederic J. Haskin.

Advice to women on social and personal questions—*Beatrice Fairfax*.

Information and help to women on household topics—*Elizabeth Lattimer*.

Information to automobile owners on all related subjects—*The Times Automotive Department*, L. J. Faulkner, editor.

Information on real estate matters, including questions concerning rentals—*The Times Real Estate Department*, R. S. O'Neill, editor.

The Washington Times

WASHINGTON, D. C.

Dealer Campaign for Marathon Tires

The Marathon Tire & Rubber Company, Cuyahoga Falls, Ohio, is launching an advertising campaign which it claims is the first tire campaign designed to advertise the retailer. No part of the copy suggests the purchase of Marathon tires, but an illustration of the tire appears at the bottom of the advertisements. Some of the headlines used are as follows: "You can't go wrong on the tire your dealer says is right." "You can trust the tire your dealer recommends." "The dealer wants to sell you the tire he knows is good."

Brisbacher Gets Soft Drink Account

Emil Brisbacher, advertising service, San Francisco, has obtained the account of the Bebe Company, same city, fruit canners and makers of soft drinks.

Canadian Globe-Wernicke in Baker's Hands

The account of the Globe-Wernicke Company, filing cabinets, Stratford, Ont., has been given to the Baker Advertising Agency, Toronto.

New Ad Manager for Oildom

Samuel Mitchell has been appointed advertising manager of *Oildom*, New York. Mr. Mitchell was formerly with Irwin Jordan Rose, agency, New York.

Manternach Has Planet Account

The Manternach Company, agency, Hartford, Conn., has secured the account of the Planet Company, Westfield, Mass., makers of Duplex Fold-Away products.

New Boys' Paper in Boston

The Torbell Company, Boston, has issued *The Open Road*, a publication designed to reach boys who have passed the juvenile stage.

F. N. Dodge Joins Fairbanks

F. N. Dodge, formerly of the sales department of the Irving Iron Works, Long Island City, N. Y., has joined the advertising staff of the Fairbanks Company, New York.

Empire Cream Moves to N. Y.

The Empire Cream Separator Company has moved its executive, sales and advertising offices to 150 Nassau Street, New York, where it will occupy the entire second floor. The plant will remain at Bloomfield, N. J., and will absorb the space previously used by the offices, thus providing bigger production.

Addison P. Jennings, formerly assistant advertising manager, has succeeded Paul Wing as advertising manager.

Pittsburgh Club Discusses Trademarks

A trademark symposium was held at the Pittsburgh Advertising Club on November 25, when a number of prominent Pittsburgh advertising men made addresses. The speakers were C. F. Ohliger, advertising manager, H. J. Heinz Company; W. B. Aiken, advertising manager, Gulf Refining Company; R. H. Whitmore, advertising manager, Lyknu Polish Manufacturing Company; J. F. Allen, of the Bell Telephone Company; J. C. McQuiston, manager pub-

licity department, Westinghouse Electric & Manufacturing Company; W. L. Schaeffer, advertising manager, National Tube Company; H. W. Prentis, Jr., manager publicity department, Armstrong Cork Company.

At the previous meeting of the Club W. M. Zintl, of the Curtis Publishing Company, pointed out that every manufacturer can overcome the problem of business mortality by educating the dealer along eight lines. Have the dealer, he said (1) adopt a definite policy in selling and store management; (2) save wasted hours; (3) departmentize and keep sales record; (4) distinguish between "call and buy" and "go get it" goods; (5) develop a good mailing list; (6) widen the scope of selling; (7) acquire a reputation for service, and (8) install an accurate accounting system.

Lasky Films Run "Serial" Advertisement

In the November 15 issue of *Leslie's* appears a double-page editorial advertisement of the Famous Players-Lasky Corporation, written by Felix Orman, staff writer of that magazine. This is the first of a series entitled "A Great Industrial Dream Come True." Each chapter will deal with certain phases of the development of the Lasky company. In the next number Mr. Orman will describe the development of Paramount-Arcraft Productions. It is said to be the first serial advertisement.

O. P. Wilson Advances With Norma

O. P. Wilson, assistant general manager of the Norma Company of America, has been elected vice president.

Is It Eye Trouble —Or What?

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

—and it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to give the need of merchandising eyeglasses

Consult Poster Advertising specialists

IVAN · B · NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

5 West 40th Street

New York City

Bessemer Bldg.,

Pittsburgh, Pa.

Canadian Representatives:

THE WADSWORTH-NATHANSON COMPANY

TORONTO, CANADA

Investor Protection by Publicity

**The One Reasonable and Effective Method of
Preventing Illegitimate Financial Schemes**

By HON. HUSTON THOMPSON

Member of the Federal Trade Commission

IT is not speculation, but misrepresentation and the lack of information on the part of the prospective investor that must be eradicated. Let him know the truth and make his own decisions. The Master said: "Ye shall know the truth, and the truth shall make you free." He meant this truth to be personal. There are those who differ with this saying. They believe that the truth should be lodged in the minds of a few, and those few should be in the Government service. They visualize that service in the symbol of a parental Uncle Sam who says to his wards: "You can go into this investment because I think it is all right, but you cannot go into that because I don't think so."

As a Government official I would not want to have the power and responsibility of passing upon the issuance of a security in advance. Suppose one withheld his approval because of the speculative value. This might prevent the development of mining territory and oil fields which otherwise would become valuable National assets. Should he approve of an issue of securities the public would read his approval as an endorsement by the Government. A subsequent failure of the security would bring condemnation and possibly retirement to private life. If the official were human his future action on securities would incline toward the negative. Then the law would become inoperative. Moreover with such a discretion and such a vast infinitude of information necessary the careful official would want a department the cost of which would require a prohibitive appropriation.

In seeking a solution I have called upon my own experience. Some years ago I was adviser to the Insurance Commissioner of one of our States. That Commissioner had one remedy which he used effectively as a corrective—the specific which we in war times call propaganda, in peace, publicity. On an hour's notice he once called me into a case where certain agents were charged with misrepresenting to some farmers the terms of an

insurance policy. The case was to be tried under a statute which had been recently passed and which forbade such misrepresentations by agents. Both of us had our doubts about the constitutionality of the act, but the arrests had been made, the prisoners were about to be tried, and the District Attorney had de-

Blue Sky Stuff

BEFORE a meeting of the Association of Life Insurance Presidents, held in New York on December 5, Hon. Huston Thompson, Federal Trade Commissioner and former Assistant Attorney-General of the United States, delivered an address on "Protecting the Public by Informing the Investor." The accompanying abstract has been prepared from that portion of his paper dealing with the function of publicity in the serious business of suppressing and preventing the shady transactions and illegitimate propositions that always spring up universally when money is easily available.

serted us. When the jury retired and hours passed we began to doubt whether we wanted a conviction, fearing a reversal in the higher court on constitutional grounds and hence a destruction of a statute which because of its mere existence was a preventive to misrepresentation. The jury finally came in, after being out twenty-two hours, and freed the prisoner.

THE "LIGHT" WORKED—NOT THE
LAW

I was told by good authority this summer that the effect of the pub-

licity of that trial was such as to eliminate the bogus insurance man to this day from that district. Conviction would not have materially helped in that case. Conviction rarely helps. Publicity is the effective remedy. From six years' experience in the Department of Justice, and less than a year in the Federal Trade Commission, I do not hesitate to affirm that the statute which through publicity seeks to prevent is far more efficacious than the one which is parental and punitive. Prophylactic law will prevent the wrongdoer where the punitive law will fail. When the human mind has broken down to the point where it wills to commit a crime, law will not stop it, but light will stay it. A criminal who would misrepresent or conceal can no more stand the light than could the darkness that filled this universe when the Master Architect, brooding over it, said: "Let there be light." It is because of the preventive remedy that I find comfort in the act which was drafted by Congressman Taylor in conjunction with the Capital Issues Committee, and known as H. R. 188. That bill makes the Secretary of the Treasury the repository of certain information which any person or corporation must file with him before it can put on an interstate sale of securities.

The effective part of the bill lies in its placing the burden upon those selling the securities of telling what the assets are behind them, what sums are to be derived from their sale, the rate of commissions to be paid, and the availability of this information to the public.

When called upon to give my views to the Judiciary Committee of the House of Representatives regarding this bill, I was discussing the availability of the information which the Government would require to be deposited with the Secretary of the Treasury, and also with the Postmaster in each capital city of a State where the security in question was to be sold. I had reached that part of the bill where those offering the securities are required to insert in any advertisement of the same for sale a statement that information about the security could be had by writing to the Secretary of the Treasury, or the Postmaster, when one of the members of the committee asked if such a notice would be entirely effective. This question struck at the one weak point in the British act which has made it far less suc-

cessful than it might have been—the gap between the prospective purchaser and the official who has received the information about the security. This gap in the English law has been referred to by experts in finance. The Taylor Bill attempts to bridge the chasm by requiring a statement in the advertisement that the data concerning the security could be had from the Secretary of the Treasury or the postal official.

MAKE THE ADVERTISING COMPREHENSIVE

To make the connection complete and to cast the burden thereafter upon the purchaser, I suggested that the bill be amended so that whenever securities were offered for sale in interstate commerce all the literature or advertisements put out for the purpose of selling the stock contain the rate of commission or bonuses received for the promotion or sale, the names of the promoters and underwriters receiving them, and the net amount to be received by the original entity issuing the security.

Mr. Taylor's bill as amended will, I believe, go as far as human ingenuity, and a public body should go in protecting the investor by informing him. Some form of legislation is certain to follow the present situation. The question is, will it be in a preventive or paternalistic form?

Preventive legislation to be effective must relieve the official in charge of the responsibility of mak-

ing exceptions. To make exceptions means to determine in advance. Placing in the hands of a public official the power to determine in advance will underwrite its failure. To discriminate between securities by making exceptions of some would place pitfalls in the way of this legislation on its journey through the courts that would surely defeat it.

The evidence is against those who say that the protection of the investor can be handled solely by the States through their police powers. Where the sale of the security is interstate the States may function, but then only partially. In at least sixteen of the States a violation of the "blue sky" law is only a misdemeanor. It is a very rare thing for one State to grant a requisition for the return of a person having committed a misdemeanor in another State. It is not to be understood that the work of the States along this line is in vain. Nor should Federal activity deprive or weaken the States in their efforts. A department required by Congress to protect the investor should cooperate with the State officials in every way. Not only should there be cooperation with them, but the efforts of Federal and State officials should be supported by all citizens and organizations interested in seeing that that part of the unrest in this country due to doubt of and loss from investments be quieted by the restoration of confidence in them. This confidence

can be brought about by a campaign protecting the citizen.

Were I starting a national publicity propaganda for informing the investor, I would disseminate a statement something like this:

To the Prospective Purchaser:

- (1) Beware of the glib salesman!
- (2) Beware of the prospectus that promises much!
- (3) Remember, the investment will keep. Don't hurry. Stop and study.

When approached by salesmen, or through advertisement or prospectus, communicate at once with the "Blue Sky" commissioner at your State capital, if there is such an official, and ask him what information he can give you.

If you are an employee, consult your superintendent, or employer, or banker, or the nearest, most reliable business man. If a farmer, go to town and consult, preferably, your lawyer. His decision at the cost of a small fee may protect your entire savings.

When approached by a stock salesman compel him to put in writing for you the rate of commission he is receiving—how much of your money goes to the company's treasury—how much will be used in developing the property or business, and that he acknowledges that you in buying are relying on his statements. If purchasing direct from the company, make it sign a similar statement.

THE VITAL POSSIBILITIES

Finally, strike out all of the language of the prospectus except that which tells just what money the company has—what property it owns and where located—and what work it has done. Consider then your bank account and your debts. If you have a family, ponder over its needs; finally, make your decision upon the basis as to whether you can afford to lose the money, if the investment fails.

If you learn subsequently that misrepresentation has been made to you and that you have been deceived and injured thereby, consult your nearest State or Federal prosecuting attorney.

The success of a government is measured by the contentment of its people. In the human soul the master instinct is the perpetuation of its kind. Man in the aggregate has the same instinct for perpetuation as the individual. This mass instinct when in the perfect flower is evidenced by what we call patriotism or love of country. That

THE new rate schedule of the **Broadway Subway and Home Boroughs Car Advertising Company, Inc.**, for cards, posters and painted boards will be effective on January 15th, 1920.

Broadway Subway and Home Boroughs Car Advertising Company, Inc.

67 Liberty Street, New York City

We get "All" of Brooklyn and the "Best" of Manhattan

love is measured by the contentment of its citizens.

Let us resolve that we shall protect the savings of the investor by informing him. In this way we shall as a nation increase its contentment.

Indianapolis Is Getting Ready

The Advertising Club of Indianapolis has begun preparations for the 1920 convention of the Advertising Clubs of the World, which will be held in that city. The club has appointed Felix McWhirter, president of the People's State Bank, as head of the convention board.

Supplementing the educational sessions will be an advertising exhibit at the convention. One section of the exhibit will embrace exhibits prepared by advertising mediums and others who want to tell a story of a particular kind of advertising. This will include a comprehensive exhibit of bank advertising. The other division will embrace a number of complete campaigns, some of which will show the work of local advertisers and some the campaigns of advertising covering wider fields.

On June 6 the convention will open with an inspirational address. The next morning a general session will be held. In the afternoon the convention will divide into departments. On June 8 there will be another general session followed by departmental discussions. The best talk of each departmental session will be repeated the day following when the convention will meet as a whole.

Changes and Additions in Chicago Agency

Many new associates and several new accounts are announced by the Matteson-Fogarty-Jordan Company, advertising agents of Chicago.

J. G. Rayley, former newspaper man and who has recently completed a term of overseas naval service, is to be an associate on accounts.

W. A. Garvey, former captain in the field artillery, winner of the Croix de Guerre; A. J. Lindauer, aviator and former advertising man; W. E. Faxon, former advertising solicitor and aviator, and Emery Sermay, also a former army man, are new additions to the staff of this agency.

Among the new accounts recently announced are the following firms: Fish Furniture Co., Chicago; Becker Bros., fur dealers, Chicago; Engineer's Equipment Co., Chicago; Kemp Gasoline Company, Chicago, and the Kemp Electric Lighting Systems Co., Chicago.

Ronald Press Adapts Ad Book

The Ronald Press, book publishers, New York, have made an adaptation of "Advertising, Its Principles and Practice," by Tipper, Hotchkiss, Hollingworth and Parsons. It is called "The Principles of Advertising," and is for text purposes.

Seaman Agency Gets Life Savers

The Frank Seaman Company, New York, has obtained the account of the Mint Products Company, New York, makers of Life Saver peppermints.

More Space for N. Y. Agency

Calkins & Holden, agency, New York, have taken over the entire fourth floor of 250 Fifth Avenue, because of their crowded condition. In the new space the purchasing, financial, art and manufacturing departments will be located.

Another Agency Incorporates

The Modern Housewife Advertising Corporation has been formed in New York with a capitalization of \$50,000. The incorporators are H. J. Schnittinger, A. H. Hoffman and J. P. Muller.

C. T. Warner Edits Fenestra

Fenestra Magazine, the house organ of the Detroit Steel Products Company, makers of steel window sashes and automobile springs, is now edited by Clifford T. Warner, who was for one year on the business staff of the *Stars and Stripes*, the A. E. F. newspaper.

F. K. Thompson with Peck Agency

Francis K. Thompson, recently of the Theodore S. Fetting Agency, Newark, N. J., has joined the New York staff of the Peck Advertising & Distributing Agency.

Handles Boston Milk Campaign

J. Arthur McCoy, formerly advertising manager of the Whiting Milk Companies, Boston, has been appointed director of publicity for the Boston Milk Campaign, which will probably be permanent. The campaign has the support of the whole dairy industry of New England.

Canadian Advertisers Elect Officers

At the recent annual convention at Toronto of the Association of Canadian Advertisers the following were elected officers: president, W. C. Betts, of S. Davis & Sons, Montreal; vice president, D. George Clark, of the McClary Manufacturing Company, London; secretary, Miss Florence E. Clotworthy; treasurer, J. R. Kirkpatrick, of the E. W. Gillett Company, Toronto. The convention went on record as favoring smaller advertisements and audited circulations.

Starts Agency in Omaha

The Bloodheart-Soat Company has been established in Omaha, Neb., as an advertising agency.

Southern Newspapers Plan Campaign

The Southern Newspaper Publishers' Association, in a campaign to advertise the marketing possibilities of the thirteen States represented by that organization, has planned to spend \$6,000 between January and July, 1920. The advertising committee of the S. N. P. A. will distribute copies of a booklet showing by direct comparison the circulation of all magazines and newspapers in the thirteen States and will give comparative costs per State and collective costs per region. Sixteen page advertisements will be placed in trade journals.

Gillespie to Do Cleaner Advertising

The John L. Gillespie Company, agency, Cleveland, Ohio, has secured the account of the Pee Che Cleaner Manufacturing Company. Copy will be placed in women's publications.

Brynjulf Strandenaes

*Is Now a Member
of this
Organization*

Mr. Strandenaes has been added to our roster because of his extraordinary capabilities in the handling of color both in line and in mass.

He brings to these studios a fund of practical knowledge gained from years of study and experience in the ateliers of the art centers here and abroad.

This ability to adapt the precepts of artistic usage to the needs of commercialism, is shared in common by all the artists who make up our personnel.



Louis C. Pedlar, Inc.
COUNSEL IN ART,
95 Madison Avenue
NEW YORK CITY

Telephone Madison Square 511

Meredith Tells of Honest Advertising

E. T. Meredith, president of the Associated Advertising Clubs of the World, writes in the December issue of *Successful Farming*, of which he is publisher, on the work of the A. A. C. W. in combating dishonest advertising. He says that this magazine was responsible for the sale of from \$20,000,000 to \$50,000,000 worth of merchandise during the year 1919, and that complaints received have involved sales amounting to less than one-hundredth part of one percent of the smallest amount. In practically every case a satisfactory explanation was given by the advertiser or the matter was promptly adjusted.

"The habits of both manufacturers who advertise and retailers who advertise," writes Mr. Meredith, "have changed very greatly because they have come to know human nature better and have found that it isn't necessary to lie in order to do business. In fact they have found they can do more business over a period of months or years by telling the truth than they can by lying."

International Campaign for Overland

The J. Roland Kay International Advertising Company is launching a 1920 campaign for Willys-Overland cars. It will include eighty-four countries and will be one of the most widely distributed campaigns undertaken by an American firm.

New Post for F. H. Jones

Chemical and Metallurgical Engineering, New York, has appointed Frank H. Jones advertising representative for New England and Eastern New York. Mr. Jones formerly represented in that territory the R. H. Donnelley Corporation, Chicago.

Chicago Office for A. N. P. A.

The bureau of advertising of the American Newspaper Publishers' Association has established Chicago headquarters in the Marquette Building, with William A. Thomson temporarily in charge. He will be assisted by Thomas H. Moore. The selection of a permanent branch manager will be made later.

Brooklyn Ad Man Dies

Jacob D. Carpenter, dean of the advertising staff of the Brooklyn, N. Y., *Daily Eagle*, died November 22 at the age of seventy-seven. He was one of the oldest employees on the *Eagle*. At

the age of thirty he joined that paper and worked his way up from assistant at the advertising counter to advertising manager. The funeral was attended by Colonel Hester, president of the *Eagle*, Herbert Gunnison, publisher, the entire advertising staff and many of the older employees.

Fireman's Paper Changes Name

Beginning December 1 the *Fireman's Herald*, New York, is to be known as *Fire Service*. No change in policy, ownership or management has been made. The new name is believed by the publishers to describe more accurately the field covered by this periodical.

Scranton Club Visits School

The Scranton Advertising Club, of Scranton, Pa., was entertained at a luncheon by the Johnson Memorial School, November 26. At the close of the luncheon Robert B. Keller, the school's director, was unanimously made honorary member of the club.

Meadwell Leaves Schieren

W. E. Meadwell, formerly advertising manager of Charles A. Schieren Company, New York, has joined the production staff of the Philip Ritter Company.

Matlack Pries with Erickson

Matlack Price, commercial artist, has joined the staff of the Erickson Company, advertising agency, New York. Mr. Price is author of "Posters" and is a lecturer on the principles of commercial art at the New York School of Applied Design for Women.

Arkansas Paper 100 Years Old

The hundredth anniversary of the Little Rock, Ark., *Gazette* was celebrated on November 20 by the issuance of a special edition containing 248 pages. Supervision of the edition was made by Frank N. Henderson, a member of the executive committee of the National Editorial Association.

Pluto Contracts Being Placed

A new list is shortly to be made up for the French Lick Springs Hotel Company, of French Lick, Ind. The advertising of this company is placed through the McJunkin Advertising Company of Chicago. The product advertised is Pluto Mineral Water.

Sweets Company in Peanut Business

The Sweets Company of America has accepted an offer of the town council of Plymouth, N. C., the center of the peanut industry in this country, of a free site and ten years' exemption from taxes. It will invest \$100,000 in a new plant where the product of the neighboring peanut farms will be purchased, graded and roasted.

Intermarriage in the Chicago Tribune Family

Earl Alanson Hill, manager of the Schools and Resorts advertising bureau of the Chicago *Tribune*, was married recently to Miss Ida Louise LaFreniere, formerly of the Schools Bureau of that paper.

Chicago Advertising Association Grows

In the membership drive now being conducted in behalf of the Advertising Council of the Chicago Association of Commerce, 175 members have been secured. This gives the Council a membership of approximately 1,800, making it, in the claim of Chicago advertising men, the largest local advertising organization in the United States.

Hyde to Return from London

Henry M. Hyde, formerly London correspondent of the Chicago *Tribune*, will shortly return to Chicago to engage in the advertising business with James Keeley, formerly managing editor of the Chicago *Tribune*, who is now private advertising counsel.

Morris Heads Survey Department

Harold O. Morris, recently with Erwin & Wasey, has been made manager of the merchandising survey department of the McJunkin Advertising Company, Chicago.

Hubert Joins General Tractors

R. E. Hubert, of wide experience in the tractor industry has been appointed assistant sales manager of General Tractors Incorporated, Chicago. Mr. Hubert served in France as a first lieutenant in the 51st Coast Artillery Regiment. After the armistice he was sent to the ordnance repair shops at Mehun, France, and was placed in charge of the repairing and rebuilding of tractors that had been used at the front.

THE STANDARD ENGRAVING CO.

ESTABLISHED 1895

INCORPORATED 1904

PHOTO ENGRAVERS

ENGRAVINGS FOR EVERY
PRINTING PRESS PURPOSE

225 WEST 39TH STREET, NEW YORK

AMERICAN PRESS ASSOCIATION BUILDING

Dr. Frank Crane Smears the Slacker

Before a "capacity house," Dr. Frank Crane, famous for his newspaper gospels and interesting lectures, addressed the luncheon-meeting of the New York Advertising Club last Wednesday.

Dr. Crane's subject was, "Work," and he approached it over the premise that peoples' opinions are not always formed logically but influenced to an alarming degree by partisan policies or affiliations. From an age-old viewpoint, distorted by just such party ideas, the universal conception of and attitude toward work, Dr. Crane said, is "all wrong."

Since the establishment of what folks seek to term the "refined" class, work has been looked down upon as a curse or an affliction, much to be shunned. The royalty, the select, the upper strata of society never worked and took elaborate pains to make that fact known to the world by dress, publicity and definite marks of caste.

In society, in the arts and in theology the incorrect conception of work has been so long established that it has borne bad fruit in the world. People feel that they should shun work—while, in fact, the speaker continued, work is the source of happiness.

In the course of his sparkling and philosophical talk, Dr. Crane touched upon many pertinent points relating to the conditions of today, chief of them being that the salvation of the world depends solely upon moral and legitimate business, in which every man does the best he can without reserve or restriction.

To Advertise Eggs in New Orleans

Goodman & Beer Company, Inc., of New Orleans, La., are carrying on an educational campaign for their NuLa eggs. The purpose of the company is to make their brand of eggs as familiar in the household, as a soap or washing powder.

Unusual Advertising Claim

Says an undertaker's advertisement in the New York Times: "In case of death call us on the phone, wherever you may be, and our representative will be with you without the least possible delay."

Misses A. & S. Because Bright and Snappy

WILLIAM H. RANKIN COMPANY
Advertising Agents,
Chicago, Ill.

October 26, 1919.

Editor, Advertising & Selling:

I have missed Advertising & Selling very, very much the last two weeks.

You are getting out such a bright, snappy and interesting advertising publication that even in these days of printers' strike we dislike very much to be without it.

Cordially yours,
WM. H. RANKIN.

William Feather Co. Increases Space

The William Feather Company, publishers, of Cleveland, Ohio, has purchased the printing plant of the Catholic Universe Publishing Company, and thereby doubles its printing capacity. The William Feather Company specializes in the production of periodicals, house organs and booklets.

To Hold Press Congress in Sydney

The Press Congress of the World will be held in October, 1920, in Sydney, New South Wales, and will be ten days in duration. The date has been so set as to follow the meeting of the Empire Press Union in Canada in September, 1920.

Big Output for Paige-Detroit

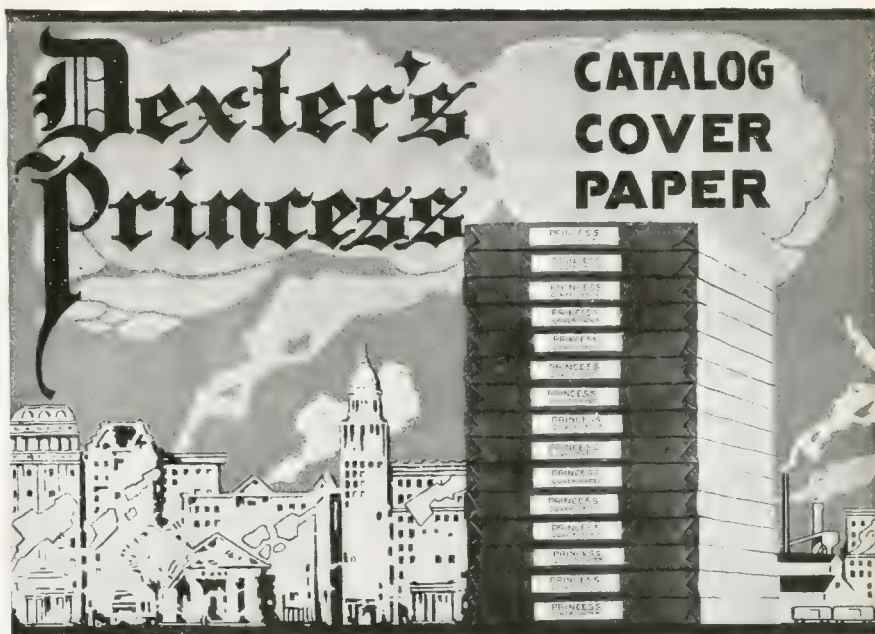
The Paige-Detroit Motor Car Company expects to turn out this year between 16,000 and 20,000 passenger cars. Their facilities have been increased since the first six months of 1919 when they manufactured 6,120 passenger cars and 286 trucks.

CLASSIFIED ADVERTISING

"Powell keeps 2000 advertisers satisfied with GUARANTEED MAILING LISTS. Auto, business trade, profession or special lists at lowest prices. State your wants. Powell Service, 27 Warren Street, New York.

Manufacturers

Let me handle your line on a commission basis from Kansas City, West. I have been Western Sales Manager for thirteen years, handling thirty-five salesmen in this territory. Address Box 200, care ADVERTISING & SELLING.



The Oldest Advertised Covers

PRINCESS COVER Stock is the oldest named and advertised Catalog Cover Paper. For three generations Princess Covers have been a known quantity in all first class printing offices. The excellence and utility of this line has made it a staple item for high grade catalog and booklet work. The demand for new color schemes has been provided for by the expansion of this beautiful line.

PRINCESS COVERS are profitable for both printer and customer. The printer can be sure of striking results every time, without costly experiments or elaborate designs. Princess stock is as rich and distinguished that elaborate decoration is unnecessary. In direct commercial advertising, the use of Princess Covers so sure a method for securing favorable attention. The whole impression conveyed is one of dignity, and refinement. It pays you to create exactly this impression on the prospective buyer.

Made in Twelve Colors and White

Send for Princess Sample Book and
NTRA, Dexter's unusual house organ.

C. H. DEXTER & SONS, Inc.
WINDSOR LOCKS CONNECTICUT

Kansas Church Publishes an Advertising Book

Topeka Daily Capital
Sworn government report
for 6 months ending Apr.
1, 1919 **35,247**
Arthur Capper Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

327 S. La Salle St.
CHICAGO, ILL.
A practical and technical magazine to
help bakers. Established 1887. Keyed
ads are proving its advertising value.
A paid-in-advance, mail solicited subscrip-
tion list gives it a desirable HIGH QUAL-
ITY CIRCULATION. **SEND for a COPY**

We specialize in house to house distributing of
Advertising Literature
and **Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

Do you know that

Onimbo Cover

is adapted especially to

**Announcement Cards,
Menus and Programs**

Peninsular Paper Co.
Ypsilanti, Michigan

Your Prospective Customers
are listed in our Catalog of 99% guaranteed
Mailing Lists. It also contains vital sug-
gestions how to advertise and sell profitably
by mail. Counts and prices given on 9000
different National Lists, covering all classes;
for instance, Farmers, Noodle Mfrs., Hard-
ware Dirs., Zinc Mines, etc. *This valua-
ble reference book free. Write for it.*
Send Them Sales Letters
You can produce sales or inquiries with
personal letters. Many concerns all over
U. S. are profitably using Sales Letters
we write. "Send for free instructive
booklet, 'Value of Sales Letters.'"

Ross-Gould
Mailing
Lists St. Louis

To publish as paid advertising matter a complete book, as long as the average novel, is worthy of passing comment, especially if the experiment can be credited to the enterprise of a church.

Trinity Episcopal Church of Arkansas City, Kan., has just begun in one of the local newspapers a campaign consisting of a half-page space one issue a week for three months, the purpose being to print in serial form a book setting forth the basic principles of the Episcopal Church.

The book, "The Episcopal Church, Its Message for Men of Today," by George Parkin Atwater, is in narrative, dialogue style and although the same characters are carried through the entire story, each chapter is a separate unit and does not have to be read as a part of the series. This obviates printing a synopsis of the preceding chapters.

Each installment is followed by an invitation to the public to attend Trinity Church.

The Rev. F. F. Busch, rector of Trinity Church and originator of the plan, says that in his opinion church advertising is a unique field and cannot properly employ all the methods that have proved successful in mercantile advertising.

"It seems to me," says Mr. Busch, "that church advertising should, above everything else, suggest dignity and reverence. It should not resort to cheap, flamboyant appeals even though such appeals may result in temporarily increasing church attendance, because no real good can come from deceiving the public into thinking that the Church is anything else than a place of worship. 'Truth in advertising' applies to the Church as well as to the business world.

"I feel that the Episcopal Church is particularly in need of advertising. Having a radically different form of service from other churches, it cannot hope to fulfill its great opportunities of usefulness until the forms and practices peculiar to the Episcopal Church are made intelligible to people who are not now familiar with them.

"All churches can use advertising to advantage but we need it more than the others."

The book chosen for the campaign is free from dull moralizing and heavy "church talk" and is made human and interesting by colloquial dialogue and occasional flashes of humor.

In the first chapter the Doctor, who has just attended the Episcopal Church for the first time, asks, "Why did the people kneel?"

And the Major answers, "To try to disconnect their thoughts from automobiles, golf hazards, and Sunday dinner."

Fuller Brush Increases Advertising

The Fuller Brush Company, Hartford, Conn., has planned an advertising campaign for 1920 which will "show the public the advantages of dealing the Fuller way." This feature will be depicted by advertisements of contrast, showing the old and new ways of cleaning, by means of description and conversational information. Up to the present time their advertising has been confined to *Good Housekeeping*. In 1920 two additional women's magazines will be used, as well as newspapers.

S. L. Metcalf was recently promoted to the position of director of sales of the Fuller Brush Company.

Newspaper Cartoon Publicity for Films

The Bulls-Eye Film Corporation has hit upon the plan of getting publicity for its Gale Henry productions but furnishing free to newspapers and exhibitors, mats of a comic strip to be issued weekly. Milton L. Cohen, president of the corporation, declares that one hundred papers in the West have announced their willingness to run the cartoons. They are being drawn by Herbert V. B. Acker, head of the firm company's art department.

Atlantic & Pacific Sales Increase

The sales of the Great Atlantic & Pacific Tea Company, which operates chain stores, were for the six months ended August 31st \$89,283,250. This represents an increase over the same period of last year of \$17,964,224.

Cadillac Distributor Starts a House Organ

The Cleveland Cadillac Company, distributors of the Cadillac automobile for the state of Ohio, has just issued the *Cadillacian*, which will appear as a monthly message to Cadillac owners. No attempt will be made to use it as a selling medium, says an announcement in the first number.

"GIBBONS KNOWS CANADA"

"ECONOMY," said Ruskin:~

"No more means saving money
than it means spending money
It means spending or saving
to the best advantage."

When you spend money for
art work economize by spend-
ing it to your best advantage.

Martin Ullman
Managing Artist



"Gotham for Art Work"

GOTHAM STUDIOS INC^P
1133 BROADWAY
NEW YORK



*Good. Better. Best.
Never let it rest;
Till the Good is Better
And the Better Best
Copyrighted*

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

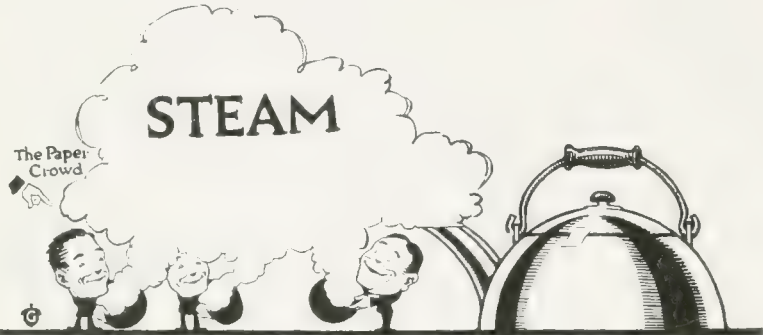
**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO. INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

MAILING LISTS
Iowa and the Corn Belt.
Farmers or Auto Owners.
Write for descriptive circular.
MAZON SERVICE CORP.
Box 613, Waterloo, Iowa

The Jewelers, Circular
New York, has for many years published more advertising than have the seven other jewelry journals combined.



THEY DIDN'T KNOW

NATURALLY as we receive a raft of business from the agents we must admit that we think they know all there is to know. Yet an agent wrote us the other day asking if certain equipment having to do with steam could be sold to the paper manufacturers. HE DIDN'T KNOW that this stupendous industry is the second largest user of steam power in the country; and we bet a flock of our advertisers don't either. Yessir! the paper crowd sure use a bunch of steam and all the junk that goes with it. If you advertise boilers, stokers, pumps, packing, valves and the million and one other items that are used around a power plant you should certainly join our personally conducted tour to the buyers of this stuff in the paper mills. Write us for all the dope.

PAPER

131 EAST 23 ST., N. Y. C.

Up to Jan. 1st you can buy 420 inches of advertising space for \$210. A good investment say we.

More Business for Car Ad Company
The Broadway Subway and Home Boroughs Car Advertising Company, New York, has secured the account of the K. A. Hughes Company. Additional contracts have been secured for the New York Telephone Company and the Liggett & Myers Tobacco Company.

Cincinnati Agency Issues Organ

The Procter & Collier Company, advertising and printing service, Cincinnati, Ohio, has issued a monthly house organ called, *The Day's Work*. This issue contains articles on trademarks, newspaper cooperation, small space and other subjects.

H. T. Kay to Leave Nemours

H. Tyler Kay, recently with the Milwaukee, Wis., *Journal*, and now in charge of the advertising of the apparel division of the Nemours Trading Corporation, New York, is leaving this company, but has not announced his future plans as yet.

Akron Agency Gets Tire Accounts

The Akron Advertising Agency, Akron, Ohio, has secured the account of Amazon tires. A trade paper and newspaper campaign is being planned. The same agency has also obtained the accounts of the Lambert Tire and Rubber Company, Akron, makers of Trublproof tires, for which farm papers and newspapers will be used.

Wickham Advances With Cosmopolitan

Paul J. Wickham has been appointed assistant Eastern advertising manager of *Cosmopolitan*, to have complete charge of the New York territory. Mr. Wickham has been on the *Cosmopolitan* staff for several years.

Colorado Ad Men and Rotarians Meet

The advertising Club and the Rotary Club of Colorado Springs, Colo., held a series of advertising meetings during November on various phases of the business. These meetings had record attendance.

Garrett Leaves N. Y. Tribune

Garet Garrett, assistant editor of the New York *Tribune* for two years, has resigned. E. A. Sutphen, foreign advertising solicitor of the *Tribune*, has left to join the *Evening Sun*, New York.

Gets Omar Cigarette Account

Buck & Hammesfahr, New York, have secured the advertising account of Omar cigarettes, manufactured by the American Tobacco Company.

Christian Herald Begins Campaign

In addition to daily newspaper and direct advertising the *Christian Herald*, New York, has begun an advertising campaign for new subscribers in 168 religious publications.

Wisconsin College Editors Meet

The first convention of the Wisconsin Inter-Collegiate Press Association was held at Madison, Wis., November 28-29. Thirty-four college publications were represented by the editors and business managers.

Kellogg Invests Ten Million

Ten million dollars has been invested in advertising by the Kellogg Toasted Corn Flakes Company, Battle Creek, Mich., since the organization of that company in 1906.

Litchard With Good Housekeeping

Donald B. Litchard has joined the New York soliciting staff of *Good Housekeeping*.

Thomas Becomes a Canuck

C. M. Thomas, formerly advertising manager of the Essenkay Manufacturing Company of Chicago has become associated in an advertising capacity with a Canadian land company.

Will Advertise Road to Health

Dr. Leslie Lumsden, of the United States Public Health Service, said at the recent New Orleans meeting of the American Public Health Association that widespread advertising is the best method of disseminating a knowledge of the requirements for good health. Such a campaign will be undertaken by the association as the first step toward "placing the conservation of life and health on a strictly business basis."

Penton Publications Have London Office

H. Cole Estep, formerly editorial director of the Penton Publishing Company, Cleveland, Ohio, has been placed in charge of the office recently opened in London by this company to take care of its European business.

Vickroy Advances with Traffic Motors

Torbert Vickroy has been elected assistant secretary of the Traffic Motor Truck Corporation, of St. Louis, Mo. Mr. Vickroy was previously auditor for that company.

Dessau Joins Printers Ink

A. H. Dessau, who was for two years Advertising Manager of the Stanley Works, New Britain, Conn., and who has recently been connected with the Redfield Advertising Agency of New York City, has joined the advertising staff of *Printers Ink*.

Maibohm Plans Big Production

The Maibohm Motors Company, of Sandusky, Ohio, is planning to build in 1920 about 7,500 sixes. This will be at the rate of twenty-five cars a day.

A & S Instructive and Entertaining

HYDRAULIC PRESS
MANUFACTURING CO.

Mount Gilead, Ohio

October 31, 1919.

ADVERTISING & SELLING.

131 E. 23rd Street,
New York City.

Gentlemen:

While I am writing to your Company, I want to take this opportunity to express the great satisfaction I feel at the marked improvement in ADVERTISING & SELLING the last few months. Each issue is filled with exceedingly instructive and entertaining material.

Yours very truly,

HYDRAULIC PRESS MFG. CO.,
Advertising Department.

THE EVENING NEWS

Buffalo, N. Y.

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

LOS ANGELES

EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION

123,305

Charter Member A. B. C.

Detailed Analytical Report Methods of Paying Salesmen

All possible plans are studied; experiences and methods of various firms given in detail; results brought together in a consensus of experience.

This report covers 150 typewritten pages in loose-leaf leather binder, and can save you a great deal of money in solving your problems of paying salesmen. The subject is one which is particularly live at this time.

Order it at once—price \$100.00; or send for table of contents.

For nine years business houses have been served by The Bourse with careful, vital business information which has increased their sales, reduced their overhead and given them a more perfect organization.

The Bourse is acknowledged to have the best facilities in existence for business statistics, trade investigation and research. It has 173 local investigators throughout the country and also provides the highest grade of organization, sales and business financial counsel.

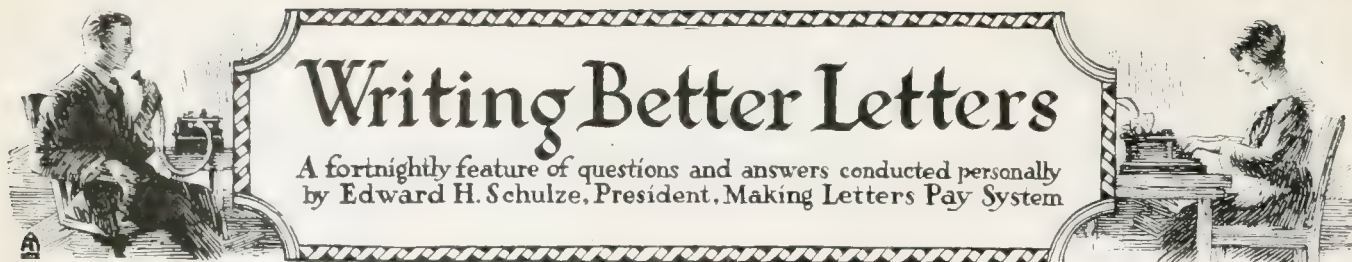
The Business Bourse, Int. Inc.

The National Clearing House of Business Information

J. GEORGE FREDERICK, President

347 Fifth Avenue

New York City



Writing Better Letters

A fortnightly feature of questions and answers conducted personally by Edward H. Schulze, President, Making Letters Pay System

Want to Know How to Write Better Letters

Read these Answers to Practical Questions and Profit Thereby

E. E., (New York). You ask whether the typewritten letter is better than processed letter and where either can be obtained in New York.

There is no set rule governing the comparative merits of typewritten vs; processed form letters. It depends on circumstances.

I have, for instance, seen processed work by the D. H. Ahrend Co. of New York that compared most favorably to real typewritten letters.

Individually typed letters are good when they are obviously personal in their make-up. If they are obviously "form letters" and the phraseology and make-up so indicate, it makes little or no difference whether they are processed or individually typed.

For instance I give you below a letter which has all the marks of a personal letter and should, therefore, be individually typed;

My dear Mr. Farrar:

I am personally writing you in the belief that the unusual story, as told in the enclosed booklet, will interest you and other business men who want to create greater contentment among their employees.

Mr. Farrar, there is no more important question in the electrical industry than the problem of * * * *

Such firms as Johns-Manville, Westinghouse, Edison, have found the solution of this problem in the plan on page 6 of booklet enclosed.

Will you read page No. 6, Mr. Farrar?
Sincerely,

The same message phrased in a way that is obviously of "form letter" style. It would be a waste of time to type it individually. Why? Because the reader feels that the letter is a "circular letter" going to hundreds or thousands of others.

Dear Sir:

"Page No. 6 saved us."

That's what the president of one of America's largest corporations said concerning the plan of making your work- or more correctly as described in the enclosed booklet.

We are sending it to you, and other executives, in the belief that it will solve one of the most vital problems affecting your production.

Read page No. 6. It's worth while.
Sincerely,

Either of the foregoing letters may be called good but the first letter has not only selected concerns in the same line as the prospect, so as to influence his favorable decision, but the repeated use of the prospect's name makes the letter appear distinctly personal. The second letter, on the other hand, makes no attempt to be personal but is frankly a "circular let-

No matter what your letters problem is, put it up to this acknowledged expert for solution. Neither your name nor name of product will be mentioned specifically and the advice will be constructive—not destructive criticism. While he ordinarily makes a charge of \$5 to \$25 for answering letter problems subscribers to ADVERTISING & SELLING are privileged to get his answer and advice through the pages of this paper WITHOUT CHARGE. Address your problem to Editorial Offices, ADVERTISING & SELLING, 131 East 23rd St., New York.

ter." It would succeed, nevertheless. Only a test could prove which letter paid best, for it would depend on how much money you would afford to spend and the size of your mailing list. A thousand individually typed letters, done on an automatic typewriter, would cost you about 3c. per hundred words or about \$40 for one thousand of the first letter as against \$13 for one thousand well prepared processed letters. In both cases envelopes would be addressed and letters filled-in.

The automatic typewritten letter is done either on Underwood Automatic or the Hoover Automatic Typewriter. They are manufactured by different concerns. The Underwood both fills in the name and types the letter—all automatically. The Hoover has the operator fill-in the name and the machine then types the letter automatically. The Hoover allows for insertions in body of letter but requires constant attention of operator.

The Underwood does not allow fill-in in body of letter, but can be fed automatically without attention of operator.

The machines cost about \$600 when I last saw quotation (before the War). The price may be more or less.

For average circularizing I favor processed letters if they are well done. For intensive work, where the expense is justified, I suggest personally typed letters.

In this connection you should investigate the clever idea of Toal & Co., Chicago, with their personalized service. Their ad appears in our letter directory. They print the name of prospect right on printed matter. Worth looking into.

T. A. R. (Chicago) sends letters for constructive criticism.

Your first letter, to Dodge report, is really very good. I don't like brown typewritten copy—it always looks washed out. Why not use black? It is easier to read. Why not enclose Western Union blank, all filled out, to be sent collect? The Western Union furnish the blanks free—as many as you can use, properly. I think you ought to emphasize the 30-day feature and bring in the price afterward. You make a mistake in mentioning price too soon.

Letter No. 2 should enclose a stamped return card. Divide the back of the card into half. Use one half to detail acceptance of trial order. Use other half to state prospect (a) has bought clock (b) will buy later (c) is not interested. Let him check and return card.

Letter No. 1 to automobile company good but why not talk a little more of what your product will do? Sell them more on performance of product. Create more interest in product.

Letter No. 2 of second series has same weakness as Letter No. 2 in first series. Letter No. 3 to automobile plants is fine except that it has no action producing close, and therefore leaves prospect with nothing to do.

Polk Co. (Detroit). You say your company gets up special lists such as names of machinists, etc. This was in reply to a previous opinion rendered by me in a recent issue.

I favor buying special prepared and guaranteed to be up-to-date mailing lists.



Making Better Letters

A fortnightly directory of products bearing the personal approval of Edward H. Schulze, President, Making Letters Pay System

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Export Letters

EXPORT AND DOMESTIC LETTER SERVICE Perfect Letters in All Languages Selected Mailing Lists for All Lines In All Parts of the World.

E. W. ILES - SHELTON, CONN

New York Office, 23 Beaver St.
Telephone Broad 2530

Blotters

"To make Better Letters Use Our Better Blotters"

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

I do not favor buying lists that are months or years old—duplicate of lists someone else got in fresh condition and which, after six months or a year, is sold to you. If the list is not guaranteed up-to-date don't buy it. Much money is wasted on poor lists.

\$1000 Awarded in Contest or Organ Name

The National Carbon Company, makers of Columbia batteries and carbon products, Cleveland, O., presented more than one thousand dollars to contestants in a competition for a name for the house organ it has just issued. *Columbia Hot Shot*, which was accepted, as offered by twelve salesmen, each of whom was given a check for \$75 with which to buy a new suit of clothes. Eight other contestants submitted a name including "Hot Shot" in some other form, and these received \$15 each for a pair of shoes. In sending out the checks the company inferred that the amount would cover the cost of the apparel, but assumed no obligation for

Dictaphones

EVERY advertising man wants to write human letters and copy. Dictating to The Dictaphone is like a face-to-face chat. It draws your personality right into your dictation. Phone or write for 15-minute demonstration.

THE DICTAPHONE

Woolworth Building New York City

Duplicating Machines

THE NEW WRITERPRESS

Perfect Reproductions of Typewritten Letters. Fills in Names and Addresses from Type Set Nameplates. Perfect Matching.

SHELTON :: CONNECTICUT

New York Office, 23 Beaver St.
Telephone Broad 2530

No product is accepted for this page without the personal approval of Mr. Schulze. We feel that **ADVERTISING & SELLING** in publishing this fortnightly feature directory is giving its readers a real service. Should you not find the device, appliance or material you think you need listed here, you may, without charge, put that problem up to Mr. Schulze.

Engravings

Sterling AD-Plates are now a Standard of Excellence

New York's Largest Engraving House

THE STERLING ENGRAVING CO.
200 William St. 10th Ave. & 36th St.
NEW YORK

the market fluctuation which might occur between the time the prizes were mailed and the date they were received. This stipulation, the company said, was not intended to stigmatize the clothing or shoe manufacturer, nor the mail service of Uncle Sam.

In an editorial of the first issue, where the contest was announced, it was said that an ideal name for the organ should imply the purpose behind the publication, give an idea of the products, and be short and easy to pronounce.

G. P. Blackiston with American Crayon

G. P. Blackiston has been appointed advertising manager of the American Crayon Company, Sandusky, O. Mr. Blackiston operates an advertising service at Canton, O.

Poster Campaign for Swift Cigars

Swift Cigars has placed its account in the hands of Walker & Company, outdoor advertising, Detroit, Mich., which will conduct a poster campaign in various cities of Ohio, Michigan and New York.

Typewriters

TO your unseen customers your letters are **YOU**. You look to them just the way your letters look. That's the best reason on earth why it will pay you to write your letters on the

SELF-STARTING REMINGTON

Remington Typewriter Company
(Incorporated)

374 Broadway, New York

Advertising Artists

ADVERTISING ARTISTS INC

33W 42d STREET PHONE VANDERBILT
AOLIAN BUILDING 1240 AND 1241

NEW-YORK-CITY

Personalized Printing

Adds life and personality to your mail advertising because it is never addressed "to whom it may concern."

The name of the recipient is printed on each piece of mail in the same type and at the same time we print your job.

We can serve two more clients and are doing the two to whom we can render complete service.

TOAL & COMPANY,

6 N. Mich. Ave., Chicago, Ill.

Business Getting Catalogues

The DeVinne Press

Produces Effective Direct Advertising

393-399 LAFAYETTE STREET
NEW YORK

\$35 Newspaper Artist Now Makes Millions

Larry Semon, formerly artist on the staff of the New York Evening Telegram, at a salary of \$35 a week, and who is now a movie comedian, has signed a three-year contract guaranteeing \$3,600,000, with the Vitagraph Film Company. Mr. Semon is not yet thirty years old.

CLASSIFIED ADVERTISING

ARE YOU FIGHTING WITHOUT
ADEQUATE COMPENSATION?
ARE YOU READY FOR A REAL OPPOR-

TUNITY? Photoplaylets, short, advertising films, equal in attractiveness to the highest grade of regular moving pictures in the world, are the most productive advertising medium for merchants and banks in cities under 100,000. Salesmen of ability can make a connection providing a larger income than has been offered by any legitimate proposition for many years. Most picture experience unnecessary, advertising experience invaluable. Apply by letter only.

Merchants Service Dept.

ROTHACKER FILM MFG. COMPANY
1339½ Diversey Parkway
Chicago

Calendar of Coming Events

Under this standing heading **ADVERTISING & SELLING** will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep **ADVERTISING & SELLING** advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

December 9—Twenty-second Annual Convention of the Illinois Manufacturers' Association, Congress Hotel, Chicago.

December 9-10—Conference of the National Paving Brick Manufacturers' Association, Baltimore Hotel, Kansas City, Mo.

December 10-12—Convention of the American Warehousemen's Association, Cincinnati, Ohio.

December 15—Annual meeting, American Specialty Manufacturers' Association, Buffalo Auxiliary, Statler Hotel, Buffalo.

December 16-17—National Convention of Wholesale Tailors, Chicago, Ill.

1920.

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 13-16—Convention of the National League of Commission Merchants, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

Vanderhoof Gets New Advertiser

Vanderhoof & Company, Chicago, has obtained the account of the Kewanee Manufacturing Company, Kewanee, Ill., makers of coal chutes. This company is a new advertiser. For the present advertising will be confined to hardware and building papers.

Finney Adds to Soliciting Staff

The A. B. Finney Advertising Agency, Kansas City, Mo., has added to its soliciting staff A. R. Martin, formerly with Nelson & Chesman, St. Louis, and F. V. Broady, formerly of the advertising department of the Kansas City Star.

New Agency in Wisconsin

The Great Lakes Advertising Agency has been formed at Sheboygan, Wis., by J. St. C. McQuilkin, who is president and general manager. Mr. McQuilkin has been assistant advertising manager of the Remington Typewriter Company, New York, and director of advertising of the Northern Furniture Company, Sheboygan. The agency starts off with the following accounts:

Globe Manufacturing Company, agricultural machinery; Ke-No Manufacturing Company, billiard room supplies; United Phonograph Corporation, Puritan

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

phonographs; Colonial Phonograph Company and the Northern Furniture Company, all of Sheboygan; Vista Talking Machine Company and Wisconsin Chair Company, both of Port Washington, Wis.; New York Recording Laboratories, Paramount records, Crafton, Wis.

Butterick Magazines in New Size

The Butterick Publishing Company, New York, has announced that beginning January 1, 1920, its publications, the *Delineator*, the *Designer* and the *Woman's Magazine* will be 680 agate lines per page, or a page size of 11x14. The present page size is 11½x16. The change is a result of the increased cost of paper, labor and transportation.

Former Editor Joins Erickson Agency

Harry A. Thompson, who during the war was Red Cross publicity director for Pennsylvania and Delaware, has become associated with the Erickson Company, New York. Mr. Thompson was associate editor of the *Saturday Evening Post* from 1903 to 1908 and art editor from 1908 to 1913. He was editor of the *Country Gentleman* from 1913 to 1917.

Discusses Difficulty of House Organ

W. Frank McClure in an address before the advertising division of the Merchants and Manufacturers Association, Milwaukee, Wis., discussed the house organ as a means of advertising. No class of publication, he said, has a more fleeting existence than the house organ; nor is there any other publication more difficult to conduct. It deals with a specific clientele and must, above all things, be attractive, interesting and instructive. The man who pays for a magazine tries to get his money's worth in reading. The man who has a publication given to him gratis is less likely to read it unless the elements of attraction and information are emphasized.

Baltimore Ad Club Election

The Ad Club of Baltimore, Md., has elected Luther E. Martin president. The other new officers are Nat C. Wildman, vice president; Norman M. Parrott, secretary-treasurer, and Talbot Denmead, counsel.

W. L. Arthur Leaves Chicago Papers

W. L. Arthur has left the *Mother's Magazine* and *Home Life*, both of Chicago, of which he was advertising director.

Burroughs Increases Ad Department

E. C. Blair and L. C. Merriman have joined the advertising department of the Burroughs Adding Machine Company, Detroit. Both were recently discharged from Government service.

Foley Agency Gets New Accounts

The Richard A. Foley Advertising Agency, Philadelphia, has secured the accounts of the Perfection Biscuit Company, Fort Wayne, Ind.; the Felber Biscuit Company, Columbus, Ohio, and Allen R. Cressman's Sons, Philadelphia, makers of cigars.

Scotch Woolen Makers Advertise

Thirty-five manufacturers of woolens in Scotland have combined to advertise their goods collectively. It is probable that this will be done on the lines used by the Irish linen manufacturers. The woolen makers have formed the Scottish Woolen Trade Mark Association, whose trade mark will appear on their products. An initial outlay has been made of £17,000.

New President for Hupp Motors

Charles D. Hastings, former vice president and general manager of the Hupp Motor Car Corporation, has been elected president. Mr. Hastings succeeds J. Walter Drake, who resigned. Mr. Hastings continues as general manager.

Changes in Stromberg Organization

J. R. Coffin has succeeded Allan A. Ryan as vice president of the Stromberg Carburetor Company. Mr. Ryan has been elected chairman of the board.

J. B. Hazen Leaves Hearst Papers

J. B. Hazen has left the merchandising department of the Hearst newspapers in Boston, Mass., and has become connected with the Hamilton Advertisers' Agency, Hamilton, Ontario. Mr. Hazen was formerly with *MacLean's Magazine*, Toronto.

Advertising & Selling



The Place of the Business
Paper in the Advertising
Plan

Putting the Sales Angle Into
Institutional Copy

and several other features
in this issue

SADDLE stitched booklets and catalogs have a tendency to tear out around the stitches and lose leaves. This difficulty is overcome by the use of Foldwell. Foldwell is a coated stock guaranteed to fold without breaking. Your booklet or catalog will stand a lot of wear and tear if it is printed on Foldwell.

Foldwell is the ideal stock for most forms of printed advertising. Its perfect printing surface, its strength and ability to withstand abuse, have made it the favorite of thousands of users of direct mail advertising.



Foldwell protects
Direct Advertising

Protect your printing. Specify the original genuine Foldwell. There is no substitute.

Write for a copy of "Paper as a Factor in Modern Merchandising." It will interest you.

CHICAGO PAPER COMPANY

867 S. Wells St.

Chicago, Ill.

Foldwell
TRADE MARK



THE STITCHES
— HOLD

ADVERTISING & SELLING, DECEMBER 13, 1919

20th year. No. 25. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23d St., New York City.

Advertising & Selling

Established 1891

J. M. Hopkins, President;

Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

DECEMBER 13, 1919

Number 25

The Importance of Being a Co-operator

By FLOYD Y. KEELER

WASHINGTON in War Time became the Hub of America, and to it flocked people from the four corners of the country to do their share toward winning the war, and everyone in uniform and mufti unconsciously subscribed to the phrase—The Importance of Being a Co-operator. With this as their watchword, earnest square pegs ground their corners off in somewhat uncongenial round holes and finally they fitted.

Whether it was in the office of Grosvenor Clarkson, Secretary of the Council of National Defense; in the sanctum of the Secretary of War; or over at Mr. Creel's office at 10 Jackson Place, you always overheard two words in any conversation lasting more than two minutes—they were "co-operation" and "co-ordination." Everybody used them—it became a habit after a while. It is said that Director Ingersoll finally had to send out a special bulletin to his fifty thousand Four Minute Men to use these two words with care and some discretion.

At the National Press Club one hot night in 1918 several newspaper men, a famous playwright, a magazine writer, a sculptor and a few officers fell to discussing these talismanic words "co-operation" and "co-ordination." The first phase

considered was which word properly came first. It was speedily decided that "co-operation" did, because "co-operation" meant working

together of statistics (compiled by a young man with shell spectacles seated at a high desk) for use by the square-jawed executive picked from the ranks of the "co-operators." With this discussion as a starting point, the telling of anecdotes illustrative of each man's conception of some phase of "co-operation" began.

One of the officers, who was a large employer of labor as a civilian, broke out with the somewhat startling statement—"One of the products of this war is going to be violent economic changes, followed by a succession of serious strikes. I don't believe all of the strikes can be avoided, because the cost of living will never fall as fast as wages, and prosperity depends on production. I do believe, however, that many of these strikes could be avoided if a policy similar to that pursued in the cantonments I have just visited could be followed.

Everyone seated around the table, speaking as one man, said, "Spill your idea, Captain; so far you are talking in riddles."

"Well," said the Captain "it is all a matter of morale, and by morale I mean the scientific handling of large groups of men so that the individual is quickly adjusted to his environment and becomes contented because the

After All What Really Won The War?

ADVERTISEMENT after advertisement, some delivered vocally others via the printed page as well as paint and poster have told us "This Machine Won the War," "That Crank Case Won the War," "Some Other Device Did the Job," et cetera.

Without detracting one iota from the efforts of every doughboy, device, "dear"-girl-yeomanette, ad finitum, the one THING that really won the war was CO-OPERATION.

Until the proper spirit of co-operation came to the allied forces successes were few and further between. Until that same spirit came to American industry, following America's entry in the conflict, real war-winning production did not follow.

We now face another war—the war after the war—doesn't it seem reasonable to consider the use of this same magic formula of co-operation to win the war after the war? Captain Keeler makes an interesting suggestion in the accompanying article.

THE EDITOR.

together, and people who were working together for a common cause were contented. It was then agreed that "co-ordination" would follow, because it was largely a mat-

ter of statistics (compiled by a young man with shell spectacles seated at a high desk) for use by the square-jawed executive picked from the ranks of the "co-operators." With this discussion as a starting point, the telling of anecdotes illustrative of each man's conception of some phase of "co-operation" began.

living conditions are satisfactory. I know that this sounds very high-brow, but let me illustrate what I mean by giving you the benefit of a few first-hand observations.

"When the selective draft first became operative most of the privates in the old regular army became corporals and sergeants. They had a considerable contempt for the draftee who arrived at camp in a railroad day coach, a stranger in a strange land, sans sleep, weary, hungry and generally bedraggled. Consequently they lined up the prospective wearers of the khaki as quickly as possible and handled them none too gently in the process. Now came endless waiting in line while their names were entered on a muster roll, then another wait to be assigned to quarters, still another wait for mess call. Later came a hike of miles in the clothes they came in; then, maybe, kitchen police or pick and shovel work for some. Generally on the second day they were lined up and inoculated for typhoid and vaccinated for smallpox. This took a long time, and many were frightened because some of the men fainted. This is the

dark side of the picture as I first saw it, before the idea of morale had come to be considered a vital factor in camp administration.

"Then the principle of morale was applied and seemed to go hand in hand with happiness and the contented doughboy sang because the old order of things had passed. Under the new regime when the draftee arrived in camp with no enthusiasm for war or, in fact, for anything, he was welcomed and not bullied. If he arrived at two in the morning he found the cooks up and a steaming meal awaiting him. After he had eaten there was no standing in line; he sat alongside the mess table and was assigned to his bed in a designated barracks. Next morning he was turned out early, to be sure, but after being lined up he had things explained to him in language he understood, then breakfast and afterwards a lecture on the typhoid inoculation, vaccination for smallpox, why they were necessary and just how he would feel afterward. Later the draftee found himself at the door of a tremendous bath house, where he took a hot steam bath, leaving

his clothes in a little bundle behind him, marked with his name. Next he passed on to the physical examination room and from there from window to window until he came forth, two hours and twenty minutes later, a completely uniformed soldier of Uncle Sam, and proud of it. The last thing he picked up was his bundle of clothes, which he might send home free by parcel post if he wanted to. He was now taken in hand and given writing materials for that important letter home. With this letter he was given a facsimile letter from the commanding officer to enclose. It was a letter of reassurance to the folks at home and, indirectly, a cordial welcome to him.

"After the last man was through writing a 'Y' man stuck his head in the door and said, 'All out for song practice.' A pleasant hour was passed learning to sing the camp songs, of which he was furnished a copy.

"Next day came the rudiments of drill in the morning, and in the afternoon baseball. By this time the men began telling each other or anyone who would turn a sym-"

The "Clinch" in Advertising

By JOHN E. KENNEDY

Consider the Grindstone!

Bring the Steel ever so close to it and there is "nothing doing" until the metal actually *comes in contact* with the revolving stone.

Then see the sparks fly, *instantaneously!*

Many Advertisements are so good that they are *almost* effective.

They *begin* well,—1st, attracting attention,—2nd, enlisting interest,—3rd, commanding a reading,—4th, introducing the subject pleasantly, and lead you along *expectantly*.

They do admirably until they reach *the place where the Climax ought to be*.

Then, with a polite wave of the hand, they say "Au Revoir!" and fade away, leaving you "very favorably impressed" (*with the Advertisement*).

But,—how about the SALE of *Merchandise* which said Advertisements were presumably intended to make?

Such Advertisements lack "Clinch."

"Writers were too polite to corner the Reader."

"Didn't care to bring conclusions down to such *close* quarters that Reader would have *had* to buy."

"Didn't like the vulgar shriek of Action when Grindstone actually got down to business and performed the WORK it was INTENDED to do."

So,—they brought Grindstone just close enough to show what *might* have been done if the Salesmanship-in-Print had been *clinched*.

What excuse is there for Advertisements without "Clinch"?

—Without that inexorable Conclusiveness, that compelling Evidence which won't let the Reader get away from an Impulse to *buy* the GOODS (no matter what he may think of the Advertisement?)

thetic ear what a wonderful place camp was. They were adjusted to their environment, they were contented, they didn't have a care in the world and wanted everyone to know about it.

"It is estimated that the proper handling in these first three days shortened by three weeks the period of training because it made the individual more susceptible to suggestion.

"Now, I've talked some time and I'm going to stop and give someone else a chance."

Don't you think, after all, the Captain may be right about a similar plan solving some of the difficulties of capital and labor? The

other day an advertisement telling of "co-operation," potential contentment and satisfactory living conditions appeared over the name of the Firestone Tire Company. It told about the men owning their homes, owning stock in the company and the kind of factories they worked in. The final statement was—"this means more mileage to you"—the consumer.

ANOTHER METHOD OF CO-OPERATING

Then another day an article appeared telling about a company which was taking its employees into its confidence in striving (co-operating) for a common success. The plan was briefly as follows:

Capital is entitled to six percent

on the investment; all earnings over this to be divided, one-third for labor, one-third for capital, one-third to be credited to surplus to guarantee the continuance of the business for the benefit of both.

What could be fairer than this? Especially when each employee receives a statement of the condition of the company—his company—each month.

Aren't there enough willing "co-operators" who will, during the period of post-war adjustment put their shoulders to the wheel and help to bring about satisfactory relations between labor and capital, at least as it affects them and their community?

Heels I Have Cooled

Exploring the Arctic via the Advertising Agency

By GEORGE MOREHILL

WHY do novelists speak of the splendor of royal palaces when a much more luxurious example can be found nearer home? Why can't they remark that the scene of the romantic adventure which they are reciting is comparable in downright beauty and sheer luxury to the large reception room of a small advertising agency?

If beauty of surroundings, elegance of furnishings, superiority of attendants and insignificance of visitors exist in this democratic country it will be found in the reception room of the advertising agency that regards advertising as something not to be tampered with except in inspired moments. I speak feelingly on the subject because I have frostbitten my heels in too many pale dun reception rooms not to feel deeply on the topic.

The reception room is the heart, soul and appendix of many advertising agencies. Lexicographers will yet come to classify this outer sanctum as a small, dimly lighted room, fitted with mauve tapestries around which an advertising agency revolves. It is the buffer between the heavy thinkers in the glass-partitioned cubicles and the rude and sometimes uncultured public. Without a reception room through

which must filter the coarse business requests of advertising solicitors and out-of-town clients, an advertising agency would be much the same as any ordinary commercial

resolve not to say another thing about reception rooms of advertising agencies, and maybe for a week or two I'll go along with sunshine in my heart for every agency on

the accredited list of the A. N. P. A., and then all of a sudden something happens that makes me bring out the old scather and scatter spleen all over an otherwise equitable disposition.

It happens like this. I trip blithesomely into an agency that was opened two weeks ago last Thursday by a couple of young fellows just out of college. My russet brief case fairly bulges with cardinal advertising facts, charts, graphs and circulation analyses which I desire to present to the space buyer of this new concern. Stepping up to the young Ethel Barrymore who is presiding at the information desk in this elegantly furnished

Ha! Ha!! That's Good!

YOU will undoubtedly relish, by way of diversion, this breezy little article by Mr. Morehill. He isn't poking fun—just for fun. And he isn't "knocking" advertising agencies in general.

He's talking to the few who ought to be reached——

In the meantime we'll all follow him through for our instruction as well as for our amusement.

"There's many a true word spoken in jest!"

enterprise, and that, of course, is simply out of the question.

As one who derives his bread and occasionally a little butter from advertising and allied lines of endeavor, it hardly behooves me to snap at the daintily manicured hand that is engaged in providing me with sustenance, but I must carp every once in a while, because I am that kind of a fish.

Quite frequently I make a solemn

icing plant I state plainly and with, I trust, due deference that I am Mr. Ummph of the *Daily Gazaza*, and that I desire to speak to Mr. Jusso.

"Regarding which account?" Miss Barrymore the second asks.

"Ah! then you have two accounts?" I remark jocularly, but the remark doesn't quite get over. Miss Barrymore the younger glances at the shine on my sleeves;



She requests a card

she detects in one fleeting instant that I am overdue at the manicure's and in bad standing with the hatter. She appraises me at a glance, and the result is not intensely flattering to me. She may not hate me right off the bat, but she doesn't feel like having me sully the reception room with its nice, thick carpet, much less speak to Mr. Jusso, who is everything that an advertising man should be—including the heliotrope silk shirt with the grandmother of pearl cuff links.

THE CUSTOMS AUTHORITIES BEGIN WORK

Then she begins to cross-examine me with a finished effect that indicates that she may be studying law at night. It is evident that she distrusts my sincerity. She does not believe that I am Mr. Ummph, or that I represent the *Daily Gazaza* or that I want to see Mr. Jusso. She requests a card. I hand it to her. She scales a skeptical fingernail over the printed name. Then she looks at me again and speaks by telephone to Mr. Jusso, who is at least ten feet away enjoying a copy of *Spicy Stories* behind the frosted glass. Her conversation with Mr. Jusso is a masterly incident. Without using the exact words she nevertheless conveys the unmistakable thought that there is a funny looking piece of flotsam out in the nice, new reception room who wants to rob Mr. Jusso of some of his valuable time on a miserable mission regarding advertising or something.

I am not permitted to know what Mr. Jusso replies, but I am told in language that is unmistakable, though velvety, that I must wait. Then I sit down and the little



I am admitted to Mr. Jusso

crystals of frost begin to collect on my heels. Parenthetically let me remark that some genius who would invent a patent heel-cooler would find a steady market in the advertising world. By finishing up his cooler in old rose tints to match the furniture he would find an enormous demand for reception room agencies, particularly in agencies where accounts are not numerous and plenty of thought can be given to the really important matters.

After I have read large numbers of antiquated magazines and have sufficiently pondered the beauty of the reception room and the sublimity that surrounds the business of advertising in this particular agency, I am admitted to Mr. Jusso's august presence just as he has finished the story in the magazine and is ready to tell me that the



"Ain't it a 'g. and g. feeling' as Briggs would say

Brxbrx account about which I called will be inactive until January 1, at which time I am to be permitted to call, unworthy as I am, to go through the process of getting into his office again. I reflect bitterly that by the time I call again it will probably be necessary to put on some new-fangled lodge regalia and give a mystic pass word before I can get into the inner office.

COOLED HEELS COST TIME

Kindly remember that I have no grievance against the young woman at the information desk. She is a nice girl and undoubtedly very good to her mother. Neither have I any grudge against Mr. Jusso, who is a pleasant young man when he can reach the point of forgetting that he must uphold the dignity of advertising. Nor am I splenetic against the advertising agency itself. I am passionately fond of advertising agencies. I like nothing better than to drop into an advertising agency and have the girl at the desk slip an advertising order into my nervous fingers. It makes my heart glow to be able to please a space buyer, and I willingly do everything in my power to see that my papers give the advertising

good position editorial puffs, extra copies for checking, and a new calendar every year, but this thing of basking in the reception room is disquieting. After one has basked for a few hours in reception rooms the inordinate basker's thirst seems to become quenched, and one has a feeling that he would like to get a little further along with his work. I think it would be better if the agencies could have special hours for heel cooling, so that those of us who go in for that sort of thing could be on hand and get it over with.

If I were a Russian novelist I might moralize a little, but I must leave that to the morals squad because any conclusions that I might reach would probably be wrong in the first place. When it comes to the inevitable final analysis I rather suspect that I am only one of a

very few who find the reception room frigidity of any consequence. Most people like it. They are impressed by the soft wall tones, the pretty pictures, the period furniture and the time-honored magazines on the waiting-room table.

ANOTHER AD FRAPEE AGREES

The other day I ran across a fellow in one of the frigidariums who feels as I do about it. He was splendidly splenetic, and I deem it wise to let his views be interpolated at this junction. My reasons are, first, I do not want to be blamed for any criticism that he makes and, second, it is interesting to receive space rates for something that he gave me for nothing.

"Believe me," began the irritated young polar explorer, icily, "this thing of hanging around high class reception rooms angorates me dreadfully. I chase over here from the office to get a little order and here I have to sit and wait and wait and sit, while the man I came to see is probably sitting in there wondering how to get rid of that slice in his extra-hour-of-daylight golf. Eventually he will see me, but not now. The reason he can't see me now is because it isn't being done in the best advertising circles.

He is impressed with the feeling that advertising is a profession and not a business. He has an idea that the public expects an advertising man to be as calm, dispassionate, reserved and distant as a supreme court judge. If he were to come out here and talk to me it would crack the ethics of the profession until they would have to be put into a plaster of paris cast.

"The smaller the agency the bigger the reception room. The smaller the account the longer you have to wait to talk about it.

"That may be the right idea, but

I'm beginning to think differently. I think it ought to be as easy to see an advertising man as it is to see President Wilson or General Pershing.

"When the advertising business gets to a point where it is more interested in results than in appearances, it will do better. I long for the day when advertising reception rooms will be eight by ten feet in size, and when the space the agency uses will be larger in proportion. I pine for the day when I can go into an advertising agency and get my mission over with as quickly

as in a first national bank. I long to see the happy day when the girl at the information desk will give her gum a quick shift and say to me: 'Sure, go right in, he ain't never too busy to see people.' I look forward to the day when the hocus pocus of advertising will be transferred to mind reading acts in vaudeville where it is needed. I will welcome the day—"

I felt that I must remonstrate because it was plain that his iconoclasting was keeping the other heel-coolers awake.

"Tut! tut!" I tutted.

Putting the Sales Angle Into Institutional Copy

How one of the Highest Priced Automobiles Uses "Show Me" Advertising

An Authorized Interview by ALLEN DUANE with

T. E. JARRARD

Vice-President, Apperson Bros.' Automobile Company

AUTOMOBILE advertising offers the most unlimited opportunity to write gorgeous copy. And copy writers have taken full advantage of this opportunity. They have, in fact—and so have the artists—made automobile advertising a sort of symbol for advertising excellence. True, the hosiery fellows sometimes score for *sheer* beauty, but the motor car publicity of today is usually the essence of attractiveness.

It was a natural impulse, then, to become inquisitive when the advertising of the Apperson Bros. Automobile Company, of Kokomo, Ind., began to make its impression upon me in the face of this steady and consistent competition, and after a few applications of the rare phenomenon of institutional copy strengthened by concrete, specific facts of prime sales value, I felt rather keen about getting at the story from the inside.

T. E. Jarrard, vice-president of the Apperson Company, proved to be the man with the details at his command, and his recital of the ideas and plans behind the organization's advertising will doubtless prove as interesting to you as it did to me.

To begin with, the automobile field has been so thoroughly and capably covered that it is a difficult thing to find an appeal different and distinctive. It was exactly this sort of a slant that the company wanted

in its publicity, and their success in finding it is, perhaps, due as much as anything to the fortunate fact that they had a distinctive product for the market. At least, the

directed to making people see the Apperson car as we see it. That means a whole lot more than an assembly of automobile units—engine, transmission, and so on: we see it against a definite and profoundly important background."

That, let me intersperse, is the right kind of visualization applied to commerce.

"That background," continued Mr. Jarrard, "is not a fine country road, or severe city traffic. It is the factory itself, and its steady development through over a quarter of a century. Its unique development, in that the Apperson brothers are still essentially producers, and Apperson cars today are still as personal a matter as the first practical automobile, built 26 years ago by these two men with their own hands.

MENTALLY PHOTOGRAPHING THE
FACTORY

"We felt that the character of the factory and the history behind it were vitally interesting things for the public to know about, and that these were more important aspects of the car, really, than any specifications or even records of performance. We felt, in short, that if we got the factory and its story across, with absolute fidelity to the facts as they are, the public would see in that organization and its history the best possible guarantee of quality in the car itself."



T. E. Jarrard

Appersons are willing to give to certain features of the car itself the bulk of the credit for the inspiration of the campaign.

In the words of Mr. Jarrard: "We wanted our advertising to bring the readers to the factory, into our offices. All our efforts were



One of the distinctive Apperson books, bound in leather and board and bearing the firm's seal in cut steel. This "album" is used by show-rooms and costs \$10.00 to produce

So, you see, the first thought was institutional copy that would carry the appeal of consistent development, sound yet advanced automotive ideas, an immense wealth of experience, and an honesty of purpose that could not be tempted from quality by the possibilities of gigantic production. Institutional copy, built upon that foundation, couldn't very well help but be sales copy—as directly as automobile copy can be. Applied and executed strictly according to plan, it would be at least above the average.

Yet another angle made itself apparent to the executives of the company: even *concrete* institutional publicity could be strengthened by the addition of tangible selling points.

As Mr. Jarrard put it: "While we wanted the institutional appeal, we felt that there was yet another angle. To give point to the institutional publicity, we concentrated on a few definite points of performance, easily verified by a demonstration.

TANGIBLE POINTERS

"The transition here isn't as sharp as it seems. The psychology, as we see it, is something like this:

the reader gets a picture of an unusual organization, with an unusual history—therefore an unusual performance in the car. We bring this somewhat half-formulated thought definitely into the foreground and crystalize it with a few definite statements of the unusual performance. We state these facts:

"First; an acceleration of from 1 to 40 miles an hour in 20 seconds.

"Second; a braking action that brings the car to a dead stop from 40 miles an hour in 40 yards in 4 seconds.

"Third; a 130 inch wheelbase, and a turning radius of less than 39 feet."

These things are strong persuasive factors; they belong, customarily, only in the inspired utterances of the inspired salesman, and not in the round-about, dignified, small-sized thesis of the institutional copy writer. And in making that as a "customary" classification, we bring up another point touched upon by the company's vice-president:

"There is another advantage in using definite, easily verified performance statements," he said. "Such statements are rather conspicuously absent in automobile ad-

vertising generally. You read about most any car's marvellous hill-climbing ability, the wonderful acceleration, the ease with which it manoeuvres in traffic, and other generalities. Specific statements, however, are not in fashion, and for this reason we believe that our copy can really be expected to stand out."

If you look at some samples of the Apperson advertising in any of the national magazines, you will see how this idea has been carried out. First, comes the institutional text, the particular copy angle being indicated in the caption. Then the copy goes into detail, bearing the same specific character as the definite performance statements. One of them, for example, points out: that in the 26 years since Appersons made the first practical automobile, their contributions to motor car development have included the first double opposed motor, the first electric ignition, the first chummy roadster, the first 100-mile non-stop run, the first overland tour, etc., etc.

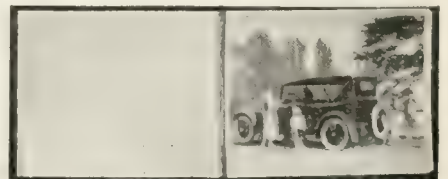
HUMAN ELEMENT USED

Other advertisements tell of the humble beginning on the bank of the Wildcat stream in Kokomo, and of the growth into a factory big enough for economical production but not too big to be a personal affair for the members of the firm. All through the copy is the strain of specific statements.

To tie up with it, the art work is made not only distinctive but characteristic, as well, so that the cumulative effect of the advertising is guaranteed.

So much for the general description of the plan and its purpose. I can afford to take my lesson from the story I am telling, and be more specific:

The company is spending about \$150,000 this year in its advertising appropriation, and the national campaign includes seventeen magazines of the nature and quality of *Vogue*, *Vanity Fair*, *Town and Country*, *Everybody's*, *Saturday Evening Post*, *Scribner's*, etc. Supporting this is a plan by which the company shares "50-50" with the distributors



A section of the small suede-bound catalog carried by the salesmen



One of the exclusive looking full page insertions of characteristic layout and design

on local newspaper advertising, copy which ties up with the national work being furnished free through the advertising agency of the Apperson Company.

Both agency and consumer inquiries are, of course, followed up in the approved manner, the object in the inquiries from consumers being to persuade them to talk to a distributor on the subject of automobiles.

Then for the distributors there are other items of support and co-operation: Dealer Letters continually go out of the office to the trade at the rate of from one to two a week; every week a Topical Talk is sent to the list of distributors, dealing with timely phases of business as applied to the sale of Apperson cars. In addition to the national and local advertising, the publicity bureau at Kokomo also renders practical assistance in the form of a story sent out each week to a list of about 700 newspapers all over the country. This material is widely used, and its value is facilitated by the extensive system of retailer advertising which appears in the local papers.

These things, all hooked together, constitute the theory and the actual working of the Apperson advertising campaign. Spread out before you in this fashion, they look formidable enough. To me, with the advantage of having seen the actual material, they gave promise of the deadliest efficiency.

I asked Mr. Jarrard what he could tell me about the actual results of the publicity. He answered: "Well, you know it is pretty hard to directly trace returns from this particular sort of advertising,

especially. Advertising is the life of trade, no doubt, but as is the case with so many things that make up life, it is pretty hard to trace them down and put your finger on them.

"On all hands we hear comments on the kind of advertising we are doing, and that means it is being noticed. We get a goodly number of inquiries and our dealers are all enthusiastic over the advertising we have done. There is no doubt that that it is greatly beneficial and largely instrumental in the results that we are obtaining.

"The best thing to say regarding the returns we have enjoyed is that our output is far oversold. We will be taxed to capacity to take care of the demand for Appersons for the next twelve months."

Which, perhaps, argues well for the practice of putting the specific statement in institutional copy as well as direct sales matter.

EXCLUSIVE LITERATURE HELPS

Another important feature of the Apperson advertising is a catalog, measuring about 14 inches square; bound in half leather and half board, done all through in brown ink and material; bearing the company's seal in the form of a steel die on the cover; showing photographs of the car not only in the most beautiful surroundings, but also surrounding some beautiful occupants—all in all, an exceptionally concrete example of distinctiveness.

This book costs \$10.00 to produce, and it is used in distributors' sales rooms where the investment

will, and does, bring a gratifying amount of returns in the shape of good impressions and the feeling that the Apperson must be a quality car.

Another book, bound in soft green leather with a flexible cover, and measuring about 8 x 10 inches, is carried by the distributor's salesmen. The company spends \$8.00 each on these books, and figure that the reaction of the observer to them is well worth the price.

Even in the paper catalogs and booklets put out by the Apperson people, the same suggestion of individuality and quality is given. Exclusive looking papers, illustrations, decorative borders, layouts, etc., all go to strengthen the reaction.

Can You Help Us Out?

Goodwyn Institute

GOODWYN INSTITUTE BLDG.

Memphis, Tenn.

ADVERTISING & SELLING,
131 East 23rd Street,
New York City.

Gentlemen:

We have exhausted every resource to secure our missing copies of ADVERTISING & SELLING for February 22, and August 23, 1919.

Unless you can secure them for us we shall be obliged to omit them entirely in binding up the volumes to which they belong. We hope you will make one more effort to get these copies for us.

Yours very truly,
MARILLA W. FREEMAN,
Librarian.

Possibly some of our readers will be kind enough to help out in this emergency.

EDITOR.



The cover of one of the catalogs done in several colors and epitomizing distinction

The Men and Women Who Make Our Mediums

Thomas L. Masson

One of a Series of Informal Visits With the
Leading American Editors and Publishers
With the Object of Interpreting What They
Mean to Advertise

By CHARLTON L. EDHOLM

"AS a very young man," said Tom Masson, "I was a traveling salesman. And you may add that I was the worst salesman that ever happened."

There is something very refreshing in this statement. So many successful men have told me that they had sold goods in early life and they usually bragged a bit about it. They left it to be inferred that they *always* "brought home the bacon"; spoke glowingly of the road as a liberal education and made you wonder why they ever left it if they cared so much for it.

But Masson, with his customary unexpectedness, said that he hated to sell sewer pipe and was mighty glad to get a job on the *New York Sun* in the old days, writing humorous verse and entertaining prose of the sort that he has been doing for twenty-five years and more for his own paper.

This quality of "unexpectedness" is in the personality of Thomas Masson. He is remarkably youthful looking for a man whose name has been familiar to the fun-loving public for a generation. His slender figure and smooth shaven face have an alert youthfulness, so that the touch of gray in his black hair is rather unexpected, as surprising, indeed, as the announcement that he is a grandfather.

There is a dry humor in his smile that reminds one of the things he writes, the smile of one who sees life without any veil of rosy illusions, yet without cynicism. And his tastes have that unexpectedness too. He maintains stoutly that Jane Austen might be conceded to rank pretty close to Shakespeare, some day; and he mentioned that those two writers and the Bible, were his favorite reading.

"I enjoy the study of philosophy more than any other recreation," he went on to say, and for an hour he kept contributors and artists waiting while he told me about the thinkers from Confucius to Kant whose teachings had influenced him.

There is a reason and a good one for the editor of a humorous publication studying philosophy and developing his logical faculty. Humor is logic with a twist in it. If you are in the habit of thinking straight, you will appreciate that twist in the logic when reading humor, and you will know how to insert that twist deftly when you are writing jokes.

There must be a "know how" to that kind of writing as there is to plumbing or operating an airplane. Masson can turn out fifty jokes a day without succumbing to writer's cramp. When he is feeling especially fit, he can do seventy-five or even a hundred, and if you think that is easy, just try to turn out four or five marketable jokes, epigrams, quirks or quips the first time you have a day off, and see how you get away with it.

The philosophers have given him a view point that is helpful in securing material for his bits of gaiety and his delicate stories and verse. The open and receptive mind is the secret of his great fertility.

"Every man I meet," he told me, "gives me an idea or several ideas. I will carry them about with me for an indefinite period, and then all



Thomas L. Masson

To Advertisers and Space Buyers

THE fact that the evening newspapers of the country carry the heavy volume of local retail advertising—advertising inserted to-day for results to-morrow—should not be overlooked by the national advertiser wishing to sell the customer at lowest cost.

In New York, for example, The New York Globe carries more business from the 20 leading retail shops than all the six day morning newspapers combined.

More often than not a heavy volume of advertising and circulation on Sunday is made to cover up week day weakness by morning newspapers.

I have just prepared a list of 124 evening newspapers published in 120 cities in the United States, giving populations, circulations and 5,000 line rate, which I will be pleased to send to any one on request and a 2 cent stamp.

JASON ROGERS.

MEMBER
A. B. C.

The New York Globe

180,000
A DAY

JASON ROGERS, Publisher

at once they develop into material for my work. I make it a point to see every man who wants to see me, and to listen to what he has to say, for he is sure to say something worth while if I give him a chance."

"How do you ever get any time for your writing, if you keep the office door open to visitors?" I asked.

"Most of my writing is done at home," he replied. "There is a room at the top of my house in Glen Ridge, where I have a desk and a sofa and a chair that are reserved from the inroads of the children. The children, and especially the grandchild, own the rest of the house, but there are terrible penalties threatened if they invade my corner. Sometimes they try to 'put one over' by using the typewriter or playing on the sofa, and then putting everything exactly as it was before I come home, but I can tell in a minute when they have been there, and then, of course, something dreadful happens.

"In this corner I do most of my work, writing my stories in long hand on a special manuscript paper that has a blue line down the center. This is written on to the left side of the line and leaves a big margin on the right for corrections."

He produced a story that showed me just what he meant, and I was impressed by the very clear, small and even characters, and by the small number of corrections for which he allowed such liberal space. If there is anything in handwriting as an index of character, this should denote an orderly mind, and this is more than guess work, for he went on to tell me how he became editor of *Life*.

"I just let things come to me," he remarked, "I don't get out and hustle for them in the approved metropolitan style. You remember one of my philosophers said something about the man who could bury himself in the woods and produce the best mouse-trap ever made, and how he could be certain that the world would make a trail to his door. So it is with my ideas for stories. I sit back and let them come. So it was with my present position. I did not go after it. It came to me."

"But you were always ambitious to edit a humorous paper," I suggested.

"Yes, indeed. And I particularly wanted to edit *Life*, but I did not take any aggressive action. It came

about this way: I contributed very frequently to the paper when it was started by Mr. Mitchell, and it happened that some of my items would get misplaced, or something else would happen, and they would send word for me to come to the office and straighten things out. One day

The "Life" of the Editor of LIFE

Masson is one boy who never wanted to run away to sea. That's because he had crossed the ocean sixteen times before he was twelve years old, for his father was captain of a sailing ship. You might expect from this early start that Tom Masson would write more sea stories than Clarke Russell and Jack London rolled into one. Wrong. Tom Masson writes the delicately humorous captions to most of Gibson's cartoons, and his work has no allusion to marlinspikes, or garboard strakes or similar technicalities. He always does the unlooked-for, and that's why he edits *Life*. In the suburban town of Glen Ridge, N. J., he is a substantial citizen, and was member of the Board of Education for many years. He is the father of a family of four, and there is also a grandchild. But to the readers of *Life* he is the satirist with a delicate turn to his razor-like wit an amused spectator of the froth of metropolitan existence. He was born in 1866 in Essex, Conn., went to school in New Haven (after sailing around the world), tried his hand at selling goods on the road and detested it; tried writing verse for the old New York *Sun* and liked it immensely, and since 1893 has been literary editor of *Life*.

after such a visit Mr. Mitchell asked me to edit the paper. I was astonished. I asked him why he had thought of offering me the position, when I had not asked for it. He replied that I had shown such a readiness to locate the little troubles regarding manuscripts, and such ability to get things right, that he de-

cided I had the type of mind to keep the office going smoothly. That was more than a quarter of a century ago, and things have been going pretty smoothly ever since."

Thomas Masson paused, and I arose, knowing that I had secured the "story." But in shaking hands I thought of another question: "I suppose that editing *Life* is about the most entertaining thing one can do?" I ventured.

"Yes, that is my principal hobby, as well as my job, though I *do* find time for riding about in the motor and get a lot of fun out of it."

"Aside from motoring and studying philosophy what is your idea of recreation?"

"Oh, I'm quite devoted to golf. It's such splendid exercise. It makes your blood tingle to the finger tips, and it steadies your nerves and gives you an appetite. For whole afternoons I sit on the veranda of the club and watch my best friends play this noble game, and all kinds of good ideas come to me while I take my cool drink through a straw. In fact you may say I like *all* vigorous, red-blooded, virile, out-door sports the same way.

"But for real joy, with a tang to it, I like best to settle down in my easy chair on a rainy evening, with a set of Shakespeare on one side and the works of Jane Austen on the other, and read and read and read."

New Stock for American Bosch

The American Bosch Magneto Corporation is planning the issuance of 20,000 additional shares of the corporation's stock, thus increasing the capitalization to 80,000 shares.

Five Ohio Steel Companies Merge

The Hydraulic Pressed Steel Company, Cleveland, O., has made plans whereby it will merge with the Hydraulic Steel Company, the Cleveland Welding Manufacturing Company, the Hydraulic Steel Craft Company and the Canton Sheet Steel Company. The plan for refinancing the company and its subsidiaries on a permanent basis is subject to the approval of the company's stockholders.

General Motors Has Financing Plan

The General Motors Corporation has called a stockholders' meeting for December 30 to ratify a plan for the authorization of an issue of \$500,000,000 7 percent cumulative, non-voting debenture stock. The shareholders will also act on a proposal to decrease the \$500,000,000 6 percent debenture stock to \$90,000,000.

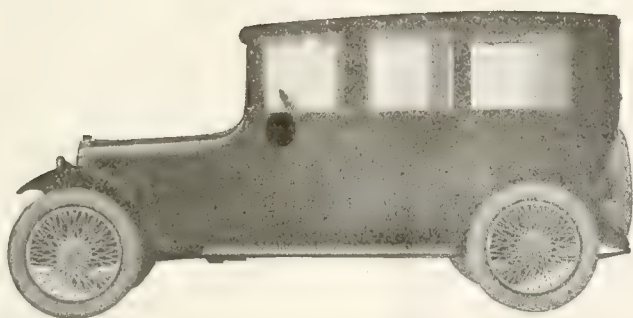
Former Klaxon Man for du Pont Industries

Clarence F. Brown, formerly with the Klaxon Company, has been made advertising director of the du Pont American Industries, Wilmington, Del.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



The Oakland and Collier's

This year the Oakland Motor Car Company has used more space in Collier's than in any other general publication.

"Watch Collier's"

Why the Peace Treaty Was Not Advertised

By GEORGE CREEL

Former Chairman Committee on Public Information

EDWARD HUNGERFORD, writing in *ADVERTISING & SELLING* in the issue of November 29, calls the Peace Treaty "a failure in advertising." I agree with him absolutely. There can be no question but that the Paris proceedings have never been placed before the people of the United States with any degree of clearness or in such manner as to put public opinion in possession of the truth, the whole truth, and nothing but the truth. Mr. Hungerford, however, blithely proceeds upon the assumption that the failure was entirely the fault of the Committee on Public Information or rather, the result of my own personal inefficiency as chairman of that body. His opinion would have more weight with me were it not for the fact that he knows nothing whatsoever about the Committee on Public Information, or about my own efforts and point of view, and writes in an utter ignorance that could easily have been enlightened by the least attempt at careful investigation.

What Mr. Hungerford argues for, and the lack of which he attacks, was an aggressive "selling" campaign that would have converted Congress and the American people to the President's position as far as the Peace Treaty was concerned. To use his own words, "As a nation we were not sold. Congress was not sold." This duty of salesmanship, in his opinion, should have been performed by the Committee on Public Information.

I deny this absolutely. Nothing would have been more instantly attacked, and *justly* attacked, than the use of governmental machinery and public funds for any such purpose as that described by Mr. Hungerford. Bad as conditions are today, they would be infinitely worse had the President attempted to support his cause by "press agenting" with the people's money. As for the Committee on Public Information, its duties ceased automatically when fighting ceased.

THE COMMITTEE PROMPTLY DISSOLVED

Within twenty-four hours from the signing of the armistice, orders were issued for the immediate cessation of every domestic activity of the Committee on Public Information. Many of the divisions had a continuing value, but I had the deep conviction that the Committee was a *war organization* only, and that it was without proper place in the national life in time of peace. War is a simple fact, with victory as its one objective. Peace is far from simple, and has as many objectives as there are parties and political aims and prejudices. No matter how honest its intent or pure its purpose, a Committee on Public Information operating in peace times, would be caught inevitably in the net of controversy, affording the highly improper spectacle of a government organization using public monies to advance the contentions of one side or the other. The President was in thorough agreement with me and the order for domestic demobilization had his explicit approval.

On November 14 announcement was made of the discontinuance of the voluntary censorship agreement.

On November 15 a formal statement was issued to the effect that all press censorship in connection with cables and mails had been discontinued.

The question that next arose was in connection with publicity arrangements

of every power, liberty and independence. This course, in my opinion, was dictated by common sense as well as by propriety. The Republican papers, as a matter of course, were insistent that the Administration should abandon all publicity effort, but it was also the case that the press, as a whole, was flatly in favor of the step. From every quarter came the demand for full release from restraint, suggestion or "interference" of any kind. There was also Congress to be considered.

PARTISAN DIVISIONS EARLY

The League of Nations was the chief issue to be fought out in the Peace Conference and the Republican majority in the Senate was already serving notice that it would be regarded as a controversial and political question. Any attempt at Government supervision, regardless of its honesty and helpfulness, was sure to be seized upon by the Republican Senators and by the Republican press as an effort of the administration to "muzzle the press" and to give the people no other information than that favorable to the President's cause.

What I urged was the lifting of every barrier, full permission and aid for every American newspaper man desiring to go to Paris, open sessions of the Peace Conference, and instant demand upon England and France that American news should be exempted from censorship of any kind.

The President stated that he stood unqualifiedly for open sessions, authorized the announcement that all passport regulations would be lifted in the case of accredited newspaper men, and in the course of a few days informed me that the governments of France and England had acceded to his request that the dispatches of American correspondents should not be subjected to censorship. These facts were duly given to the press, and all was "quiet along the Potomac."

THE PRESIDENTIAL INVITATION

With Peace Conference publicity disposed of, presumably, and with the domestic activities of the Committee in process of settlement, there then remained only the Foreign Section with its representatives in every capital, its intricate machinery and with hundreds of thousands of dollars involved in the adjustment of assets and liabilities. Paris was the one logical center for this demobilization and the President believed that the importance of this liquidation required my personal attention. At the same time with his usual kindness of thought, he asked me to be his guest on the George Washington if I could make my plans coincide with his sailing date. This, then, was why I went to Paris, and how I happened to be on the George Washington.

The wisdom of my course in taking a stand against "salesmanship" was soon demonstrated in conclusive fashion. To assist in the heavy detail of checking the books of the European offices, in paying bills, selling assets and collecting money due, I sent an advance delegation to Paris

(Continued on page 32)

Sides!

As some one has said "there are two sides to everything—except the most expensive phonograph records."

In our issue of November 29 Edward Hungerford, a noted special writer of the day, had an article entitled "The Peace Treaty—A Failure in Advertising."

It is our idea that a publication should not pussyfoot in these matters, but turn the spotlight of publicity upon the facts and let the readers judge for themselves.

The accompanying article by George Creel, former chairman of the Committee on Public Information wherein he explains just why, in his opinion, the peace treaty was NOT advertised, therefore will be read by all with a great deal of interest.

As for our own opinion we still abide by the original thought that proper publicity, whether you term it propaganda, advertising or invent some other title—used in the newspapers and other media, would have SOLD the treaty, SOLD the reservations, if any were necessary, so that our country would have promptly ratified without the fiasco we now face. And we say this without taking sides politically for *ADVERTISING & SELLING* is a non-partisan publication.

—THE EDITOR.

for the Peace Conference in Paris. There was a general assumption that the Government would exercise certain authorities and controls, and that I would act as administrative agent. It was against this assumption that I entered immediate and vigorous protest, taking the matter straight to the President. What I insisted upon was the Government's immediate and complete surrender of every supervisory function as far as news was concerned, and the restoration to the press

655,424

That's the number of agate lines of display advertising carried by The News-Times in the month of October.

The greatest amount of display advertising ever carried by any Northern Indiana paper in a single month. Our nearest competitor, fell short by 16,730 lines for the same month. The News-Times is proud of this record—proud because it is tangible evidence of News-Times Supremacy.

South Bend is the shopping center for Northern Indiana and Southern Michigan. South Bend is the central and largest of a group of industrial cities and towns—all busy and prosperous.

This growing market can be thoroughly covered only by the News-Times with it's 17,000 circulation. Morning, evening and Sunday editions—and practically no duplication.

SOUTH BEND NEWS - TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, *Publisher*

Foreign Representatives

CONE, LORENZEN AND WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

National Advertisers Hold Enthusiastic Convention

Busy and Happy Crowd Collects at Lakewood For Three Day Conference Plus a Good Time

OVER two hundred members and guests of the Association of National Advertisers assembled at Lakewood, N. J., from Wednesday to Saturday of last week to attend the three-day meeting which constituted the annual convention of the Association, and they enjoyed not only an instructive and valuable conference, but managed to squeeze in a little of the "light and joyous" doings, too.

Beginning at 11 A. M., on Wednesday, the meetings were called to order and a series of "Ten Minute Talks" were given by H. W. Prentis, Jr., of the Armstrong Cork Co.; W. W. Wheeler, Pompeian Company; W. S. Asby, the Western Clock Company; Brainerd Dyer, Aluminum Castings Company, and O. C. Harn, National Lead Company. Divisional luncheons were held from 1 to 2:30 P. M., and the afternoon session's program was opened, including: J. B. Benson, Advance-Rumely Company, on "Planning for Export Trade"; G. Lynn Sumner, International Correspondence Schools, on "Defining Advertising Practice," and E. I. La Beaume, Hercules Powder Company, on "Standards of Agency Service."

The nominations committee met at 5:30, and the day closed with a smoker at 8 o'clock that evening.

The Thursday morning session was opened by Arthur Allen, Philip Ruxton Company, with a talk on

"Color in Advertising," followed by five "Five Minute Talks" by: Philip Will, Sill Stove Company; J. D. Ellsworth, American Telephone & Telegraph Company; Gilbert H. Montague, New York Bar; J. J. Buzzell, Hyatt Roller Bearing Company, and H. W. Prentis, Jr., of the Armstrong Cork Company.

From 12:45 to 1:50 P. M. Export Round Table Luncheons prevailed, under the chairmanship of J. B. Benson. The afternoon session was addressed by Henry Hale, Ethridge Company; J. Roy Allen, Mint Products Company; L. L. King, Goodyear Tire & Rubber



One of the Herald's burlesques on a national advertiser

Company; Stanley Clague, Audit Bureau of Circulations; and Tim Thrift, American Multigraph Sales Company.

At 9:30 on Friday the last morning session opened with an address by Bernard Lichtenberg, Alexander Hamilton Institute, on "To Dominate or Not to Dominate," followed in this order by: Lloyd Mansfield, "Had Increased Volume of Advertising Decreased the Pulling Power of Mediums?" O. C. Kayser, Hygenic Products Company, "Limited Space with Large List vs. Larger List with Smaller Space"; J. Roy Allen, Mint Products Company, "Occasional Color Pages vs. the Consistent Schedule"; W. T. Chollar, Atlas Cement Company, "Next to read" vs. "Advertising Section"; George Fowler, Colgate and Company, "Censorship"; and Harry D. Nims, New



Poking fun at the famous "tidy red tin"

York Bar, "The Advertising Man and the Law." Two "Five Minute Men" wound up the forenoon meeting: F. W. Tufts, Detroit Steel Products Co., and W. L. Schaeffer. After the report of the Resolutions Committee, adjournment for "chow" was called. The last luncheon was in the form of a Dealer Service Round Table, with H. W. Prentis, Jr., presiding.

In the afternoon the speakers were: Saunders Norvell, McKesson & Robbins Company; C. E. Steffey, National Cash Register Company; William H. Ingersoll, Robt. H. Ingersoll & Bros., and John Clyde Oswald, the American Printer. After the regular reports of the secretary and the president, the usual election of officers was held, the results of which are as follows:

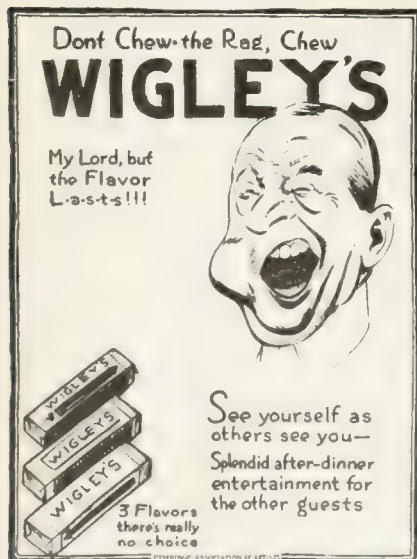
President: J. C. McQuiston, Western Electric and Manufacturing Company, East Pittsburgh, Pa.

Vice Presidents: J. D. Elsworth, American Telephone & Telegraph Company, New York; R. N. Fellows, Addressograph Company, Chicago; Mont H. Wright, John B. Stetson Company, Philadelphia.

Directors: W. A. McDermid, The Mennen Company, Newark; J. S. Wichter, Mellin's Food Company, Don Francisco, California Fruit Growers Exchange; P. L. Thompson, Western Electric Company, New York; W. T. Chollar, Atlas Portland Cement Company; W. H. Marsh, Burroughs Adding Machine Company, Detroit.

The annual dinner was held at the Laurel House that evening, and a play, "a tragic musical comedy without music," called "The Day of a Dog," was presented by the "local talent" of the Association.

Saturday, business being over, the day was spent in trap shooting in the morning, golfing in the af-



An advertising pun from the A. N. A. Herald



Church operates 10 motor-trucks

Minister reorganizes County schools

EVERY morning a fleet of motor-trucks, full of excited children, goes rumbling through the countryside toward a certain Colorado town. Every afternoon the trucks clatter back again, covering a radius of a dozen miles, dropping each child in his own dooryard.

The truck-drivers are school-teachers. The children are their pupils. All the district schools for miles around have been housed together in the town, in one big brand-new building.

This "consolidated school" is a new idea—conceived and developed recently by the local church, whose minister believed it would mean better educational advantages for the neighboring farmers' children. Voluntary contributions from church members support the plan.

This example of the breadth of present-day church interests is typical of thousands of other cases. Church members to-day are *practical* Christians: generous, broad-minded men and women from every walk of life who are anxious to make the whole world better and happier for their children.

Three hundred thousand of them read the CHRISTIAN HERALD every week. These prosperous, substantial families are interested in everything, and the CHRISTIAN HERALD not only interprets for them the news of the day, but offers to guide them in their purchases. In the last three months, for instance, it has told inquiring subscribers how to buy \$980,000 worth of farm machinery.

Christian Herald readers believe in their magazine.

The Christian Herald

GRAHAM PATTERSON, *Publisher*
NEW YORK CITY

ternoon, and dancing during the evening.

Typical of the spirit of the business meetings was a sign posted over the platform in the convention hall reading: "Time at this meeting is worth \$166 a minute. Let's make it worth it."

One of the interesting features of the convention was the *A. N. A. Herald*, published each day of the convention. One issue was put out on November 20, and the four numbers took care of the publicity, program and some of the entertainment features of the conference.

This publication was illustrated by burlesques on national advertisements as illustrated on page 14.

The "Boss" of the *Herald* was Wilbur T. Chollar; Brainerd Dyer acted as editor-in-chief, assisted by: Alan C. Reiley, L. B. Jones, E. I. La Beaume, Paul Wing, Carl J. Schumann, J. C. McQuiston, S. Roland Hall, J. D. Ellsworth, and G. F. McClland. The sheet was chockfull of humorous, funny, comical and witty stuff, supplemented by a considerable volume of burlesque advertising, samples of which are reproduced here. The paper helped considerably to meet the requirements of the various committees in charge of affairs: "A good time every day—and a double-header Saturday."

Currier With C. E. Johnson

Everett R. Currier, typography expert, formerly in business for himself in New York, has become associated with the Charles Everett Johnson Company, advertising art service, Chicago. Mr. Currier will head the newly created department of advertising typography. He was for six years in charge of promotive publicity printing for the Curtis Publishing Company.

Form Trade Press Service

The Trade Press Feature Service has been organized under the laws of New York to supply syndicated features to trade publications. The officers of the company are Godfret M. Lebharr, president; John F. Stern, vice-president, and Wilson Van Orsdell, secretary, all of whom are trained newspaper men. The offices will be in New York City.

Keeping Up With The Times

A FACT A WEEK

John Jones' family and William Smith's and Henry Brown's read one Washington evening paper. But John Robinson's family and Albert Smith's read *The Times* and don't read the other paper.

That's the Washington circulation situation. The advertiser doesn't and can't cover the city by announcements that only John Jones' family and William Smith's and Henry Brown's see, and there is the same business reason for wanting the trade of John Robinson's family and Albert Smith's, who are each spending \$2,000 a year.

Washington is a two-paper town and *The Times* is one of the two.

The Washington Times

WASHINGTON, D. C.

Advertising and the Coal Strike

By WILLIAM H. RANKIN

President, Wm. H. Rankin Co.

LAST spring the coal operators warned us to buy our coal early—plenty of it—before the cold weather. They spent their money diligently to get their message over. Some heeded their advice; they now have coal. Others did not or could not. Hence, lack of coal now. We must learn our lesson and learn it well. There would have been no coal strike this fall if everyone had bought their supplies of coal for the winter before September 1st.

Advertising was used by the coal operators but only in a limited way. Advertising can change the habits of people, but it cannot do it over night. It takes persistent every day advertising the whole year around to persuade people to buy their coal when they do not need it immediately.

MINERS HAVE ONE GOOD IDEA, ANYWAY

The miners when they presented their claims to the government showed their belief and desire to see coal advertised the year 'round. Article No. 3 of their brief asked specifically that the operators spend \$5,000,000 annually so that coal would be bought and delivered from May 1st to October 1st. That is a lot of money to spend, but the amount when added to the price per ton of all coal sold during the year is infinitesimal—less than 2 cents per ton mined—the cost of a postage stamp. And what could be accomplished with this appropriation! Just this:

Enough additional coal could be

sold as a result of such an adequate advertising appropriation so that the miners would have work the year around—twelve months of the year instead of six, as now. It would mean that every miner would have steady employment 365 days in the year. Everyone knows that even a miner will work for less per day and can live much better on 75 percent as much per day with twelve months' work than twice as much per day with only six months' work.

What would the results be?

Coal would be sold the year around at less price per ton to the consumer;

The miner would be benefitted;

The coal operator would realize on his investment twelve months of the year instead of having his machinery and plant idle, as now and heretofore, six months in the year;

And, best of all, there would be no cause for a strike, as at present.

THE MEDIA TO BE USED

How should you advertise? Use nearly every known form of publicity—

The newspapers—almost daily at first, and twice a week for a year!

The magazines and weeklies—the year around,

Billboards—in May and August each year,

Some painted bulletins and electric signs in the larger cities—the year around,

Farm papers—six months of the year,

Trade papers to reach every class of business that uses coal,



MR. AUSTIN HEALY, for six years with the Dry Goods Economist and five years with N. W. Ayer & Son, from this date on will be associated with CAXTON ADVERTISING, INC. With the above record it is unnecessary here to emphasize the fact of his broad, comprehensive experience in merchandising, advertising and sales organization.

December 1st, 1919

Barrett Andrews
H. H. Creske

Clyde S. Thompson
Austin Healy

**Caxton Advertising Inc.,
9 East Fortieth Street,
New York City**

Gerard Speaks to Advertising Agents

James W. Gerard, former United States ambassador to Germany, was the chief speaker at a luncheon given Friday by the New York Council of the American Association of Advertising Agencies, taking for his topic Mexico and the opportunities for American business there.

Mr. Gerard pointed out that manufacturers and merchandisers of the United States have sadly neglected this southern neighbor—at our own expense. There is plenty of business to be gotten from the other side of the Rio Grande, but we are permitting other nations to take it away from us without any effort, appreciably, to share in the profits.

At the present time, Mr. Gerard said, the department stores of the large cities are practically all French, while the principal banks are also operated by French financiers. The German merchants control the small country stores. America is represented partially in the railroading, sharing with Great Britain the operation of the chief lines.

In common with the other nations of Central and South America, Mexico holds out extensive possibilities to the progressive firms that will undertake to understand and work with the people. The business that already exists would be well worth while to land, but the possibilities of the future heavily outweigh this present-day consideration.

Use Movies For Foreign Advertising

The use of motion pictures can be made a valuable factor in advertising, especially in foreign countries, according to the annual report of the former Secretary of Commerce, William C. Redfield, which has just been submitted to Congress. "Developments during the year confirm the opinion that motion pictures can be made an important factor in governmental foreign-trade promotion," it declared. "Experimental work initiated and carried on in China has been so successful that it has been impossible to supply films enough to meet the demands. It is a significant fact that the Chinese are keenly interested in films showing

quantity production in American industry."

The failure of Congress to provide an appropriation for carrying on this work on a large scale has considerably hampered the department, and the only films it has been possible to use were those furnished free by interested firms. Lack of projection machines also hampered the work and it was necessary to have the films shown through the courtesy of chambers of commerce and other bodies.

Efforts to secure an appropriation were made by the former Secretary last March, when he appeared before the House Committee on Interstate and Foreign Commerce to explain how motion pictures could be used to advertise our industries abroad. No action was taken upon the matter, however, although Mr. Redfield pointed out that competing countries, especially Canada, are using films for this purpose to a very large extent.

Foundry Campaigns For Better Ads

The Gagnier Stereotype Foundry, Detroit, is conducting a campaign for better advertisements in newspapers through its New York office by securing forceful reproductions from plates and mats, sent out by them for agencies. Letters are being written to publishers asking for suggestions on the kind of plates and mats they require.

Joseph Katz to Start Agency

Joseph Katz, for eight years advertising manager of The Hub, Baltimore, Md., has resigned to engage in advertising for himself. The resignation becomes effective January 1. In addition to conducting a service agency, Mr. Katz will represent in Baltimore, Ruthraff & Ryan, the New York advertising agency.

Forecasts Prosperity for Neutrals

That the neutral countries of Europe, affected in varying degree by the war, will rapidly regain their former positions in world trade and finance, and attain prosperity without undergoing a preliminary period of economic depression, is forecast in the booklet, "The Effect of the War on European Neutrals," just is-

sued by the Guaranty Trust Company of New York. The booklet treats individually the outstanding conditions, as brought about by the war, in Holland, Norway, Sweden, Denmark, Switzerland, and Spain.

When Writing to Paris—

The bulletin of the American Chamber of Commerce in France says that the French postal authorities have asked it to draw the attention of Americans to the fact that delay often occurs in the distribution of correspondence for Paris owing to the fact that the addressee does not indicate the number of the *arrondissement* (borough). For example, the address of the American Chamber of Commerce in France is 32, rue Taitbout, Paris (IX).

"Iron Age" Comes Out Again

The *Iron Age*, New York, which was unable to publish, on account of the printing situation, the issues of October 9, 16, 23, 30 and of November 6, 13 and 20, has resumed publication with the issue of November 27. Since the beginning of the strike the magazine printed weekly emergency issues, rendered gratis. Advertising schedules have been advanced.

U. S. Merchant Marine Increasing

More than half the tonnage cleared in foreign trade from United States ports during September was of American registry, according to a report of the Department of Commerce. Rapid development of the American merchant marine is indicated by the fact that approximately 45 per cent. of the ocean-borne export business, as measured by value, was transported in American bottoms.

New Agency Gets Dress Account

Louis J. Goldman, a new advertising agency, New York, has secured the account of the E. Goldman Costume Company, makers of Betty Wales dresses, New York.

Blaine-Thompson Has Monitor Account

The Blaine-Thompson Company, Cincinnati, O., will handle the advertising of the Monitor Stove Company, same city.

This Week's Cover Shows You—

This week's cover shows how we can obtain an interesting effect at an economical cost. It is really a two-color process effect gotten from a combination of plates. The original was a black and white wash drawing.

The keyplate is a black halftone which shows variety of masses in black and white. The orange color plate is made by the engraver from his original black drawing. This is a line engraving.

Note how color is used to lay emphasis

on the parts necessary and to add a touch of interest in the figures.

The effect is somewhat different, and in this instance is better than a set of two-color process plates. When the drawing and halftone keyplate is made in this fashion all sorts of black and white color masses are obtained.

The making of drawings in this manner is to be recommended where the halftone effect is wanted and the cost of the additional color plate is not.

The theatre programs in season, The street cars—twelve months of the year.

Each form of advertising mentioned above could be used adequately and the cost would not exceed \$5,000,000.

The first year of the war five millions was spent for advertising the Red Cross and the Liberty Loans in all form of advertising, paid for by patriotic business men who believed in advertising, and we all know the results.

Advertising can do as well, if not better, to change the habits of nearly all our people during 1920, but in order to do it a start must be made immediately on a big scale. It cannot be done if we wait until next March, April or May. Advertising doesn't jerk—it pulls, slowly at first, but it gathers momentum every succeeding day until it becomes an irresistible power.

In order to get that result for all concerned before September 1, 1920, the advertising should start promptly on January 1st, taking orders then for spring delivery and take orders every day from January 1st to October 1st.

The appeal in the copy could be made just as strong and as forceful as any war-time Liberty Loan or Red Cross advertising. Secretary Wilson and the government itself would consider a campaign of this kind to educate our people to buy coal the year around, and especially to order your year's supply delivered in the late spring and summer months as a patriotic duty.

The cost is small, and the public, the miners and the coal operators could all share alike in the cost of such a campaign. The results would bring GOOD WILL to all parties concerned.

New York Garment Industry to Move on West Side

Four great lofts will soon be erected near the Pennsylvania Station in New York to house cloak and suit manufacturers, by a cooperative building plan launched by Saul Singer, former president of the Cloak, Suit and Skirt Manufacturers' Protective Association, New York. This scheme will aid the "Save New York" movement and will help to relieve Fifth Avenue from the congestion of garment workers.

The proposed buildings will afford a space of about 1,400,000 square feet at a yearly rental cost manufacturers approximating 50 cents a square foot. The latest charges of rentals are \$2.50 a square foot. The officers of the Co-operation Company, the syndicate which will erect the buildings, are Saul Singer, president; Mack Kanner, vice-president; Julius Blauner, treasurer, and Jacob Reich, secretary. Plans are being pre-

pared for the erection of four sixteen-story buildings on the westerly side of Seventh Ave., from 36th to 38th Street.

The plan is expected to make the Seventh Avenue section, which is now practically vacant, the greatest wholesale commercial district in the city, and to guarantee that New York will remain the manufacturing centre of the needle trades for the United States.

Employment Managers Meet in Chicago

The second bi-monthly conference of the National Association of Employment Managers was scheduled to be held December 13 in Chicago. Morning session speakers and their topics were—"Bringing About Industrial Peace," by Professor John R. Commons, University of Wisconsin; "Garment Trades Experience

in Relationship Adjustments," by Meyer Jacobstein, labor manager, Stein-Bloch Company, Rochester, N. Y.; "The Leitch Plan in Operation," by A. H. Bond, president, Packard Piano Company, Fort Wayne, Ind. Subjects discussed at the afternoon session were—"The Shop committee and Factory Solidarity," by Arthur H. Young, manager industrial relations, International Harvester Company, Chicago; "Individual Contracts Between Employer and Employed," by Charles Pierz, president, Link Belt Company, Chicago; "Is Organized Labor Slipping?" by Dorr E. Felt, president, Felt & Tarrant Manufacturing Company, Chicago. The evening speaker was R. W. Litchfield, vice-president, Goodyear Tire & Rubber Company, Akron, O., whose topic was, "Economic Aspects of Employment Relationships."

"Vital Facts and Figures About Our Domestic and Foreign Commerce"

By William C. Redfield
Former Secretary of Commerce



Six Virile Chapters

1. Business and the Government.
2. The Democratic Drift in Corporate Ownership.
3. The Present Interest of Labor in the Railroads.
4. America's Opportunity. Do We See It? Shall We Use It?
5. What Have We Learned from Experience at Home and Abroad?
6. Practical Attack on Prices: Practical Support for Credit.

Written Exclusively for the
New York Commercial

and owing to the tremendous demand

Now Republished in a 44-page Book—Price 50c

Released from the restraint of office Mr. Redfield talks straight from the shoulder. His articles have made a profound impression. Each succeeding daily issue of the Commercial containing this notable series was quickly exhausted.

The series was also published by permission in the Chicago Daily News, Seattle Post-Intelligencer, Atlanta Constitution, and other leading newspapers. One big insurance company has ordered 150,000 pamphlets containing the third article, "The Present Interest of Labor in the Railroads," for general distribution. It is a book every business man, student, economist and every library should have.

The Redfield Series is to be followed in the New York Commercial by important articles from other business leaders, covering every phase of our national and international business life and problems.

Every business man will find valuable information as well as inspiration in its daily columns. Subscription price \$9 a year in the United States, Canada and Mexico, \$15 a year elsewhere.

As the Redfield Edition is Limited We Suggest Your Early Order.

New York Commercial The National Business Newspaper

Established 1795—124th Year—A. B. C.

"Every Business Morning"

38 Park Row
New York City

Russell R. Whitman
President

Your Six Billion Dollar Sales Opportunity

THE railways will be returned to private control on or soon after January 1, 1920.

With the return of that control the Congress is expected to furnish adequate financial means for their maintenance and development.

The railways are at least four years behind in facilities. Facts and data on what they *must* buy and do to meet present and increasing demands of the country will be given in the

Six Billion Dollar Market Number of the

Railway Age of January 2, 1920

Therein, as a matter of sound business policy, lies your opportunity to get your sales message before the very men who direct the vast expenditures which the railways must make to parallel present facilities with demand and make the requirements of the next few years certain.



20,000 Locomotives; 750,000 Freight Cars; 10,000 to 15,000 Passenger Cars—

that is the conservative estimate of what they *must* buy. And so it goes through their other innumerable needs—rails, track material, signals, electrification, labor saving devices, etc., etc. Six billion dollars *must* be invested in those things during the next three years.

Big Business! Yes, the *Biggest* ever done by manufacturers supplying railways. And as a sound business policy it is up to you to adopt a well defined and purposeful advertising campaign—a campaign to start in this Six Billion Dollar Market Number of January 2, 1920, with its *guaranteed circulation of 15,000 copies*, and which it is conservative to predict will be read by 50,000 railway men here and abroad.

Remember the date—January 2, 1920. Bear in mind that the forms close December 24.

Get into this Big Number with a Punch!

Simmons-Boardman Publishing Company Woolworth Building, New York

Chicago

Cleveland

Cincinnati

Washington

London



Convincing Evidence

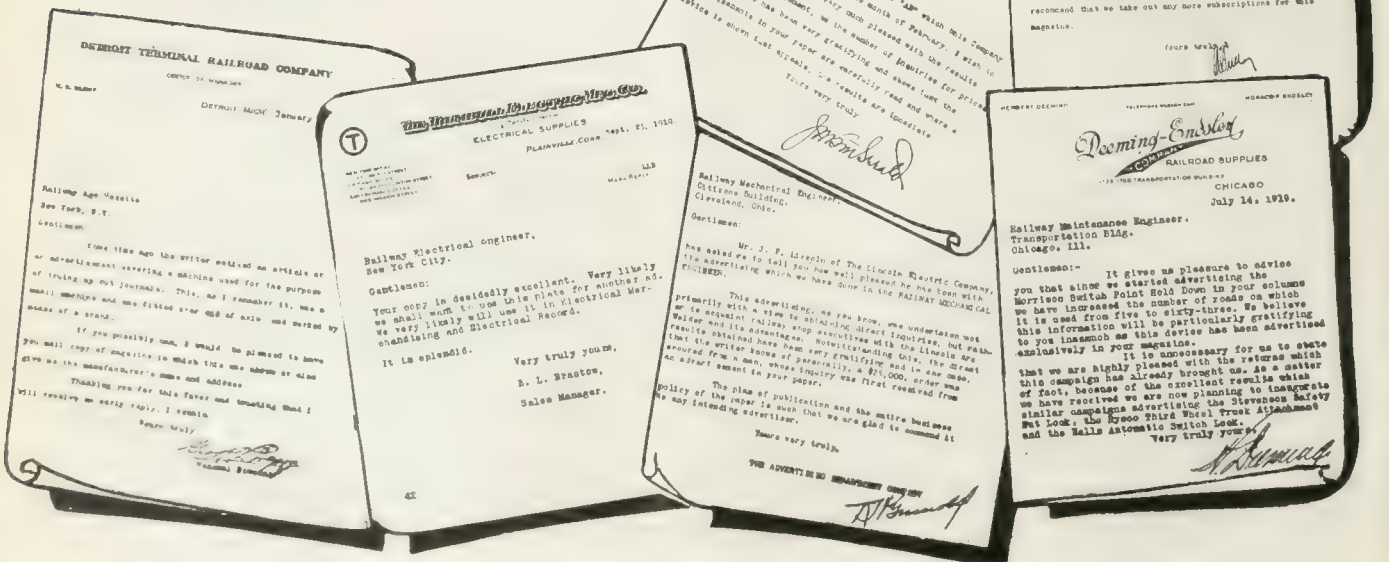
THE very fact that each month it takes thirty-six thousand five hundred copies of the R. S. U. group of publications to meet the demand of officials in every branch of railway work is convincing evidence of the reader interest of the five publications pictured on the facing page.

What's that you say? "You know railway men read the papers which comprise the Railway Service Unit; but do those busy officials read advertisements?"

Look at the lower left letter on this page, Friend. There is your answer to that question! Note what that man states—"the writer noticed an article or an advertisement"; then listen. What that man noticed and remembered was not an article, *but an advertisement*. Rather convincing evidence this, that railway men both read and remember the sales messages placed before them in their own "Service Unit."

Now read the other six letters—you who have a sales message for railway men; and remember that not alone do they afford convincing evidence of the publicity value of the Railway Service Unit, but more—convincing evidence that all who want their sales' message placed upon the desks of railway officials are certain of accomplishing their desire under the most favorable conditions through publicity in the

Railway Service Unit



of Publicity Value

FROM the 2-8-2 locomotive to the H B pencil, from devices which assure speed and safety of trains to devices which assure speed and safety in accounting, all through the products of shop, forge and factory the railways represent the largest single purchasing unit in existence.

Don't lose sight of this fact; and remember too, railway officials are busy men, but few there are too busy to welcome that which experience has proved aids them in securing greater efficiency and wise economy for their road, which is the simple reason why at the desks of such busy men there is always a welcome for

THE RAILWAY SERVICE UNIT

Consisting of the

RAILWAY AGE

RAILWAY MECHANICAL ENGINEER

RAILWAY ELECTRICAL ENGINEER

RAILWAY SIGNAL ENGINEER

RAILWAY MAINTENANCE ENGINEER

Publications which are known to railway men everywhere in all departments of railway work because of their real reader interest, that interest which after all is what insures real publicity value to your sales' message.

Simmons-Boardman Publishing Co.

NEW YORK
Woolworth Building

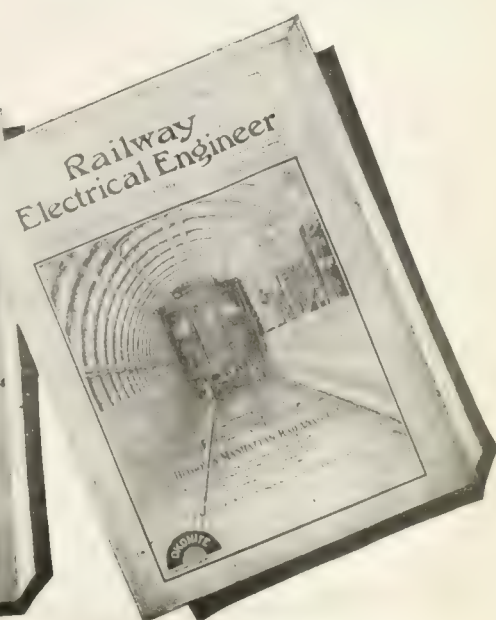
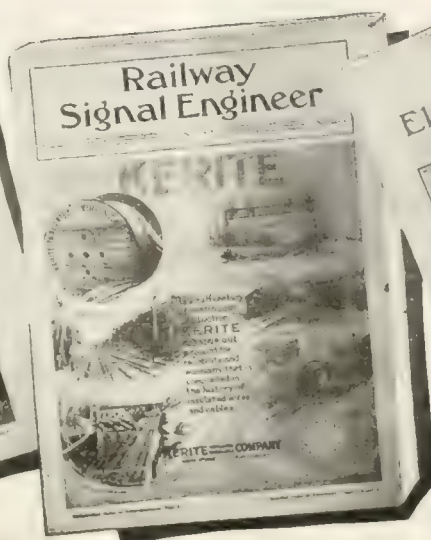
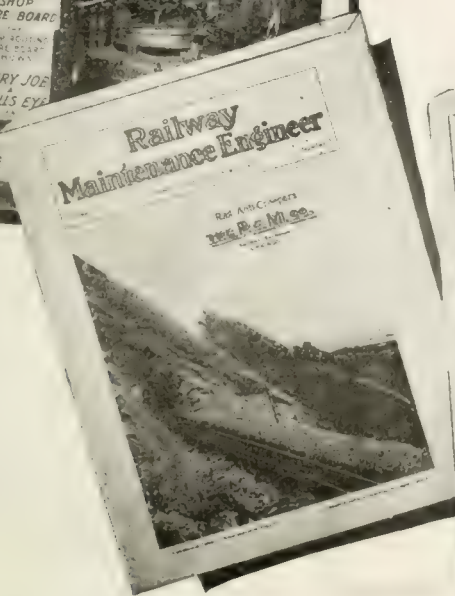
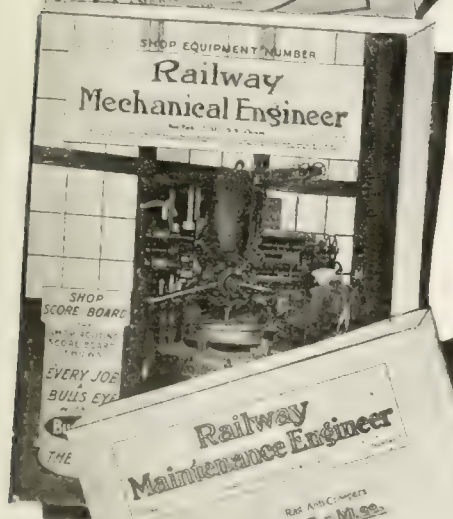
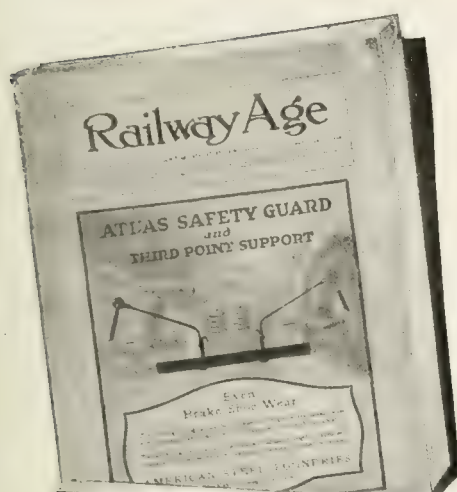
CHICAGO
Transportation Building

CLEVELAND
Citizens Building

CINCINNATI
First Nat'l Bank Building

WASHINGTON
Home Life Building

LONDON
85 Fleet St., E. C. 4



The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

Garfield Order on Electric Displays

Electric power companies have been notified by United States Fuel Administrator Garfield that advertising signs and displays of various kinds necessitating the use of coal should be curtailed, and no coal should be distributed for such purposes. Apparently, the country is again to witness lightless nights.

"It is necessary that coal shall be used only for essential purposes," says Dr. Garfield. "Public utilities consuming coal should discontinue to furnish power, heat and light to non-essential industries, and should only consume sufficient coal to produce enough light, heat and power to meet the urgent needs of the people. Advertising signs and displays should be curtailed.

"Pursuant to this policy, I have requested the Railroad Administration in the distribution of coal now or hereafter in its possession to limit distribution to these essential and urgent uses. As far as practicable until the conditions warrant a change, the distribution of coal will be limited to the first five classes on the priority list."

Enemy Patent Prosecution Restored

The Federal Trade Commission has issued an order granting American citizens and corporations a blanket license to resume the filing and prosecution of applications "in enemy and allies of enemy countries" for letters patent and for registration of trademarks and copyrights. This order follows the restoration of license authority to the Commission, as provided in the Trading with the Enemy Act. The license also allows payment of fees and communication as to patents and trademarks in enemy countries, which was suspended April 11, 1918, because of strategic war reasons.

Greater Use of Parcel Post

Approximately 70,000,000 parcel post packages were insured by the Post Office Department during the fiscal year ended June 30 last, according to the annual report of the Postmaster General, an increase of nearly 20,000,000 over the preceding fiscal year and of 57,000,000 over the fiscal year 1914, the first full year of this business. The great increase in the business of last year is laid chiefly to the increase in the limit of weight of parcels.

During the fiscal year indemnity was paid upon 191,538 claims, amounting to \$1,499,412.00, an average of \$7.81 per claim. "These figures, however, are not fairly representative of the losses which have occurred in that year," it is declared, "inasmuch as patrons are allowed six months from the date of mailing in

which to file their claim for loss or injury, and many claims are filed, considered and paid after the close of the year in which the loss or injury occurred."

The total number of parcel post packages handled during the year, including both insured and uninsured matter, totaled 2,250,000,000. In the first year in which parcel post service was effective 331,394,800 packages were handled.

Movies to Develop Foreign Trade

An appropriation of \$69,000 for use in developing the foreign trade of the United States through the medium of motion pictures, is asked for by the Bureau of Foreign and Domestic Commerce. This item is contained in the estimates submitted to Congress by the Secretary of the Treasury.

In explaining the use to which this money is to be put, the Bureau says it is "for acquiring and diffusing through means of motion picture films, including their purchase, manufacture, repair, exchange, publication and display, and the purchase, repair and exchange of necessary equipment, rent in the District of Columbia and elsewhere, expense of use-

Why I Believe Thing in

By Harry

Merchandise Manag

IN the past few years it has seemed to me that advertisers and many advertising men have perhaps lost their perspective about copy and its relation to results in advertising. Of course it goes without saying that dealer problems must be solved, market conditions thoroughly understood, and all other such factors fully shaped.

But to my mind the really big thing is copy. And I believe it is being neglected.

Where it is possible to check sales from individual advertisements I have seen one piece of copy in a certain medium sell ten thousand dollars worth of merchandise, while another of the same size run under as nearly equal conditions as possible, I have seen sell less than one thousand dollars worth of goods. Surely if copy alone can make a difference of ten to one in the number of people influenced to purchase a product, the importance of copy dwarfs all other considerations in advertising.

And it seems to me perfectly natural that there *should* be such a difference in the results from copy—a difference which I am inclined to believe is not fully appreciated.

Copy has the same duty to perform in relation to the consumer

that a personal salesman has to perform in relation to the dealer.

And certainly there are numerous instances of one salesman producing even as much as ten times the business of another.

Of course the results of personal salesmanship are easy to trace, and a man who sells only a fraction of what another man can sell is quickly eliminated.

And this would be true of copy were it possible in most instances to trace the results from it directly. It is only because we cannot check the results of copy accurately that we do not put the value upon it that it deserves.

There is one type of advertiser, however who can. He is the man who sells direct to the consumer without the help of dealers or jobbers. And it is he who understands the great difference in results from copy as shown by his keyed results—and his bank balance.

It has remained for this agency to take the results from the sixty odd mail order advertisers it

ful information on subjects connected with the promotion of foreign trade, independently and in co-operation with other branches of the Government, State agencies, educational institutions, trade organizations, and persons, firms, corporations or associations interested in foreign trade."

Will Advertise Government Insurance

One million dollars is wanted by the Bureau of War Risk Insurance for use in advertising Government insurance. This item is contained in the estimates submitted to Congress by the Secretary of the Treasury covering the fiscal year beginning July 1, 1920. The money is

to be expended, if appropriated by Congress, in an effort to regain lapsed business and to keep the former officers and enlisted men of the Army entitled to war risk insurance informed thereof.

Many of the other Government departments and bureaus are asking for large sums of money to be used in advertising. The War and Navy Departments and the Marine Corps will advertise for recruits and for the sale of war supplies no longer needed. The Shipping Board has vessels for sale, and all departments and bureaus annually make known their needs in the way of supplies through newspaper and trade paper advertising.

Copy the Biggest Advertising

Graves

Ruthrauff & Ryan

serves and use them as a basis for preparing copy for those advertisers, who because selling through dealers are unable themselves to check the sales from each individual advertisement.

In this way instead of guessing at what type of copy or appeal is the most effective we know from our records just exactly how you have to talk on paper to sell the most goods.

A good personal salesman finds he can sell a number of different products by the use of principles which he has discovered are effective in selling one certain thing. In the same way we are able to apply to copy preparation for many products the tested principles that have succeeded in selling merchandise in other lines.

Human nature is pretty much the same wherever we find it. The man or woman who buys by mail differs in mighty few ways from those who buy at stores—in fact all people buy at stores, and we have sold many thousands of dollars worth of merchandise to people who would be considered the last to buy by mail.

To the customer the method by which he buys is merely a detail—the important thing is—are the goods more desirable than the cash they rep-

resent?—that is the question which interests the consumer.

Therefore why shouldn't those advertisers who sell through dealers use the experience of the mail order advertisers, and employ the appeals which it has cost many millions of dollars to prove, influence the most people.

Surely if one style of copy will secure ten orders by mail to one from another appeal there will be the same difference in the number of people either advertisement would send to dealers.

* * * * *

It is not necessary to sacrifice one iota the institutional value of your copy in using tested appeals—instead we are preparing copy for some of our clients which has more atmosphere than any copy formerly used, and in layout and art work it is above competition—but it has an added value—a sales value that is like multiplying a sales force without increasing the cost—for copy that *sells* is no more expensive to publish than copy which merely tells.

* * * * *

This subject of copy has many interesting angles and is one of such vital interest to any advertiser that I believe our little book, "The Tested Appeal in Advertising," would be of value to any manufacturer who realizes that mere general publicity will not keep his factory oversold when competition begins to again hold sway.

A copy will be mailed without obligation if you will send in for it on your business letter-head. Address Ruthrauff & Ryan, Inc., 404 Fourth Avenue, New York, or 30 No. Michigan Avenue, Chicago.

Capitol Merchants Out for Truth

Washington merchants are undertaking a campaign to "drive inaccuracies out of local advertising." A report on present conditions with respect to advertising in Washington was submitted to the Washington Advertising Club by a committee of which Joseph A. Berberich, of Robert Berberich's Sons, was chairman. Harry W. Hahn, another active member of the committee is of the firm of William Hahn & Company. These two are the largest of the local concerns selling boots and shoes. The other members were Ernest C. Hastings, advertising manager, Lansburgh's department store, and George V. Ostermayer, advertising manager, Woodward & Lothrop department store.

The committee recommended the employment of a paid secretary, whose work will consist chiefly of receiving and investigating complaints of false and misleading advertising in order that such steps may be taken as are found necessary to correct the abuse. A weekly bulletin, telling of cases investigated and giving such other information as will help in the campaign, is planned.

Bill Would Limit Paper's Size

A bill to limit the size of newspapers and periodicals entitled to the privileges of the second class mail rate has been introduced in the House of Representatives by Congressman Anthony, of Kansas, and referred to the House Committee on Post Offices and Post Roads. This bill provides that until July 1, 1920, no newspaper or periodical shall be carried in the United States mails at the rates provided for second-class postage which shall exceed in size the following limitations. After the passage of the bill the Postmaster-General would be required to refuse the second-class rate of postage to any daily newspaper printed with a greater number than thirty-six pages; to any periodical published weekly or bi-weekly of a greater number than seventy-five pages; to any monthly periodical printed with a greater number than one hundred pages.

Wants Catalog Postage Raised

Increased rates of postage for catalogues is advocated by Congressman Halvor Steenerson, chairman of the House Committee on Post Offices and Post Roads. There has been a persistent rumor that the Post Office Department would seek a much higher rate on newspapers and periodicals through the mails. In response to inquiries received by our Washington Bureau, Mr. Steenerson was asked for a statement giving his views on such a proposition.

"Personally," said Chairman Steenerson, "I do not think we are going to change the existing law. There have been a number of bills introduced, some of which would lower the rate of postage. Congressman Fess, of Ohio, has put in a measure to continue the rates on newspapers and periodicals that were in effect up to July 1, of the present year. There are other bills that would reduce the first-class postage rate on drop letters.

(Continued on page 26)

"Postmaster-General Burleson declares in his annual report that advertising must pay its own way in the mails, but according to his own order there is a class of advertising through the mails which does not pay the expense of transportation. That is the trade catalogue which he took from the third-class, where the postage was 8 cents per pound, and made it matter of the fourth-class, with books, as parcel post.

"This operates only to reduce the postage charges to the big mail order trusts that can ship trade catalogues in carload lots, taking advantage of freight rates to distributing centers and then having the postal service complete the delivery at a very unprofitable rate, a rate not intended for other than local merchants in the transportation of products of the farm and merchandise from the local stores to the farmers.

"I am going to advocate that the Postmaster-General show consistency with his own doctrine that the postage shall be the same as on advertising in the newspapers. In 1921 it will be cheaper to ship catalogues by mail than to ship newspaper advertising by mail. For instance, in that year it will cost the mail order houses 55 cents to send a ten-pound catalogue to the first and second zones; for the same class of advertising, published in a newspaper or magazine, it will cost \$1 in the first and second zones—45 cents more than is paid by the mail order houses. This, to my mind, is discrimination in favor of the mail order trust that should not be allowed to continue.

"I do not look for any legislation at this session of Congress that would change the existing law," concluded Mr. Steenerson.

Says Second-Class Mail Is Carried At Loss

A loss of \$66,710,094 was incurred by the Post Office Department in handling second-class mail during the fiscal year ended June 30, last, according to the annual report of the Postmaster-General.

The weight of newspapers and periodicals mailed as second-class matter by publishers and news agents during the year at the pound rates of postage and free in the county of publication aggregated 1,182,297,966 pounds. This was a decrease of 47,411,389 pounds, or 3.86 per cent., as compared with the mailings of the preceding year. The postage collected on such mailings amounted to \$16,065,947.76, an increase over the previous year of \$4,353,879.58, the increase being due to the higher postage rates which became effective July 1, 1918, under the provisions of the act of October 3, 1917.

The weight of the advertising portions of publications which were chargeable with the zone rates aggregated 452,476,476 pounds, and the postage on such portions amounted to \$7,839,302.79. On the remainder of the mailings subject to postage, consisting of the non-advertising portions of publications whose advertising portions were subject to the zone rates, and of the entire portions of publications chargeable with the flat rate, \$8,226,644.97 postage was collected. The total postage collected at the new second-class rates was \$4,807,774.28 greater than the amount that would have been chargeable on such mailings at the former flat rate of 1 cent a pound. A table showing the weight of mailings of second-class matter, by States, will be found in the appendix to this report.

During the year 3,304 applications were received for the admission of publications to the second class of mail matter, or for change in title, frequency of issue or office of publication, of which 2,829 were favorably acted upon and 475 denied. During the same period 3,987 publications were discontinued, leaving 27,440 publications having a second-class status at the close of the year, a decrease of 1,158 as compared with the previous year. On June 30, 1919, the number of outstanding news agents' permits to mail second-class matter at the pound rate was 1,984.

"In accordance with the law the maximum rates of postage on second-class matter will not become effective until July 1, 1921, and even then second-class mail will continue to be handled at a loss to the Government of more than \$50,000,000 annually, which must be paid either by taxation or by the users of the other

classes of mail through excessive postage rates.

"Some of the magazines and periodicals devote so much space to advertising that they are fast commercializing their publications and are really becoming trade journals," declared the report.

"It is estimated that in various issues of one publication the publishers receive for the advertising contained therein more than \$800,000, and in one particular issue it is estimated that the advertising matter at the prescribed rates would amount to more than \$1,500,000; yet the transportation and handling of a single issue of this publication costs the Government approximately \$160,000 more than the postage paid thereon.

"Some publications have gone so far as to print entire catalogues of business concerns as a part of an issue, endeavoring in this way to distribute it for the



FEBRUARY, 1920

will be the

10TH ANNIVERSARY

of the

BOY SCOUTS OF AMERICA

and we are planning
to make the February

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

the

GREATEST NUMBER YET PUBLISHED

This edition will be kept indefinitely by the tens of thousands of Scouts and Officials and the many thousands of readers who are not members of the scout family. It will, therefore, be of

Lasting Value To All Advertisers

Advertising Forms Close December 31st

The Paid Circulation is Now **Much in Excess of 100,000.**
This is the **only** Publication covering the Scout Field.

National Headquarters

**200 Fifth Avenue
New York**

Western Office

**37 S. Wabash Avenue
Chicago, Ill.**

Member Audit Bureau Circulations.

industry at a much lower rate of postage than would otherwise have been paid.

"It is not only unfair, but unjust to the other users of the mails that such publishers should enjoy this indefensible subsidy on a business which yields such large returns, having the loss to the Government for the transportation and handling of their publications met through excessive postage rates on other classes of mail, or paid by drafts on the Treasury of the United States."

Stewart-Warner Has Large Sales

The Stewart-Warner Speedometer Corporation has reported that its sales up to November 14 in the fourth quarter of this year amount to \$1,384,000, as compared with \$886,000 last year. Sales for the entire year are estimated to exceed \$12,000,000.

U. S. Rubber to Increase Output

The United States Rubber Company, which has for the past three years taken the entire production of the Winnsboro Mills, Winnsboro, N. C., makers of cord fabric, will be able to increase its output, the mills having doubled their capacity.

Use "Profiteer" Sparingly

The Better Business Bureau of Los Angeles, Cal., has issued a statement signed by A. H. Wilkins, secretary, saying that the loose employment of the word "profiteer" both in advertisement and editorial columns is hurting all business. The statement says in part:

"Believing that publicity surrounding this word, which is not based upon absolute fact, reflects unjustly on the reputable and honorable business houses of this city, and has a great influence in creating a lack of confidence in all business and advertising, the Better Business Bureau at this time respectfully suggests to the publishers and publicity agents that all such publicity should be discouraged, except in cases where evidence and facts are actually in hand, and that in its place every effort be made through the editorial and publicity channels to stimulate production, the shortage of which has been proven as the real fundamental cause of the high cost of living."

A Student Wins \$50 for Rexall Slogan

Fred Weeks, a member of the Triad League, New York, has been awarded a fifty dollar prize by Street & Finney, agency, New York, for a slogan for Rexall Orderlies. The accepted slogan is "Nature's aid; habit's foes." The Triad League is composed of advertising students at New York University. Professor George Burton Hotchkiss, head of the department of advertising and marketing, has been made honorary president.

Paris Papers Out Again

The newspapers of Paris, which combined during the printers' strike in that city and issued *La Presse de Paris*, are now being printed separately from their own plants. *Le Petit Parisien* editorially remarks that the strike has not changed its democratic attitude and that it will continue to "intercede for the just demands of workingmen."

In Cuba to Supervise Advertising

Howard G. Winne, manager of the Johnson Overseas Service, an American organization dealing exclusively in the supervision of foreign advertising campaigns, is now in Cuba arranging final details in connection with a large billboard campaign, as well as making arrangements for the handling of colored inserts in the chief weekly and monthly magazines of the island.

Kay With Madison Tires

H. Tyler Kay, recently with the Milwaukee, Wis., *Journal* and the Nemour Trading Corporation, New York, has been appointed advertising manager of the Madison Tire & Rubber Company, Buffalo, N. Y., manufacturers of Madison

Superb Endurance tires. The account will be handled by the Sacks Company, New York.

Dr. Belcher of "Oral Hygiene" Dies

Dr. William W. Belcher died suddenly at his home in Rochester, N. Y., December 4, at the age of 53. Dr. Belcher, who was editor of *Oral Hygiene* and the *International Journal*, had resigned from those publications to organize the Rochester free dental dispensary.

To Launch Aircraft Campaign

Buck & Hammesfahr agency, of Chicago, will shortly launch a campaign for the United Aircraft Company, New York. Special stress will be laid on the use of air and seaplanes in the commercial world.

Multiply The Unit



The advertiser, whose vision is so "broad" that he is unable to "get down to cases" is generally a liberal spender.

But spending money is not advertising.

The mastery of one city—a merchandising unit—is the beginning of the path to national predominance.

Achievement is attained by perfecting the service—making a success in one city—and then multiplying that city unit.

If you make a success in one city, you can make a success in one hundred by multiplying the units.

The newspaper is the predominate force in every city. It is the yard-stick of its life, the record of its activity and achievement, the bugle call to better living, and the clarion note toward higher ideals. It is therefore the most natural and effective medium by which and through which manufacturers can introduce their goods into the daily lives of those who dwell in that city and surrounding territory.

On the map above are indicated the important commercial and industrial centers of the United States in which live progressive newspapers represented in the national advertising field by this organization are located.

Our function is to visualize to you the merchandising possibilities of those cities and the value of the advertising columns of the newspapers named in that connection.

Will you please put us to the test?

The John Budd Company

National Advertising Representatives of Newspapers

Burrell Building
NEW YORK
Tribune Building
CHICAGO

Chemical Building
ST. LOUIS
Examiner Building
SAN FRANCISCO

A Recipe for Writin'

The Source of Good Copy and the Means of Developing It

By JOHN B. OPDYCKE

Author of "Advertising and Selling Practice"

INTRODUCTION

A GREAT philosopher once said that nothing that is worth while can be taught. Forthwith, he was killed. (I suspect the pedagogs had a hand in his taking off.) To express one's self effectively in writing is certainly worth while. But I am inclined to believe—at whatever risk—that the philosopher's dictum holds in regard to the teaching of effective writing. The art of expressing one's self in writing may be discussed and defined and explained helpfully. It may finally be arrived at. But it cannot be effectively taught, in the abstract. Our most successful, and, therefore, most effective writers of English are emphatically agreed that, after all, every one has to work out the problems of effective expression for himself—*on his own*. There are rules for the game undoubtedly. There are limitations to the gridiron; there is science in the play. But the individual's struggle on the lines and his attainment of the goal are up to his own sense and skill and alertness on the critical spot at the critical time. Nobody can supply these for him. His coach may but criticize and inspire him at practice—indeed, the very Babel of the rhetoricians makes us suspicious that the philosopher may even have been thinking of the teaching of effective expression when he made his fatal pronouncement. If we could all become effective in expression in proportion to the efforts of these rhetoricians to make us so, we should be bound in buckram breeding bacteria on the bookshelves of billionaires. They have said so much about the writing of effective English, that they have become somewhat like the erring child whose protestations of innocence give him away. Perhaps we write as well as we do in spite of them rather than because of them. Certain it is that their most valuable instruction consists in telling us what not to do. Was it Barnum who said there is a composition book born every minute? Why, I know college professors who have elaborated a scale of standardized measurements for English composition. Efficiency gone

paranoic! This may be one of the reasons why workmen have a wage and professors a pittance—while every writer must know the laws of composition, writing by formula never yet ignited an inkpot or electrified a Waterman.

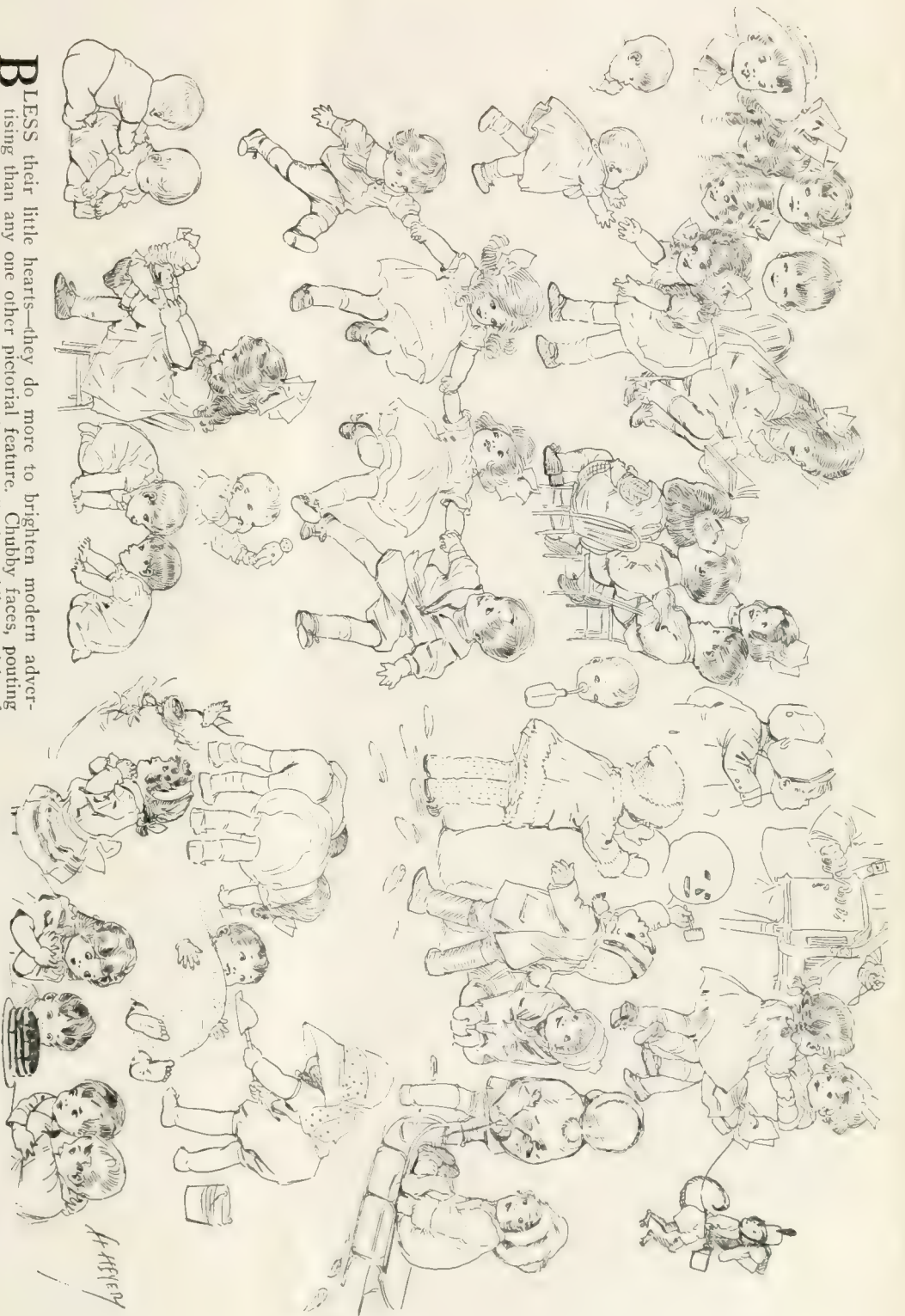
DEFINITION

What constitutes effective expression in writing? I could more easily tell you what constitutes ineffective expression—and illustrate it! But, in general, effective expression in writing is writing that achieves a clearly defined or, at least, a clearly evident purpose. If it aims to inform or instruct, to amuse or entertain, to impress or convince, and *does* one of these dominantly, it is effective. In particular, as it applies especially to business, effective expression in writing is writing that forces itself unconsciously but indelibly upon a reader's mind and superinduces to action—one or both of these. Cicero, who was really the first to conceive of the letter as an effective agent in the commerce of intelligence, put it this way: "If I shall not succeed in turning you over to my opinion, I shall at least leave my opinion recorded in your memory." We may be forgiven, perhaps, for not always making our business writing convincing, but we must be held to strict accountability for not making it impressive. Of course, effective expression in writing is to some extent what Raymond Hitchcock admits his acting is namely, a gift. (In connection with this definition it may not be amiss to remember that the more valuable the gift, the more difficult it is to unwrap.) And, again, effective expression in writing is writing that can be seen not only, but heard and felt as well. It is writing that both radiates and insinuates itself willy-nilly; that, through sheer power of content and felicity of form, stimulates the sense of hearing until its periods can be felt surging within us. It *lives*. When you have heard a speech that you wish to see in print; when you have read a script that you wish to hear delivered, the probabilities are that you have experienced effective expression.

And what are the characteristics of effective expression in writing? Well, you know what the books say: Unity, Emphasis, Coherence—Clearness, Conciseness, Correctness—Brevity, Perspicuity, Grace—Force, Range, Beauty—Concentration, Courtesy, Contact—Interest, Conviction, Completeness—According to Cicero, Ease, Economy, Elegance—According to Caesar: I am one of those who believe that Latin is a commercial language—according to Caesar, it is expression that is "short, rapid, decisive, full to the purpose, as of one bent on the accomplishment of a single project."—According to the French, "The perfect politeness of the writer consists in being Elegant, Facile, Rapid. And Balzac's five literary senses were, Invention, Style, Thought, Knowledge, Sentiment. There is much more prescription, all good as prescription, and all set down by well-meaning teachers from the general literary point of view. But business English, I take it, demands the observance of all these, and *more*. The writer of business English must be emphatic, coherent, and unified in his expression; he must be forceful, graceful, and thoughtful; he must be correct, direct and economical. He must not be correct to the degree of awkwardness; he must not be forceful to the degree of aggressiveness; he must not be graceful to the degree of mere decoration. But he must accept and abide by these age-old principles, at least during a part of his apprenticeship. In addition, there are four special principles which I believe he will do well to ponder, if he is ambitious to attain to effective business expression in writing. Perhaps they are not in *addition*. They are probably some of our old friends listed above, bearing different nomenclature and functioning from a different vantage point. But they are discussed as separate and apart, because they appear to cover, as well as may be covered, that elusive and indefinable quality without which business expression is *nil*, but *with which* it becomes the most powerful agency short of dynamite for moving men. And the first of these is

CHARACTER

By this I mean *stand-out-ishness* or *arrestability*. I mean what Howell's called "the verbal manifestation of personality"—the thing that makes you sit up and take notice, that makes you read a passage over and over again in the fear



BLESS their little hearts—they do more to brighten modern advertising than any one other pictorial feature. Chubby faces, pouting red lips, active, wriggling feet, and, over all, the sublime spirit of optimistic Youth.

The Advertiser does well when he opens wide the door of his Year's Campaign, and permits the children to romp in. For the appeal of Childhood is universal.

Yet there is nothing more elusive to portray—one artist in a thousand manages to put on paper the REAL THING.

The ETHRIDGE ASS'N OF ARTISTS

New York Studios
25 East 26th Street

Chicago Studios
140 N. Dearborn Street

that your eyes are deceiving you. I mean tone, force, power, **STYLE**—a special man's special way of saying a special thing. I do not mean verbal trickery or strikingness or differentness, any more than I mean average or usual or ordinary quality of expression. I mean that certainty and insinuation and expansiveness that spontaneously characterize a great personal presence. Let's call it personality and have done with it. But make sure that I do not mean perhaps-onality. Effective expression leaves no wake of weakness or smallness or doubtfulness or dryness. It is as sure of itself as the stars, and the meteor, but proves and accentuates the truth of the comparison.

English for business purposes has its vocabulary, just as any technical subject has. Its style is principally that of the spoken word. The better the spoken word, the better its written form is adapted for business building purposes. Business style is correct, crisp, specific, virile and beautiful—beautiful with the glory of the athlete's body. In it there is no atom of waste, but in every fiber the dynamic force of attraction, interest, and persuasion to action. And business expression will glow with these elements of style and character just in proportion as the business writer is himself dedicated to the subject upon which he writes. It is not enough only that he be interested in his subject. Merely to be enthusiastic about it, even, may not be enough. It will be an asset really for him to be a little bit insane about it—to hobbyize it, so that, waking or sleeping, he may never quite lose it from his consciousness. Style and manner of business writing—especially of business letter writing—ought to vary with the complexion of its subject matter. The only fair measure of letter length is by matter, not by words; by the requirements of the content, not by the color or the turn or the procession of its phraseology. What effect has your subject or your pursuit upon your intimate life and personal character? What effects have you brought to bear upon or contributed to the framing and development of that subject or that pursuit? Weigh the answers to these two well and from the total express yourself. "Out of this equation," says a great writer, "your expression will come to bear the stamp of character upon it, provided you are honest and sincere and thoughtful in the self-analysis."

What is still more to the point, your expression may bear all in-between and among the lines the in-eradicable marks of house reputation and prestige. Of course, it is not for all of us to attain to that high degree of perfection in written expression which will enable our letters to wedge their way through the post, as a giant elbows his way through a crowd. But we must aim at nothing short of this, remembering always that letters are either strong and virile or dead, and that dead letters react on office only, never on individual. The second principle is

ADAPTATION

I fancy that the doctrine of capital Y-O-U has been a bit over-featured, or, at least, misfeatured. It is the YOU psychology that is important not necessarily the mechanical play-up of the word. I received letters with the word *you* displayed all over them, only apparently to make me feel how little I am and how important the writer is. Capitalizing *you* here and there and everywhere on a page of writing may result, if you will pardon the patois of the pavement, in irrecoverably spilling the beans. It may become obnoxiously obvious. By adaptation I mean principally the ability "to other" one's self—the ability to understand and apply the *you-psychology*. The word may of course be used with advantage; it may be used with unconscious comedy; it may be used with tragical result. The biggest purpose any one can have in the mastery of words is not so much that he may adapt his expression on any subject to any person or audience, but that he may know how to stem their flow, and thus adapt his expression through restraint and economy. I suppose that **KEEP OFF THE GRASS** is clear and correct and concise and coherent, and all the rest of it. But it isn't always effective, is it? The sign **TAKE ONE**, however, is always effective, or nearly so. People, on reading this sign, have been known to pick up infernal machines. But both signs are addressed directly to YOU. The difference between them is that the latter makes a fellow feel like a matinee idol while the former makes him feel like a tramp. I never read **KEEP OFF THE GRASS** without being a little piqued. I never read **TAKE ONE** without becoming a little chesty. I do not want to dwell upon this simple illustration to the point of ex-

aggeration. But it does show, in the main, the difference between the **YOU** that means *I*, we and us, and the *You* that means just *You*, the difference between *Verbotten* and *Si vous plait*. The author back of **KEEP OFF THE GRASS** does not put himself in another man's place. He who writes **TAKE ONE**, others himself. And all of this means, conversely, that the perpendicular personal pronoun may sometimes do more to emphasize the you-psychology, than the pronoun *you* itself.

By adaptation, I also mean the ability to focus content—the ability to present subject matter from the most effective angles. The Chinese have a saying that expresses it: "Do not play a zither to an ass, or talk astrology to the blind." Complete knowledge of subject together with broad sympathy with readers should enable a writer to adjust his expression effectively. He must select, which implies that he must reject. He must cater, which implies that he must be supplied. He must regulate his speed and measure his volume according to the capacities of those he addresses. He must not play a funeral march to skipping two-four time, or improvise jazz in a graveyard.

Mamie knew the steps of the sales process by heart. At the close of her first day behind the counter she was asked whether she had made many sales. "No," she replied, "but I got through my sales outline with every one of 'em."

Marie, under observation of her manager, failed to sell to three prospects in succession. On being approached and asked what the trouble was she retorted, "Aw, who could sell the stuff to a gink, a grouch, and a granny!"

These two cases represent the subjective and the objective poles respectively in the adaptation process. Mamie was unable to adapt her content; Marie was unable to adapt her sympathy.

Much has already been done, I know, toward departmentalizing and individualizing business literature. But I believe much more can and should be done. A great psychologist has said that every one of us is a talent on furlough, a prejudice at bay, or a disease in motion. Well, if so, here's a triune of infinite appeal. A widely advertised correspondence course goes in for the blonde-brunete differentiation as a basic element in adaptation. This seems to me to be almost too

nice. But this much is sure and safe and sound: We are all of us always interested in character and in story. These are the masters of content; description, exposition, argument are but the servants. In all the literature that has come to be called great, these two elements—character and story—bear off the palm. In every one of our best sellers, it is character or story, or both, to which the sales are due. Has business expression made the most of these? I should say off-hand that it has not. And I should say unqualifiedly that character and

story offer the richest means and opportunities for adapting business expression in writing to effective ends. It is equally incongruous that a riddle should be plain and that a letter should need interpretation. That many letters—business letters—do need interpretation, is due largely to the fact that the writers have not been vigilant to adapt their content. A good story or a good character sketch will often do more to elucidate and make intimate, and thus to adapt than any other composition type.

(To be Continued)

"High Price Peaks Not Reached"

Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, in an address December 5 before the Poughkeepsie, N. Y., Chamber of Commerce, said that the high peak of prices has not yet been reached, "though it is by no means without the range of possibilities that, thanks to more sensible spending, prices of luxuries may topple, while those of some of the more necessary articles continue high."

"This," said Mr. Sisson, "may prove the first step to an adjustment of production that will bring about increased output of the necessities of life—the only way the high-cost of living problem can be solved."

St. Louis Club Lend Helping Hand

The Advertising Club of St. Louis, Mo., recently took charge of the publicity and all arrangements in connection with the visit of the NC-4 and its commander to St. Louis. Several public appearances were arranged for by the club for the trans-Atlantic heroes in the interests of navy recruiting.

The club also handled the publicity of the appearance in St. Louis of Sergeant Alvin York, war hero, who came in the interests of the York Foundation, which will establish a school for the people of his home town in Tennessee.

Competitive Sports Magazines Cooperate

Field and Stream and *Outers' Recreation*, magazines in a competitive field, have joined in a merchandizing plan offering service to manufacturers. The two magazines will publish in the Spring of 1920 a book known as *The Vacation Manual*. The first issue will contain fourteen articles on various branches of outdoor sports. The publishers guarantee that 100,000 copies will be distributed by sporting goods dealers to their customers. Dealers will be asked to stock up on the goods advertised in the Manual.

Poor Richard to Hold Festival

The Poor Richard Club, Philadelphia, will hold its annual dinner and festival January 15. Speakers of international reputation and an advertising exhibit have been promised. Accommodations will be made for 675 persons.

New Sales Manager for Denby Trucks

Percival Dodge has been appointed sales manager of the Denby Motor Truck Company, Detroit, Mich.

Minneapolis "Tribune" Has New Head

Rome G. Brown has been elected president and executive manager of the Minneapolis, Minn., *Tribune*, succeeding George Krogness, resigned. Mr. Brown has been connected with the *Tribune* for a long time. He is also president of the Manistique Paper and Pulp Company, Manistique, Minn., which supplies the *Tribune* and the market with newsprint.

Studebaker Gives South Bend Publicity

South Bend, Ind., is receiving a large amount of publicity from the four-page colored inserts being printed in various motor magazines, for the Studebaker corporation. These advertisements described the \$15,000,000 automobile plant which the Studebaker is now erecting in South Bend.

Erbeck Joins A. & S.

John K. Erbeck has resigned from *Printers' Ink* to become connected with ADVERTISING & SELLING. Because of Mr. Erbeck's splendid record of results on *Printers' Ink* and previous to that with the *Red Book Magazine*, ADVERTISING & SELLING is glad to welcome him to our growing family.

Norma Company Moves Quarters

The Norma Company of America, makers of Norma precision bearings, has moved its factory from the Bronx, New York, to Long Island City, New York, where it will have more space. The executive offices have been consolidated with the factory at the new address.

Two Undergarment Makers Combine

The Wolf Company, New York, has combined with the American Garment Company to provide greater facilities for the manufacture of Wolfhead undergarments. The association of the two companies begins January 1, 1920.

Blackiston Has Another Appointment

G. P. Blackiston, of Canton, O., has been appointed advertising manager of the Rub-No-More Company, Fort Wayne, Ind., makers of soaps and water softeners.

"Munsey's" Raises Price

Munsey's Magazine has increased its subscription rate to three dollars a year and 25 cents a copy, the new price beginning with the January issue. There will be no immediate change in the advertising rate.

Over Two Million

THE November issue of Pictorial Review passed the two million mark.

This is without doubt the largest circulation of any monthly magazine in America.

It is a supreme vindication of an editorial policy built on the theory that the great body of American women are progressive.

PICTORIAL REVIEW

AMERICA'S LEADING WOMAN'S MAGAZINE

Why the Peace Treaty Was Not Advertised

(Continued from page 12)

consisting of Edgar G. Sisson, Director of the Foreign Section, his associate, Carl Byoir, and a force of accountants and stenographers. In a flash, the newspapers charged that these purely clerical employees constituted "the United States Official Press Mission to the Peace Conference," and accused the President of attempting to institute a "press agency."

At almost the same time the Postmaster-General announced the taking over of the cables, an action as remote as the moon from my authority and duties. Straightway the inevitable Senate group—Reed, Watson, Hiram Johnson, Sherman and New—started off and the press, with equal recklessness and enthusiasm, joined in the hue and cry. The President, Mr. Burleson and I were in a deep and dark conspiracy to gag, stifle, muzzle and throttle. With the cables in our clutches, mine was to be the task of censorship in Paris, my autocratic whim would decide what news of the Peace Conference should reach the people of the United

States, and my "interpretations" would be forced upon suffering correspondents.

THE UPROAR UNFOUNDED

As a matter of course, no Senator made the slightest effort to ascertain the facts, the press carried their fulminations with glaring headlines, and editors thundered against the hapless stenographers composing "The United States Official Press Mission," and denounced my "iniquitous pact" with Mr. Burleson. A formal explanatory statement was issued on November 21 in an effort to stem the tide of absurdity and falsehood.

This statement clarified the atmosphere in some degree, but attack continued from many quarters, and as late as November 29, Mr. Roosevelt, in public print, accepted the story that my stenographers and accountants were "the United States Official Press Mission to the Peace Conference," added that these men and women had been sent "by the President himself," and asserted that the whole purpose was the determination of the President to "make the news sent out from the Peace Conference to ourselves, our allies and our enemies, what they desire to have told from their own standpoint, and nothing more."

If a plain, downright lie had the power to cause all this anger and antagonism on the part of politicians and newspapers, imagine the storm that would have been aroused had the report been based upon fact? The point I am trying to make is that neither Congress nor the press nor the people of the United States were in any mood to stand for Government "salesmanship" in connection with the Peace Conference, or anything that remotely savored of press agenting. By way of piling up evidence, the following incident may be submitted:

MORE GROUNDLESS RUMORS

While I was on the sea, a Paris dispatch, printed in the American press, charged that the Government would take control of your European cables, that it would "ration" space to the correspondents and that all official communications to the press from the Paris conference would pass through the Committee on Public Information. Upon arrival in Paris, investigation disclosed that the dispatch had no base whatsoever save in the imagination of the correspondent that sent it. Yet Senator Hiram Johnson and the others of his ilk accepted the lie without question, and the Philadelphia *North American* even printed this infamous attack:

Some indication of the course to be pursued was given today when Senate anger again found expression as the result of the cabled information from Paris that George Creel is to decide how much news matter each newspaper correspondent may file for cable transmission each day and is to pass upon every official statement that is to be given out from the American delegation.

This announcement is in direct conflict with the statement made by President Wilson in his speech of Monday that there was to be no censorship or restriction imposed by the Government upon the information to be sent from the Peace Conference to this country, and that in the interest of publicity he had induced the governments of Great Britain and France to lift their censorship of news.

It is an absolute exposure of the

falsity of the statement made by George Creel that he has gone to France to wind up the affairs of the Public Information Committee and will have nothing to do with preparation or transmission of information concerning the conferences.

In fact, Congress and the public have every reason to feel that both the President and Creel made statements to the American public which were deliberately planned to deceive, and the uncomfortable inference suggests itself that since these statements are shown to have been untrue, no other statements they may issue can the public accept with absolute confidence of their reliability.

NO EFFORT TO RETRACT FALSITIES

Johnson cried, "What a sad thing it is that Creel should ration the news which is to be received by the American people—the news concerning developments that may mean the whole future of our Republic." New, of Indiana, even went into figures, stating that the press allotment on the cables, as fixed by me, would be 28,000 words a day, a limit that he boldly branded as "ridiculous." Even when the report stood proved as a lie and when it became indisputably apparent that the attacks were false, not one word of retraction or apology ever came from the Senators, or from the *North American* and such other papers as had spread the slanders.

I say again that it would have been suicidal had the President attempted in any manner to use a single dollar or a piece of government machinery for publicity purposes in connection with the Peace Conference. In the very nature of the case, dependence had to be placed upon the activities of the conference itself and upon the spirit in which the correspondents reported and interpreted these activities.

Turning now to Mr. Hungerford's specific charges, the first count in his indictment is that I "herded" the correspondents upon a wretched little boat instead of sending them to France on the George Washington. In the very beginning, I had plans for the suitable and convenient transportation of correspondents, but as has been shown, the attitude of press and Congress forced an abandonment of these ideas and committed me to a public statement that the Government would not intrude upon their plans in any degree. I assumed as a matter of course, that they meant to travel to France by ships of their own choosing, so judge my amazement when a committee of the Washington correspondents came to me as late as November 23, and asked my plans for "handling them." It was an amazing situation that had even more humor in it than irritation. Before me were the very men who had been most insistent that "Creel must take his hands off," and that there must be "no interference" with correspondents.

TAX PREPARATIONS

It developed that none of them had engaged passage or even taken the trouble to apply for passports, and unless authoritative help came to them quickly they stood small chance of getting to France in time. At the request of the correspondents, and acting entirely in a personal capacity, I went to the President and begged him to let the newspaper group travel with him on the George Washington. He pointed out that there

Salesmen Wanted

A well known and long established concern in the advertising business wants a few more salesmen in cities of 75,000 population and upwards.

Men who have a few hours to spare each day could handle this work as a sideline on a commission basis until the business developed enough to need all their time.

Men showing real selling ability will be given a chance to cover one or more states.

Please state age, experience and references.

Address: 1920 Opportunity, care ADVERTISING & SELLING, 131 East 23d Street, New York City.



FOR sixty-four years, Leslie's Weekly has been proclaiming a robust gospel of industrial progress.

Avoiding sensationalism and muck-raking, Leslie's has commended the worthy elements in business and condemned the unworthy.

Leslie's has followed the central path of healthy progress, and has been a force in the commercial upbuilding of the Nation.

In these times of industrial unrest, Leslie's is more than ever a potent National influence for the good.

Leslie's is unique among American periodicals by reason of its being a general publication noted for its wide appeal to business and professional men.

Leslie's has not missed an issue since 1855.

Leslie's

ILLUSTRATED WEEKLY NEWSPAPER

*A Blue-List Circulation in a Half-Million
American Families*

T. K. McILROY, *Advertising Manager*
225 Fifth Avenue, New York

P. F. BUCKLEY, *Western Manager*
Marquette Building, Chicago

A New Record

Advertising and Selling

has just received the largest contract ever placed with an advertising journal by a publishing house.

Name on request.

**Just watch
Advertising
and Selling**

was no way by which any fair discrimination could be made and that if one correspondent were given the privilege, the same invitation would necessarily have to be extended to every other correspondent in the United States. He explained further that the accommodations on the George Washington were not unlimited, as everyone seemed to suppose, and that the inclusion of the Peace Commission, the scores of experts attached to the Commission, the State Department group, etc., had already brought about a condition of congestion. When Mr. Hungerford states that "the 125 or 150 correspondents might easily have been accommodated in handsome fashion," he does not know what he is talking about. With the full approval of the correspondents I then devoted my efforts to placing the representatives of the Associated Press, United Press and the International News Service on the George Washington and these three men were invited by the President as his guests. This done, I took up with the War Department the question of securing a transport for the use of such correspondents that desired to go to France, and the Orizaba was placed at my disposal.

UNPLEASANT CONDITIONS

To quote Mr. Hungerford, the correspondents "were herded upon a small 4,000-ton coasting ship, used ordinarily between New York and the Caribbean ports which, coming into the path of a great storm, was sore beset and tossed upon the waves. The correspondents—the men who were to interpret the Peace Conference to the people of the United States; the men who were to sell it, if you please, had a wretched trip. The boat was poor, the food was worse. It was a journey not to be forgotten."

I think I am safe in assuming that Mr. Hungerford does not hold me responsible for the storm. As for the Orizaba, it was the one boat available—the one boat that the War Department had on hand at the time, and instead of quarreling with it, the correspondents were thankful for

a ship of any kind. I might also point out that the Orizaba was good enough for soldiers who had fought in France, and that the food was the regular Navy food and exactly the same kind of food that was served on the George Washington. I might also add that no complaint ever came from *real correspondents* but that it proceeded entirely from those who had never been on a boat before.

The Department of State kept its office open night and day in order to grant passports. Military Intelligence relaxed all rules of investigation. The embarkation officials at Hoboken worked overtime and through a dreary Sunday I sat signing credentials asking foreign governments to show the bearers every possible courtesy, privilege and consideration.

DENIAL OF REPORTED CLUB HOUSE OFFER

Mr. Hungerford's second charge is that "Creel's Committee might have done something to provide for the comfort and convenience of the newspaper workers in Paris and so saved its scalp. It lost that opportunity as quickly as it had lost the first one." Under this head, his principal complaint is that the correspondents were not "housed in their own American club, led, guided, stimulated at every step of the conference proceedings." To make his case more conclusive he states that a business man of large affairs made an offer to lease a hotel or apartment house in Paris for the American correspondents where they would be lodged and fed, provided with every working convenience, and informed at regular intervals by prominent Americans and internationalists as to the problems upon which the new treaty would be founded. This man, says Mr. Hungerford, was ready to underwrite such a scheme up to a quarter of a million dollars, but "the Committee on Public Information laughed at this offer and promptly proceeded to ignore it."

No such offer was ever made to me or to any other executive of the Committee and I challenge Mr. Hungerford to substantiate his statement.

Knowing the difficulties under which the correspondents would labor in Paris, I took the chance of instructing Mr. Sisson to engage and equip working quarters for the American press, and he rented the old James Gordon Bennett apartments on the Champs Elysee and fitted them up with desks and typewriters. Almost instantly, dispatches commenced to go back to the United States declaring that we were squandering Government money in a secret attempt to control press, and finally convinced that any effort to help the correspondents directly would be misinterpreted, I gave orders to surrender the lease and dismantle the place.

HELPS FURNISH FRENCH HEADQUARTERS

At pointing out my own shortcomings, and showing the superior propaganda genius of the French, Mr. Hungerford glowingly describe "the remarkable international press club which the French Government set up in the Champs Elysee."

This is really humorous. When I saw that it would not be possible for the American Government to do anything of its own initiation, I went to M. Tardieu and M. Aubert, with whom I had been closely associated in Washington during their service in the French High Commission, and the three of us made the plans for the establishment of the French Government's press club in the Hotel Dufayel. On a bitter winter morning

Use newspapers on a three-year basis if you would win markets. Pick your logical markets. Keep your advertising in the newspapers in these centers. The business will then belong to you.

THE INDIANAPOLIS NEWS

FOR FIFTY YEARS A NEWSPAPER

New York Office
DAN A. CARROLL
Telephone Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
L. E. LUTZ
First National Bank Building

Monsieur Aubert and I tramped through the chilly palace deciding upon general arrangements and specific quarters, and it was the Committee that furnished a large part of the desks and typewriters. It was planned that this should be a home for all correspondents, that the prominent men of all nations would be invited there to talk over Peace Conference problems, and for Mr. Hungerford's information, I would say that the entire failure of the plan constituted one of the French Government's bitter disappointments. The last thing that the correspondents wanted was to be guided and instructed and stimulated. What they were after was *news* and the Peace Conference itself was the one news source.

Mr. Hungerford is also ardent in his admiration of the French for the manner in which they conducted correspondents over the devastated area and as he says, "compared with the best of our American efforts were almost as nothing." During the war, when it was our business to impress the world with the power of America, our Paris office maintained smooth-working machinery for the exploitation of the American effort in France. In conjunction with the Army, the newspaper men of Spain, Holland, England, Scandinavia, Italy, and all other nations, were taken on tours that covered the entire activities of the A. E. F. With the armistice this work ended naturally. Am I to understand that Mr. Hungerford is of the opinion that the American Government should have taken correspondents over the devastated area, denying France that right?

SHOWING THE MEN AROUND

As a matter of fact, the Committee was the moving spirit behind most of the trips on which the correspondents were taken. Not only did we work with the French Government on such plans, but through Frederick H. Wile, Lord Northcliffe's representative, it was arranged that all the American correspondents should be the guests of the British Government during the President's visit in England. From the Italian Government I secured a similar invitation, along with a special train, and the offer to take the entire group of American correspondents over the Italian battle front.

When the President decided to spend Christmas day at Chaumont, it was the Committee that arranged for a special train for the correspondents and it was the Committee that paid for it.

What with all his arrangements, and especially the Italian trip, which had to be planned in conjunction with a grand opera tenor in uniform, I was compelled to stay in Paris when the President went to London and by way of showing a delicate and restrained appreciation of my efforts, the New York *Sun* correspondent sent a dispatch from London that I was not with the President because I had quarreled with him and that I was making plans to leave at once for the United States.

THE DAILY CONFERENCE IDEA

Mr. Hungerford speaks approvingly, and very properly, of the helpfulness of Ray Stannard Baker; also of the President's agreement that the correspondents should have a daily conference each morning with the American members of the Peace Commission. On the second day after my arrival in Paris, I took up with the President this matter of a daily conference and secured his consent to it. It

was at my request, joined in by Colonel House, that the President signed the order attaching Mr. Baker to the Peace Commission to act as its press representative. From the first, I begged the President to meet regularly with the correspondents and it was his sincere desire to do this, and it would have been done but for the backbreaking burdens that he bore, the demands that took every second of his time, and the constantly changing situation that made it impossible to talk with any degree of certainty.

These things done, I had the feeling that the Committee, as far as was properly in its power, had discharged its full duty in aiding the press of America to obtain the news. What remained to be done was to help the correspondents to transmit the news with the greatest possible degree of speed. The cables were abnormally congested. Not only was the press of the world assembled in Paris, but the war had left only four trans-Atlantic cables available for use, and as a consequence, incredible delays developed unavoidably. To meet the situation, Walter S. Rogers, director of the Committee's Foreign Wireless and Cable Service, was placed unreservedly at the disposal of the correspondents and directed to find a "way out." As a first measure to lighten the cable load, the Committee agreed to transmit to the United States all formal statements, speeches of the President and other like matter requiring textual sending, and to make simultaneous delivery in New York to the three press associations. Even when the matter had to be sent by cable, two additional sendings were saved and when flashed by wireless, the entire load was lifted from the cable.

AINING IN NEWS TRANSMISSION

A second step was in the direction of aid to individual correspondents. The Navy, in charge of the wireless, was forbidden by law to charge tolls nor could it even receive private messages, but in view of the importance of giving the American public all possible news of the Peace deliberations, it was agreed that the Committee on Public Information might undertake the delivery of the matter to the American press.

After many negotiations, the French Government and the United States Navy entered into an arrangement through which the Committee was able to offer 3,500 words daily on the wireless, absolutely free of charge, to the American correspondents in Paris. The correspondents themselves, formed into an association, allotted the wordage as they saw fit, handed copy to the Committee in Paris, and from our office it went over the American Army wires to the French wireless station at Lyons and from Lyons to the Committee's office in New York for distribution.

At no time did the Foreign Press-Cable Service undertake to deliver analytical articles or "propaganda matter" to the American press. The matter sent for simultaneous release consisted solely of official statements, speeches and announcements and merely the bare text of these. We construed our service to be the delivery of these documents textually, leaving it to the newspapers to draw conclusions or to describe the events in connection with the issuance of such statements. Emphasis should also be laid on the fact that this Division at no time exercised any censorship on any articles

A Message to American Advertisers and Their Agents

Our representative Mr. R. Onishi, who reported the Peace Conference in Paris, is now in America for the purpose of supplying information concerning the possibilities of trade in the Far East and especially in Japan.

Mr. Onishi represents *The Jiji Shimpō* of Tokyo and Osaka, the largest and most influential newspaper in Japan. Until December 27 Mr. Onishi may be reached at the Hotel Imperial, New York, after which date he will leave for Japan, stopping in cities between New York and San Francisco if appointments are made in advance.

The JIJI SHIMPO
Tokyo Osaka
Japan

prepared by any correspondents for American newspapers.

THE COMMITTEE'S LIMIT

The consummation of these arrangements marked the limit of proper effort on the part of the Committee. England, France and Italy were the hosts of the American press; every battle front was to be shown the correspondents; a magnificent press club stood provided for them; daily contacts with the American Peace Commissioners were under way, cable and wireless facilities, free of charge were at their disposal, and no censorship stood in the way.

Future arrangements were entirely and absolutely in the hands of the Peace Conference itself.

It is these facts and efforts that Mr. Hungerford chooses to ignore and equally does he ignore the obvious in this paragraph:

"As to the exact forms which this propaganda should have assumed, I am not prepared to say. It is not my treaty. But an advertising man can easily see it taking the form of pages and half-pages and even quarter-pages in the newspapers and magazines, of billboards along the

rails from here to Boston, spilling out unctuous and terse and even witty epigrams about the League of Nations."

Is he asking sane people to believe for one moment that Senator Lodge and the Republican majority in the Senate would have permitted this expenditure of public money or that the people of the United States themselves would have countenanced it? Equally humorous is his suggestion that the services of such cartoonists as Ding and Tad should have been enlisted. When it is borne in mind that Ding is under contract to the New York *Tribune* and that Tad is under contract to Mr. Hearst, one can judge how easy it would have been to have secured their services for press agenting the League of Nations.

The Peace Treaty failed because the press itself failed in its duty of proper information, and the press failed because it interested itself only in the personal and obvious, not in the educational and interpretative. And the reason for this misplaced emphasis goes back to the bitter fact that partisans made the Peace Treaty a party question instead of letting it shine out as a nation's pledge.

Seymour and McLean Resign from New York Evening Post

J. S. Seymour, for the past year publisher of the New York *Evening Post*, has resigned. Mr. Seymour was once publisher of the Chicago *Record-Herald* and left that paper to go with the Crowell Publishing Company. His connection with the *Post* followed that. Robert L. McLean, business manager of the *Post*, will leave to take charge of the business end of the David Lawrence Syndicate, Washington.

Capper Buys Kansas Farmer

Hon. Arthur Capper, United States Senator from Kansas, and publisher of the Capper Farm Press, has added the *Kansas Farmer* to his list of publications, consolidating it with *Mail & Breeze*. The transfer was made early this month, and the December 13 issue is the first number of the new combination.

The *Kansas Farmer* is the oldest farm publication west of the Mississippi, its first appearance being on May 1, 1863.

According to the announcement by Marco Morrow, assistant publisher, the editorial staffs of the two papers will not be changed.

Christmas Ad Service for Electric Dealers

An *Electrical Christmas*, campaign edition of the monthly sales service of the Society for Electrical Development, New York, contains advertising material for the use of members and others. Descriptions are set forth of window displays, poster stamps, printed letters, films, newspaper advertisements and other forms of advertising.

High Army Officers With Eaton, Crane and Pike

Eaton, Crane & Pike Company, makers of fine writing papers, Pittsfield, Mass., have announced the addition of a general and the return of two lieutenant colonels to the executive staff. Col. William H. Eaton and Col. Winthrop M. Crane, Jr., have both returned from service, to their respective positions as treasurer and sec-

retary. General Charles Brewster Wheeler has resigned from the army after thirty years' service, to become third vice-president. General Wheeler, who is a member of the French Legion of Honor, was recently made a Companion of the Order of the Bath, the investiture being at the hands of the Prince of Wales.

Booklet Tells of Bank Service

"Home and Happiness Through Banking Service" is the name of an illustrated booklet by Walt Marsh, of Belleville, Ill., issued by the First National Bank, of that city. This publication has helped to win friends for a number of banks and at the same time has educated many people on the question of banking service. The author mingles in his work sentiment and business.

Bethlehem Motors Increases Stock

A plan for the increase of capital has been ratified by stockholders of the Bethlehem Motors Corporation. The increase is from 130,000 to 200,000 shares of no par value.

C. A. Pope Joins Doremus Agency

C. A. Pope, former financial advertising manager of the *Journal of Commerce*, New York, has joined the staff of Doremus & Company, agency, New York.

Exporters to Eat

On December 17 the monthly luncheon of the American Manufacturers Export Association will be held at the McAlpin, New York, 12:30 noon. The speaker will be Senor T. A. Le Breton, the Argentine Ambassador to the United States, and his topic will be "Our Trade Relations With the Argentine."

Partola Takes Over O'Neil Store

The Partola Manufacturing Company, one of the largest wholesale and retail drug concerns in the country, has taken a lease on the old O'Neil store at Sixth Avenue and 20th-21st Streets, New York. The lease is to run for 21 years and represents a rental of \$2,000,000. The sev-

eral departments of the company now in New York will be centralized in the new headquarters.

Healy Leaves Magazine for Agency

Austin Healy, for six years with the *Dry Goods Economist*, New York, has become associated with Caxton Advertising, Inc., same city. Mr. Healy was formerly connected with N. W. Ayer & Son, Philadelphia.

Wilmington Phonograph Firm Incorporates

The Polinia Phonograph Company has been incorporated in Wilmington, Del., with a capitalization of \$710,000 by T. L. Crpteau, P. B. Drew and H. E. Knox.

A. H. Seyler Advanced With Paper Firm

A. H. Seyler, of the sales department of Alling & Cory Company, paper manufacturers, Rochester, N. Y., has been appointed sales manager for the Pittsburgh territory.

J. R. McLennan Joins Kelly-Springfield

J. Roy McLennan, formerly of the Sperry Gyroscope Company, Brooklyn, N. Y., has joined the advertising staff of the Kelly-Springfield Tire Company, New York.

N. C. R. Employees Study

Six hundred and forty-two employees of the National Cash Register Company, Dayton, O., have enrolled for classes in various subjects. Forty-two are studying advertising and printing, 149 are taking up advanced salesmanship and 161 have enrolled in the elementary salesmanship class. Other subjects given are accounting, shop mathematics, home economics, free-hand drawing, public speaking and agency office practice.

B. L. Hupp, President Loose-Wiles

Jacob L. Loose, who has retired from the presidency of the Loose-Wiles Biscuit Company, has been elected chairman of the board. He is succeeded as president by B. L. Hupp, former secretary, who is in turn succeeded by R. W. Castle.

Former "Lippincott" Editor Dies

William Shepard Walsh, who was editor of *Lippincott's Magazine* from 1871 to 1886, died in Philadelphia, December 8, at the age of 65. Mr. Walsh also served as literary editor of the New York *Herald* and editor of *Illustrated America*. He was the author of a number of books.

No Longer an Optimist

The Joseph Campbell Company, makers of Campbell's soups, Camden, N. J., has changed the name of its house organ from *The Optimist* to *Campbell's Courant*.

Employment Manager Appointed

Rodney Morison, Jr., formerly superintendent of employment, American International Shipbuilding Corporation, Hog Island, Pa., has been made employment manager of the National Carbon Company, Cleveland, O.

Willard B. Prince Marries

Willard B. Prince, assistant advertising manager of the Morse Dry Dock & Repair Company, New York, was recently married in Boston to Miss Alice E. Ives, of Salem, Mass.

To Build Factory Where President Monroe Lived

On the site of the house in New York at the northwest corner of Prince and Lafayette Streets, where President James Monroe spent his last days, the C. & M. Envelope Company will build a twelve-story factory. The property was recently sold at auction. It had been the general belief that the house would be saved and turned into a museum.

Two Auto Shows in January

The 1920 motor truck show and the passenger car show will be held simultaneously in January, respectively at the 8th Coast Artillery Armory and the Grand Central Palace, New York. The event will be the twentieth anniversary celebration of the National Automobile Shows.

Goodyear Has Biggest Year

The Goodyear Tire & Rubber Company enjoyed greater business for the year ended October 31 than for any preceding year. Total sales reached \$168,914,982, which is an approximate increase of \$37,500,000 over last year.

Professor Fisher Speaks at Brooklyn

Professor Irving Fisher, economist, of Yale University, speaking December 6 at the forum luncheon of the Brooklyn Chamber of Commerce, suggested as a means of stabilizing the dollar the shifting of the amount of gold bullion according to the change in the dollar's purchasing power.

Canada Press Association Meets

The Canada Press Association, which recently held its annual meeting at Toronto, has organized three separate bodies which will respectively devote themselves to dailies, weeklies and trade papers. A council of ten delegates from each department will conduct the affairs of the association, including the annual election of officers.

Connecticut Editor Elected Mayor

Charles A. Gates, editor and publisher of the Wilimantic, Conn., *Chronicle*, was recently elected mayor of that city.

Help Wanted

Wanted, by a prominent business paper, young man to take charge of handling make-up through the printers' hands. Should have knowledge of print shop routine. Preference given to one who wants to grow into editorial work through handling news items, etc. Address, giving details of experience and salary desired for starting. Box 210, ADVERTISING & SELLING.

Business Publishers Discuss Research

Research will be the general topic of discussion at the New York Business Publishers' Association meeting on December 15 at the Automobile Club. The special phases treated will be, "How I can classify information secured by the editorial department for business papers," by Harry Taylor, the *Dry Goods Economist*; "How I obtain statistics on production, investments, products sold and percentage turnover," by E. S. Bradford, *New York Times*; "How I arrange information in recommending merchandising plans," by Harry Cleland, McGraw-Hill Company; and "How research information can be used in developing editorial policy," by Harry Tipper, Automotive Industries, New York.

Knitting Mills to Use Outdoor Displays

The Banner Silk Knitting Mills, a new advertiser, has selected outdoor displays at several prominent corners in New York, including 42d Street and Broadway. Boards will also be used for this firm along the railroads entering New York to attract visiting buyers. Two have been selected in Atlantic City. The account is being handled by the O. J. Gude Company, New York.

Issues Booklet on Road Building Field

The Highway Publishing Company, Dayton, O., publisher of *Better Roads and Streets*, has issued a booklet containing an analysis of the road building field. It is believed to be the only one of its kind published by a magazine devoted to road construction.

Shoe and Hosiery Advertisers

are as wise as advertisers in any other field and want to use their advertising appropriation in those mediums which reach the greatest number of possible buyers at the least cost.

The Annual Directory of Trade, Technical and Class Publications published in *Advertising and Selling* shows AMERICAN FOOTWEAR at the top of the list in the footwear field with

11,000 Guaranteed Circulation

As a matter of fact the press run on the December 1 issue was 12,500 copies and we will maintain this number. We urge our advertisers to key their advertising so they will know the results secured. Rates on application.

AMERICAN FOOTWEAR

published by the

American Business
Press Corporation

Ashland Block,
Chicago, Ill.

The Place of the Business Paper in the Advertising Plan

**What It Can Do in Selling
a Technical Product**

By CHESTER A. GAUSS

Robertson, Gauss & Co., New York City

BUSINESS papers may be roughly classified into three groups, namely the trade or retail merchandising papers: the technical papers appealing mainly to engineers, technical men and the buyers of technical products and the general business or executive papers appealing to presidents, general managers, etc. Too often such papers are not looked upon in their right light and are not regarded as consumer papers yet all three classes have to do directly or indirectly with buying and selling. As a matter of fact most business papers are consumers' papers. They appeal to consumers who are engaged in or are consuming for a particular class of business. As such they have a more effective and concentrated circulation than many general media.

The electrical engineer who orders a motor for a factory is as much a consumer as the man who purchases an utility motor for his home. Similarly the contractor who buys a concrete mixer is a consumer of that machine. So likewise is the foreman who specifies a certain chuck for a lathe or the office manager who orders dictating

machines, stationery, etc. These classes of consumers can, of course, also be reached through any number of general magazines as practically everybody reads for amusement. But they can be reached more cheaply and effectively and with far less waste circulation through business papers with their highly concentrated and effective circulations. The business papers are not intended to amuse. They instruct, guide and help men to do things, to build things and to sell things. They touch men, not during their lonesome hours but when they are vitally interested in their businesses and in everything that will aid or is needed in the conducting or betterment of their businesses. That is, the business paper advertisement has the advantage of reaching the reader at a time when he is thinking about his business and is open to new ideas and not when his mind is occupied with the plot of a love or detective story on the opposite page.

It is naturally much easier to talk to a man when your subject is that which is on his mind at the time, than it is when the subject is one

in which he is not interested until his attention is called to certain things.

The business papers are the leaders of progress in the industries and fields which they are designed to reach and, hence, tie up to the progressive men of these fields. As a result the buying power per subscriber in a business paper is greater than in any other medium, amounting in some cases to \$25,000 or more per subscriber.

THE FUNCTION OF THE TRADE PAPER OR MERCHANDISING PAPER

The business paper designed to reach those groups who buy for resale purposes is known as the trade paper. In practically every line of manufacture there are some intermediate factors between the manufacturer and the consumer. This factor may consist of retail merchants, dealers or selling agents who are distributors of the manufactured product.

Upon the merchandising ability of these factors depends the growth and success of a manufacturer's business in cases where he sells the majority of his output in this way. The business paper's object is to guide the middleman and to educate him in his functions as a merchant. In other words these papers teach and inspire the merchant so that he in turn can better teach and inspire the user. This class of paper also has a very efficient and intensive circulation as it appeals, and can only appeal, to those vitally interested in its functions and value.

CONSUMER ADVERTISING

Some campaigns in general media, called "consumer campaigns," have failed to produce results simply because the dealer was not properly educated through his business papers or because the products advertised had not obtained the recognition among the dealers and merchants that trade-paper advertising would give them in their highly specialized markets. If the market is well covered by a good business paper, as is generally the case, this market should first be covered and this trade made acquainted with one's products before more expensive and diversified advertising is sought. Every profession, every trade and every business places more faith in a product that is advertised in journals that are their authorities and inspirations, and such journals are the places where they naturally turn for information and to seek new products

Agency Copy Writer

A well established Canadian Advertising Agency is in the market for a first-class copy writer. To a competent experienced man the position of chief copy executive and director will be offered with salary fully commensurate with ability. Residence Toronto, Canada. Position permanent with excellent future. Only high-class thoroughly experienced men with successful record of personally created campaigns will be considered. Correspondence will be treated in strict confidence and should cover past record, age and approximate "commencing" salary. Address, G. W. Davey.

Consolidated Advertising Service
Toronto, Canada

The 4th Task in Advertising

By Reuben H. Donnelley Corp. President of the R. H. Donnelley Corp.
Publishers of the Red Book

The first task in advertising is to discover the need of a market.

The second task requires defining the need and gathering the facilities to fill it. It includes national distribution.

The third task demands the establishment of a tacit association between your specific commodity and the desire for such product in the buyer's mind. This means consumer demand. Then when the actual need comes into existence the particular commodity you have advertised suggests itself to the prospect.

But sales largely occur months after the advertising appears. The buyer readily remembers the product but forgets the source of supply. Not being able to easily locate his need at the moment of purchase—he substitutes and the sale is lost.

The fourth task in advertising is to guide the created demand to the place where the goods can be bought at the moment of need, thus causing maximum *buying action*. This can only be done economically through a reference medium. It requires the use of

DONNELLEY'S RED BOOK

THE NATIONAL BUYERS' GUIDE AND SALES CATALOGUE

Donnelley's Red Book accomplishes the fourth task by providing the buyer with permanent specific direction to the local source of supply of any product. It conserves the demand you have built through advertising and guides it to your nearest sales outlet. It guards against competitive dealer influence—aids in elimination of substitution—and extends the life of your advertising.

This national publication now lists and classifies the sources of supply of over 50,000 products and services. It gives specific buying direction to the demand through your national advertising and protects you against lost sales.

It is the co-operative publication of over 12,000 American Business concerns who are using this method of bringing their wares to the attention of large purchasers.

No one can buy a copy of this guide. Each volume goes into the hands of an executive whose purchasing power is known.

The circulation of 100,000 copies is guaranteed by A. B. C. Audit. The distribution is controlled by the publisher in the interests of the advertiser and is laid out on the basis of the U. S. Department of Commerce trade statistics.

In addition 19 Donnelley Red Book Service Stations in 19 cities serve the buyers of each community—free. They daily give the sources of supply of hundreds of products to prospective purchasers enabling them to locate their needs and place their orders. This book and its Service Stations constitute the only complete sales and buying service in the country.

To have your name and products listed in the pages of such a guide means to get the full value of every dollar you invest in advertising. Write for the details now.

The Reuben H. Donnelley Corporation

Publishers of 117 Classified Directories

Chicago
652 S. State Street

New York
227 Fulton Street

Atlanta
Boston

Buffalo
Cincinnati

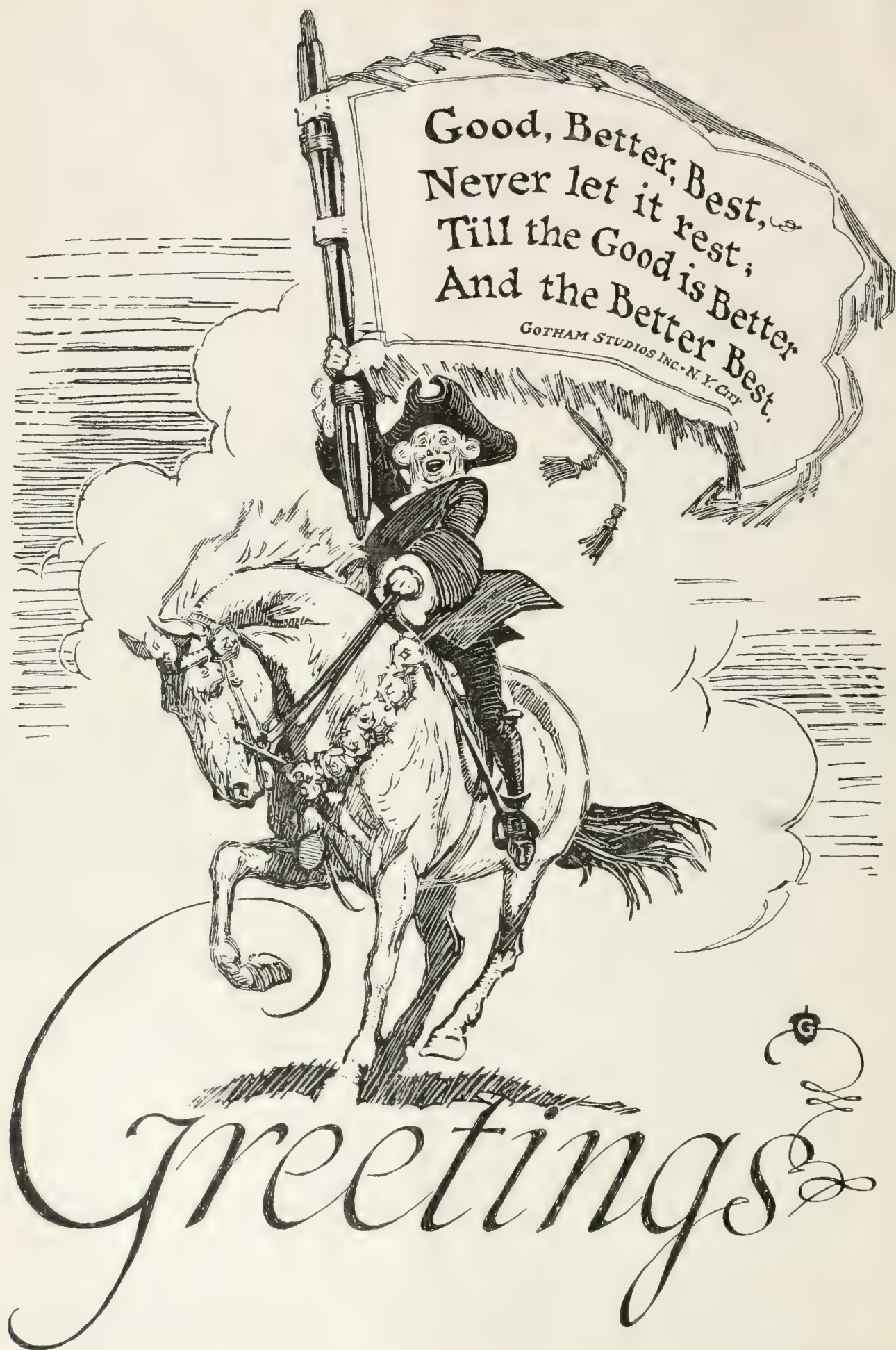
Cleveland
Detroit

Branches in 17 cities
Indianapolis
Los Angeles
Milwaukee
Minneapolis

New Haven
New Orleans

Philadelphia
Pittsburg

Seattle
St. Louis
San Francisco



that it would pay them to carry. Such business papers act as teachers and guides to those who attempt to influence the public.

The right time for consumer advertising in the case of a product sold entirely through dealers or merchants is after the goods are on the shelves of merchants and have been put there by a vigorous, educational business paper campaign that has reduced dealer resistance to dealer desire and interest to push the goods. Advertising in general media before that time simply helps the dealer in stimulating the sale of competing goods that are the only thing on his shelves. When he is thus able to substitute he creates a habit on the part of his customers that consumer advertising can hardly break, especially since it was first formed through inability to obtain the goods advertised.

In the case of technical products such as electric motors, belting, pumps, etc., these goods are generally sold direct to the user in the majority of cases through the manufacturer's own selling offices and through machinery supply houses, the latter corresponding to the merchant in the case of non-technical products. Advertising in general media in the case of such products merely means the expenditure of large sums of money to reach along with many others that are not prospective buyers, the same market that can be reached very cheaply through technical papers having circulations that are concentrated upon the fields the manufacturer wants to reach. In the technical field such papers can be counted upon to reach in most cases seventy-five to ninety percent of the market that does exist for a technical product with very little waste circulation. When this intensive market has been reached, educated and convinced so that a demand really exists in it for a manufacturer's products, the use of general media may be considered, but it must be remembered that such media although reaching the buyers of his products, also reach a far greater number of people who cannot possibly have any interest in his products. One good shot from a cannon that hits the target is more productive of results than any amount of birdshot scattered on the target and the surrounding landscape. The business papers hit their markets like the cannon ball while the general media may be likened to birdshot.

GENERAL MEDIA ALSO NECESSARY

This does not necessarily mean that the use of general media is not advisable in some cases after intelligent, efficient business paper advertising has been employed to thoroughly educate one's market and to build up a good demand. Then advertising in general media can be considered if selling expenses can stand the additional burden without sacrificing the continuation of an efficient business paper campaign. Such advertising will reinforce and strengthen the effect of the direct-from-the-shoulder efforts of the technical press advertising but it

cannot be effectual in any case until the real pioneer work has been accomplished through the business press—until the market has been squarely and effectively hit by a cannon ball aimed at its center.

Take the case of electric motors for example. If the motors are made in fractional horsepower sizes and have already been pushed by the trade and adopted for use on a number of widely known household appliances such as vacuum cleaners, dish washers, washing machines, etc., ultimate consumer advertising can be employed to advantage. It can cause the public to look for a

TELEPHONE DIRECTORIES

are now
classed with
everyday
utilities. Their enormous
circulation and persistent
use are insured by neces-
sity, and make them re-
markably effective adver-
tising mediums.



"ADS"
in
these
mediums

command attention,
bring business and
cost little.

Try them.

NEW YORK
TELEPHONE
CO.

Directory
Advertising
Department

15 Dey St.,
New York City
Tel. Cortlandt 12000

MAILING LISTS
Iowa and the Corn Belt.
Farmers or Auto Owners.
Write for descriptive circular.
MASON SERVICE CORP.
Box 613, Waterloo, Iowa

POSTAGE
The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.
POSTAGE, Room 297, Metropolitan Building, New York

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.
Send Them Sales Letters
You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."
Ross-Gould
Mailing Lists St. Louis

LOS ANGELES
EVENING HERALD
CIRCULATION
123,305
DAILY
FIRST IN EVERYTHING
Member A. B. C.

THE EVENING NEWS
Buffalo, N. Y.

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

certain make of motor on every appliance brought and it will help the sale of such appliances. However, if consumer advertising had been employed before business paper and other advertising had caused the electrical industry, the household appliance industries, etc., to become acquainted with the motor and to satisfy themselves as to its merits, ultimate consumer advertising would be of little value. It may lead to inquiries about the motor when the consumer purchases a household appliance but being told that to the merchant's knowledge such motors do not form part of the equipment of any good household appliance, the consumer's faith in such advertising is soon lost.

If motors are made in sizes suitable only for industrial purposes, it will be found that practically every industry can be reached by one or more papers that have an intensive circulation in one or more industries and that are regarded as authorities for the industries to which they refer. Advertising in such business or technical papers will enable the advertiser to adjust his appeals to the industry covered by the paper and, hence, to the reader. He will not be working on a hit or miss principle and can clearly demonstrate to these readers why his motors are adapted for use in his factory. The cost of advertising in such technical papers is low per unit of circulation and the circulation is highly concentrated upon exactly the classes of people the manufacturer desires to reach. Advertising in general media cannot be adjusted to meet best the requirements for effective advertising in hundreds of industries, all of which do not require the same type of motor nor the same characteristics in a motor. In such a case one is not selling one standard product suitable for all needs but a number of products each best adapted for certain specific purposes.

Advertising technical products in general media, hence, at its best cannot adapt itself to all prospects and must, of necessity, reach a large number of people, representing by far the largest part of its circulation, that have no interest direct or indirect in the purchase of motors for industrial purposes. To

get such persons acquainted with one's motors and to get them talking about one's motors is, of course, valuable as word of mouth publicity but it is not near as valuable from the manufacturer's point of view as word-of-mouth publicity created through technical paper advertising and actual performance in various industries taking place between men in these industries that have the power to buy or have some say in specifying motors. Where such a condition has been created through continuous, intelligent, persistent business-press advertising the use of general media can strengthen and reinforce the prestige and good name already obtained amongst buyers, but such general advertising must be looked upon only as a means of strengthening and reinforcing present-day business-paper advertising and as being supplementary to it in all respects. Few firms have cultivated the intensive markets they are able to reach through the technical papers to any where near the full-extent possible and until they do so, advertising in general media can do very little towards adding to their prestige and good name among those accustomed to look upon their business paper as their guide and teacher.

FUNCTION OF BUSINESS PAPERS

The first problem of a manufacturer of any product is to find or locate his market. He must by some means locate possible buyers and identify them as such. He has his choice of general media, circular letters, house organs and business-press advertising. To disseminate information about his products in any one of the first three ways means an enormous waste circulation which must be paid for and which will require large investment. If he turns to the business papers he will find that there is one or more that reaches a very large percentage of people who are users of his products or dealers and that these can be located with very small expense through consistent trade-paper advertising.

Unlike personal canvassing advertising in such papers will not locate possible buyers the first time nor line up all dealers. The first advertisement may not move a prospect to action, neither may the first one hundred but the next message

"GIBBONS KNOWS CANADA"



Warren's

STANDARD

Printing Papers

Better Paper Better Printing

WHATEVER it is that you are going to print, you may know that you are on the track of the ideal paper for satisfactory printing the minute the name Warren's is mentioned by your printer or your paper merchant.

The kinds of work for which each of the following Warren Standard Printing Papers was standardized, are briefly outlined below. There is a Warren's Standard Printing Paper, suitable for every important book-paper printing need.

Briefly classified, the Warren Standard Printing Papers are

Warren's Cameo

A dull coated non-reflecting paper which gives to halftone reproductions the depth and softness of platinum prints. Made in white, ivory and sepia.

Warren's Lustro

A glossy coated paper for fine halftone work. It combines brilliancy of surface with superior folding and binding qualities.

Warren's Warrentown Coated Book

A glossy coated paper developed to meet the exacting requirements of process color printing.

Warren's Silkote

A semi-dull coated paper made in white and india. Noted for its practical printing qualities. Relatively inexpensive.

Warren's Cumberland Coated Book

A glossy coated paper and a recognized standard for catalogs, booklets and folders where fine halftone work must be produced at a comparatively low cost.

Warren's Printone

A semi-coated paper especially suited for large edition work requiring halftones.

Warren's Library Text

An English finish paper of exceptional quality that takes medium screen halftones satisfactorily.

Warren's Olde Style

An antique finish, watermarked paper which lends dignity to type and line productions.

Warren's Cumberland Super Book

A super-calendered paper with dependable printing qualities.

Warren's Cumberland Machine Book

A hand-sorted smooth, machine finish paper for halftones of not too fine screen.

Warren's India

For thin editions. Bulks 1420 pages to the inch.

Warren's Artogravure

An eggshell finish paper for offset printing.

S. D. WARREN COMPANY, BOSTON, MASS.

may identify him as a prospect and designates him as a subject for education and conviction through additional business paper advertising and direct sales literature.

However, even if it does take a

hundred and one advertisements to bring a response from a certain prospect, one hundred of them have not been wasted in this case. Each has carried some important message, some record of performance or ability to perform that will lift a large part of the educational work from salesmen, agents and selling literature in the future.

The first function of business paper advertising is, hence, to locate prospective buyers or dealers, the second function to educate them. This is how business papers of all three types reduce selling expenses. To locate personally through salesmen all prospects, to educate each and to convince each would quickly lead to bankruptcy. The business paper, hence, dispenses with the personal factor in the first elements of marketing, leaving one free to devote personal efforts to those who have been located, interested, educated and in many cases partly convinced.

The educational effect of a good advertisement cannot fail to have an effect upon the reader, consciously or otherwise. Business journal advertising may not be able to carry the entire burden of educating prospects, but it at least locates them aids in their education and furnishes means for employing direct efforts that are sure to have their effects upon the prospect, but which carry a far less burden than if no educational efforts had been made through business press advertising.

The persistent statement of facts, the very fact that a manufacturer has sufficient faith in his product to announce it to the trade week after week and year after year cannot fail to create in the mind of the prospect a degree of confidence in the manufacturers' goods. This confidence in a product has to underlie all selling. The advertisements themselves may not sell nor arouse the buying impulse. They have, however, done the hardest work in making a sale—the creation of confidence. A sale can, hence, be accomplished more quickly and efficiently. Here lies the third saving of trade journal advertising, namely, helping to convince prospective buyers.

BUSINESS PAPER ADVERTISING DOES NOT SELL

The manufacturer of any product involving a considerable investment is sure to be disappointed if he expects business paper advertising to sell his product. With a few ex-

ceptions, such advertising does not sell; it simply helps to sell. The degree to which business paper advertising helps to sell, the degree to which it lends assistance in selling is limited only by the efficiency of the copy employed, the space used and the mediums. Neither can business papers always be expected to pave the way for an immediate sale. Many who express interest do so with the desire of securing further information for possible use in the future. The advertiser can make such a prospect a customer in time if he cultivates him properly through continuous consistent trade paper advertising re-inforced by direct-sales literature addressed to the prospect himself.

It is here where a great number of business paper advertisers make a mistake. They look for direct orders to come from their business paper advertising in place of inquiries, which, if properly handled, can be developed into orders.

As a general rule all business paper advertising to be efficient must be reinforced by and strengthened by direct sales literature sent to prospects located through the business press, and to selected mailing lists. A business paper can locate prospects. It cannot sell them. That depends in most cases upon a firm's selling ability.

There are two distinct functions to be accomplished to maintain a healthy growth of any business. First, it is necessary to get new customers, and second it is necessary to make larger customers, out of old customers. Business press advertising is the most efficient means of realizing the first function. It segregates from a large number of mere possibilities, the real probabilities, or prospects. To realize the second function a continuous, persistent business paper campaign should be maintained and supplemented by direct sales literature reaching the actual buyer with the intention of making him a larger customer. This direct sales literature may take various forms, among which are sales letters, booklets, folders and house organs. Knowing one's customers, they can be made larger customers through direct sales promotion efforts which involve no more waste circulation than by any other means alone.

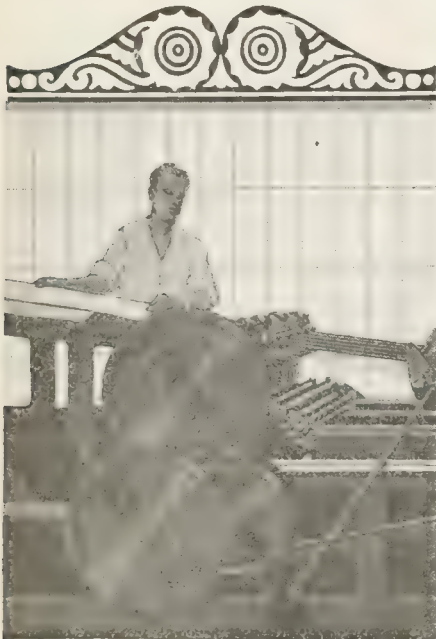
SELECTION OF MEDIA

The success of any business paper campaign, as is the case with any advertising campaign, depends

We specialize in house to house distributing of **Advertising Literature and Advertising Samples**

We solicit your account

JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"



PRESSES NOT PROOFS

are the true tests
of the engravers art.
Sterling plates do
not alter under the
pounding of the cy-
linders. They are
etched deeply, mount-
ed solidly; trust them,
for they shall not fail.



THE STERLING ENGRAVING CO
200 WILLIAM ST - 10TH AVE & 36TH ST - NEW YORK

largely upon the choice of media and in planning the campaign. The best copy and the largest space will fail to bring full value if used in weak media or in media which do not reach the trade one is after.

There is always one "best" medium in each field which must be used if one wants to reach that field. There is also generally a second and a third best medium. These, too, should be used if their use does not force an inefficient use of space in the best medium. In addition to these there are occasionally a few fly-by-night parasites which seldom have a circulation worth while.

Reading puffs are not wanted by business papers and should not be wanted by the advertiser, but any item or story that will benefit a paper's readers is eagerly sought by it. Such items and stores are of distinct value to advertisers.

The editors of business papers are also in a position to furnish considerable valuable information and advice about the markets for various products in the fields their papers cover, and often have in their files information that is invaluable to certain advertisers and which may be obtained for the asking.

CONCLUSION

Regardless of the nature of the business paper—whether it be a trade paper, a technical paper or an executive or management paper—it should be considered first in the advertising plan. In the case of articles sold through dealers, a consistent, vigorous trade paper campaign will place the articles on dealers' shelves ready for the demand created through general media. Without the goods on dealers' shelves the demand, no matter how strong, cannot be met immediately and substitutes are often offered, forming habits that are hard to break.

In the case of technical products and business equipment of considerable value, the field for their sale is limited and constitutes but a fraction of the circulation of general media. In most cases it will be found that business papers will cover the cream of the field and at less expense than general media. It is only after these fields have been reached by continuous, consistent business paper advertising that the use of general media to supplement it can in general be considered.

Seattle Editor, Open Shop Advocate, Arrested

Edwin Selvin, editor and publisher of the *Business Chronicle*, Seattle, Wash., writes in a current issue of that periodical that he has been arrested again. This time, he says, the charge is criminal syndicalism, based on a signed editorial in the issue of November 15. Mr. Selvin declares that apostles of class hatred are conspiring against him and that he stands for undiluted Americanism.

"My only request," says Mr. Selvin editorially, "of those gentlemen who issue warrants for my arrest with such facility, is that hereafter they have me arrested on days other than those on which I am preparing the paper for

press. It takes my time away from my work and necessitates my sitting up all night to write an entirely new editorial."

On the front page of the *Chronicle* appears the legend: "This publication is printed in an open shop." The November 29 number contains an article headed, "The un-American Closed Shop Must Go!"

Harvard Bureau Reports on Turnover

That many retailers are losing money because of slow turnover is the report of the Harvard Bureau of Business Research. The average turnover shows 7.9 times. The total expense in stores whose turnover rate is high is shown to be substantially less than that of stores with a low rate of stock turned.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



An advertised paper that makes your letters look right and feel right.

Back up your national advertising campaign with the right kind of letterhead.

Some advertisers pay thousands of dollars for a page advertisement in a magazine, and then follow up the inquiries with a letter written on a grade of paper that wouldn't impress people enough to make them pay eighty cents for a gold dollar.

Write us for a free copy of our book, "The Modern Manufacture of Writing Paper," interesting and valuable to the paper buyer.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue New York

Mills at Bangor and Lincoln, Maine

DID you ever consider exploiting your proposition before the 6,000 retail cutlery and hardware dealers who read the official exponent of the cutlery makers of America?

Live, progressive, studious merchants. Consider the low cost per capita.

Sample Copy on Request

THE AMERICAN CUTLER
15 PARK ROW NEW YORK

Training for Authorship



How to write, what to write, and where to sell.

Cultivate your mind. Develop your literary gifts. Master the art of self-expression. Make your spare time profitable. Turn your ideas into dollars.

Courses in Short-Story Writing, Versification, Journalism, Play Writing, Photoplay Writing, etc., taught personally by Dr. J. Berg Esenwein, for many years editor of Lippincott's Magazine, and a staff of literary experts. Constructive criticism. Frank, honest, helpful advice. *Real teaching.*

Dr. Esenwein

One pupil has received over \$5,000 for stories and articles written mostly in spare time—"play work," he calls it. Another pupil received over \$1,000 before completing her first course. Another, a busy wife and mother, is averaging over \$75 a week from photoplay writing alone.

There is no other institution or agency doing so much for writers, young or old. The universities recognize this, for over one hundred members of the English faculties of higher institutions are studying in our Literary Department. The editors recognize it, for they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The Writer's Monthly*, especially valuable for its full reports of the literary market. Besides our teaching service, we offer a manuscript criticism service.

150-page illustrated catalogue free

Please address

The Home Correspondence School
Dept. 37 Springfield, Mass.

ESTABLISHED 1897

INCORPORATED 1904



Corn Products Plant Sold by Court

The plant of the Corn Products Company, at Davenport, Ia., has been sold to the American Cotton Oil Company of New Jersey in the Government's Sherman law dissolution suit. The order was made after Judge Learned Hand had considered the statement that W. J. Matheson, vice president of the Corn Products Company, was also a director in the cotton oil company.

Fisk Man Starts Chain Stores

J. B. Cathran, for ten years in charge of the New York district for the Fisk Rubber Company, has resigned to start a chain of tire stores.

Hoover and Associates Buy Washington Herald

Herbert Hoover, former Food Administrator, has purchased the Washington, D. C., *Herald*, with Charles R. Crane, of Chicago, and Julius H. Barnes. Walter Rogers, formerly a Chicago newspaper man, and Herman Suter, formerly a Washington correspondent, will probably be in charge of the *Herald*. Governor Lowden, of Illinois, has denied the report that he has purchased an interest in that newspaper.

House Organ Has Unique Cover

The Transmitter, house organ of the Chesapeake & Potomac Telephone Company and associated companies, Baltimore, Md., devotes its front cover for December to a photograph of the new president of the company, Albert E. Berry, of Philadelphia. In 1901 Mr. Berry was a salesman for them.

"Forbes" Personnel Man Gives Talks

William Marvin Jackson, director of the personnel development service of *Forbes Magazine*, who conducted during the war the campaign for the collection of fruit pits and nut shells for gas masks, and who for a number of years was educational and employment director of the National City Bank, New

York, is giving practical talks on personnel, employment management and business training in connection with his work on *Forbes*. These talks are on (1) description of a personnel plan adaptable to any business, (2) how to give employees practical training for the work ahead, (3) the selection of employees and (4) the formation of employee associations or clubs.

Illustrations Take Place of Reading

Export, New York, issued its November number almost entirely as a pictorial on account of the printing situation. The succeeding issues will be along general lines and will contain, as formerly, articles on current topics. No change in the make-up of the advertising pages was evident.

Jackson Motors Appoints Ad Manager

Guy C. Core has been appointed advertising manager of the Jackson Motors Corporation. The company plans to produce 3,000 of the new series of Jackson Six by July, as well as several hundred three and one-half ton trucks.

Republic Steel Offers Stock at Par

The Republic Iron & Steel Company has authorized the issuance of 26,480 shares of unissued common stocks at par. Common shareholders of record at the close of business December 26 will have the right to subscribe to one share of new stock for every share of ten shares held on that date. The sale of this stock at par will net the company \$2,648,000.

Packard Chief Joins Mercer Motors

Ormond E. Hunt, chief engineer of the passenger car division of the Packard Motor Car Company, Detroit, has been made vice president of the Mercers Motors Company. Mr. Hunt has been with the Packard for ten years. He will have full charge of the Mercer engineering and manufacturing.

Aetna Motors Celebrates

The Aetna Motors Corporation, New York distributors of the Wilson truck, recently held a celebration marking the first six months of its existence. Addresses were made by E. D. Hand, president of the Wilson Truck Company of Detroit, and others.

Mallinson Issues Blue Book

H. R. Mallinson & Company, makers of Mallinson's silks de luxe, New York, have issued the fall and winter *Blue Book* of silks de luxe, edited by Mrs. Carolyn Trowbridge Radnor-Lewis. The appearance was belated on account of the printers' strike. The *Blue Book*, which contains thirty-two illustrated pages, is a house organ for the silk trade.

"Nor'-West Farmer" Appoints Representative

Wallace C. Richardson, Inc., New York, has been appointed Eastern advertising representative of the *Nor'-West Farmer*, Winnipeg, Canada. The Richardson organization will have charge of accounts in New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, New England States, Virginia, West Virginia, North Carolina, South Carolina, Georgia and Florida.

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

The Report Was True

CANTON ADVERTISING, INC.
9 East Fortieth Street
NEW YORK CITY

December 9, 1919.

Editor, ADVERTISING & SELLING.

Your paper recently reported a speech by Mr. Cyrus Curtis in which he made the statement that the *Saturday Evening Post*, which sells for five cents cost forty-two cents to produce. This is interesting.

Figuring it out, we find that to produce two million copies of the *Post* per week, it costs \$840,000 or \$43,680,000 per year. Subtracting roughly \$6,000,000 income from sales and subscriptions, there remain \$37,000,000 to be made up from the advertising.

At the rate of \$6,000 per page, or counting covers and color, say \$7,000 per page, it requires over 100 pages of advertising each week to yield the production expenses.

I am wondering just what effect these figures may have on the advertiser who evidently is contributing about six-sevenths of the total sum.

Only recently, a large advertiser said to me that he was seriously considering getting out of all periodical publications, since he was finding it harder and harder to make any showing with the amount of space his appropriation would buy. What is the answer?

Was your report of the speech made by Mr. Curtis correct?

Very truly yours,

AUSTIN HEALY.

Students Join National Journalists' League

Journalism students at the University of Oklahoma have made application to the American Journalists' Association for a charter. The association was recently organized at St. Louis with the object of improving the conditions and promoting the interests of newspapermen.

"Millard's Review" Offers Students Prize

Millard's Review, Shanghai, China, has offered a prize of \$50 to the student of the University of Missouri School of Journalism for the best editorial dealing with the problems of the Pacific. The offer is made through J. B. Powell, editor of the *Review*, and an alumnus of the school. The specific subject for this year is on the 'International Consortium Plan.'

Strike Suspends Madrid Papers

The only newspaper issued in Madrid, Spain, December 7 was that printed by the striking newspaper employees in that city. All regular papers had to suspend operations. Several papers have threatened to discharge their employees unless they return to work immediately.

G. B. Perkins With McGraw-Hill

Grafton B. Perkins, formerly advertising manager of the Resinol Chemical Company, Baltimore, Md., has returned from the Service and is now manager of the promotion department of the McGraw-Hill Company, New York.

Central Leather Has House Organ

The Central Leather Company, New York, has issued a house organ named *Our Views and News*, for the employees of that organization. The first number contains the beginning of "The Romance of Leather, and Its Importance to Mankind."

Typothetae Answers Trade Commission's Charges

The United Typothetae of America has denied that its cost finding system fixes prices. In answer to the charges of the Federal Trade Commission that it is using unfair methods of competi-

tion, the organization declares that the average printing profit in fifty-three cities is 3.6 percent.

Wilmington Printers Form Organization

Printers in Wilmington, Del., has formed a branch of the United Typothetae of America, with A. R. Saylor as president.

Million Dollar Ink Company Incorporates

The Royal Ink Manufacturing Company has incorporated under the laws of Delaware with a capitalization of a million dollars. The incorporators are W. I. N. Lofland, Mark W. Cole and Frank Jackson, of Dover, Del.

CLASSIFIED ADVERTISING

"Powell keeps 2000 advertisers satisfied with GUARANTEED MAILING LISTS. Auto, business trade, profession or special lists at lowest prices. State your wants. Powell Service, 27 Warren Street, New York.

Let me handle your line on a commission basis from Kansas City, West. I have been Western Sales Manager for thirteen years, handling thirty-five salesmen in this territory. Address Box 200, care ADVERTISING & SELLING.

Experienced copywriter wanted who is familiar with retail selling methods and knows merchandise. Must be of good appearance, clean cut, versatile writer, and capable of inspiring confidence—married man preferred. Good position available with leading newspaper in mid-western city of 80,000 population. Address 205, care ADVERTISING & SELLING.

Merry Christmas

This organization is busier these days than any time since its inception six years ago.

We are handling 98 separate direct advertising campaigns running over a period of half year and we would like to make it an even 100.

If you want to develop your business thru better business letters or more effective printed matter you will find one of the principals of this organization ready to aid you.

Gilbert P. Farrar, our Vice President, is recognized everywhere as an authority on how to make printed matter more effective. He will make your catalog a real catalog, your booklet a real booklet, your letterhead or circular a real letterhead or circular.

Edward H. Schulze, our President, is known to so many executives as the foremost authority on making business letters pay, that comment is unnecessary.

If you have a problem that direct advertising can solve, consult us. No obligation. Just write us—friendly like. We are always glad to suggest ideas and leave you to decide whether to engage our services.

Making Letters Pay System, Inc.

Edward H. Schulze
President

Gilbert P. Farrar
Vice President

Calendar of Coming Events

Under this standing heading **ADVERTISING & SELLING** will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep **ADVERTISING & SELLING** advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

December 15—Annual meeting, American Specialty Manufacturers' Association, Buffalo Auxiliary, Statler Hotel, Buffalo.

December 16-17—National Convention of Wholesale Tailors, Chicago, Ill.

1920.

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 13-16—Convention of the National League of Commission Merchants, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

Maclay & Mullally Adds to Staff

Maclay & Mullally, advertising agency, New York, has added to its staff F. E. Forshaw, formerly with the F. C. Beckwith Special Agency, and Major E. T. Harris. Mr. Harris has been engaged as chief of the copy division. Harry Riker has been promoted to assistant secretary of the agency.

W. J. Hencke With Hat Firm

W. J. Hencke, former advertising manager of the Scruggs, Vandervoot & Barney Dry Goods Company, St. Louis, Mo., has been appointed advertising manager of the Rothschild Brothers Hat Company, same city, for which he is planning an extensive campaign.

Pulitzer Heir Learning the Business

Herbert Pulitzer, youngest son of Joseph Pulitzer, founder of the New York World, who will soon acquire control of the paper according to his father's will, is learning the newspaper business from the reporter's beat up. He is a Yale graduate. After working several weeks in the city room he has been assigned to court work.

Wants Corn Millers to Advertise

The *American Miller*, Chicago, in a recent editorial suggested: "Collective advertising is a need of corn millers as well as of soft wheat millers. The difficulties in the way of an extensive and expensive campaign are obvious, but they are not insuperable. They will 'yield to treatment' if studied long enough and hard enough."

Constantinople Papers Sell Space By the Centimeter

Newspapers in Constantinople forms their advertising rates on the centimeter basis. A centimeter in depth contains three lines of type. Widths of column range from 6 to 7 centimeters. A recent report by the Department of Commerce gives the rates of the leading Constantinople papers. The American Chamber of Commerce for the Levant publishes the *Levant Trade Review*, which it suggests as a medium for American firms desiring to advertise in the Near East.

"Paper Without Advertising Is Only Half a Paper"

Marshall Field & Co. (retail store), Chicago, has published in booklet form a compilation of a series of current newspaper advertisements, by means of which "we hope to make more folk conscious of our regular newspaper advertisements."

The foreword says: "There are many things in our advertisements of moment to the public—editorials of general interest, announcements of store policy and merchandising news of vital import to the household. Constant reading of our published announcements will bring its own reward." One of the advertisements say: "What is news? Some think news is just information about the outside world. But advertising, too, is news. It is information that may be of personal moment. A paper without advertising is but half a newspaper. Marshall Field & Company advertisements bear the value of news."

Newspaper Merges in Several Cities

The Hartford, Conn., *Courant* has absorbed the *Hartford Globe*, which was obliged to suspend on account of newsprint scarcity and the high cost of other materials of production. The Ithaca, N. Y., *Journal* and the *News* of that city have consolidated from economy motive. The *Daily Sun*, Waukegan, Ill., has absorbed the *Gazette* and has increased its price to three cents a copy.

N. Y. "Tribune" To Save Paper

Beginning December 28 the New York *Tribune* will effect a saving in paper by eliminating from its Sunday edition the special women's section and the "Children's Tribune."

Do You "Close" Accounts?

Batten's Wedge, published by the George Batten Company, New York, protests against the use of the expression "to close" an account with a client when it is meant that a new account has been secured. "Today," says this house organ, "the idea that advertising can be profitably employed is generally accepted. So also is the advertising agency recognized as a necessary factor in the development of America business. We believe it no longer accurate to speak of closing accounts when new accounts are secured, and suggest to fellow advertising men that we take the

position and use the forms of expression employed by every other legitimate and established line of business."

Waring Sherwood With Briscoe

Waring Sherwood has been appointed advertising manager of the Briscoe Motor Corporation, Jackson, Mich. Mr. Sherwood was formerly with the Herff Motor Corporation.

Society Reporter in Store Advertising

Miss Reta M. Hasleton, who has had experience in describing gowns as a society reporter for the Bridgeport, Conn., *Telegram*, will now have a wider opportunity to exercise her skill. Miss Hasleton has joined the advertising department of a Bridgeport department store, D. M. Read & Company.

Putnam Drew Joins Ranier Motors

Putnam Drew, formerly of the advertising department of the Fulton Motor Truck Company, Farmingdale, N. Y., has become member of the advertising department of the Ranier Motor Corporation, Flushing, N. Y.

Joseph Casey on Salt Lake "Herald"

Joseph Casey, who previous to war service was with the Marion, Ind., *Chronicle*, has joined the advertising staff of the Salt Lake City, Utah, *Herald*.

Advertising & Selling



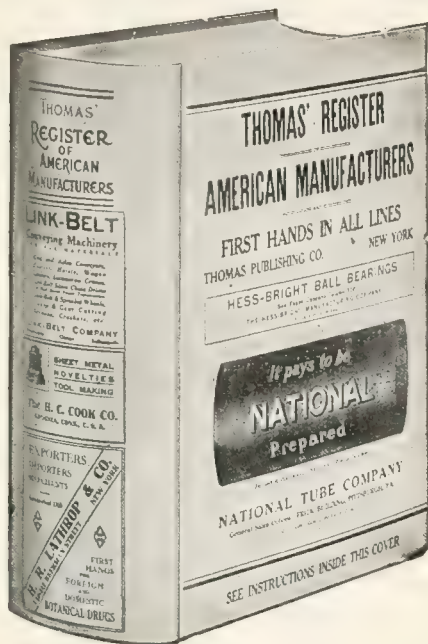
*'Making friends before
you need them'*

by Paul W. Kearney

GOUGH
STUDIO

New Edition {11th} Nearing Now Completion

Member Audit Bureau of Circulations



PRICE \$15.00

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

A volume of 4,200 pages, 9 x 12

The largest publication of its kind ever issued anywhere in the world, nearly four times the size of its nearest competitor. Yet it could not be one page less except at the expense of its scope and completeness.

MORE than 16,000* important concerns in the U. S. and more than 1,500 abroad have **bought** recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day.

Not a free Distribution Scheme.

They want it, order it, pay for it, and keep it constantly accessible for the special purpose of finding where to buy and to save the time and trouble of looking elsewhere for such information. Its circulation is 99% paid.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year.

Nearly 2,100 advertisers in last edition—no other trade publication of any kind has ever exceeded this, and with one exception, none has ever come within 60% of it.

*The majority (more than 10,000) bought the work since Jan. 1919. Many subscribers use one edition for two or more years.

Thomas Publishing Company

129-135 Lafayette Street, New York City

BOSTON, Allston Sq. CHICAGO, 20 W. Jackson Blvd. SAN FRANCISCO, 433 California St. TORONTO, Tel., Brighton 1490 Tel., Har. 2366 Tel. Sutter 4604 91 Constance St.

FOREIGN AGENCIES—Cable Address "Thomreg"

Mexico—"The Aztec Land," Gante 14, Mexico, D. F.	icana, San Bernardo 78, Madrid; Br. at Barcelona.	Australia—Jno. H. Saunders, Equitable Bldg., Sydney.
Porto Rico—E. W. Pope, 15 Con-dado St., Santuce.	Holland—Scheltema & Holkemas Boekandel, Rokin 74, Amsterdam.	Java—P. E. Staverman, Soura-baya.
Cuba—Braulio Corral, Galiano 84 Altus, Havana.	Norway, Sweden & Denmark—Edgar H. Simpson, Magnus Bergs Gade 4, Kristiania.	Singapore—A. G. Fletcher, 213 Orchard Rd.
Argentina—Libreria de J. Menen-dez, Bernardo de Irigoyen 186, Buenos Aires.	Hawaii—Chas. R. Frazier Co., Honolulu.	India—T. H. Campbell, Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta.
England—Otto Popper, 24 Rail-way Approach, London, S. E.	Philippines—Merchants Publicity Co., 74 Escolta, Manilla.	French Indo-China—Biedermann & Co., Saigon.
France—A. G. Hostachy, 74 rue de Rennes, Paris.	Japan—Jas. Appleyard, 135 Kit-anocho 4 chome, Kobe.	South Africa—Sperrin-Palmer Co., 85 St. Georges St., Capetown;—J. Wright Sutcliffe Henwoods Arcade, Johannesburg;—Allan H. Lawrie, 318 Smit St., Dur-ban.
Italy—F. Scrimaglio & Co., via Cesarea 8, Genoa.	China—Chun-Mei News Agency, 34 Nanking Rd., Shanghai.	
Spain—La Union Hispano-Amer-		

ADVERTISING & SELLING, DECEMBER 20, 1919

20th year. No. 26. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23rd St., New York City.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

DECEMBER 20, 1919

Number 26

Why Is An Ad Writer—And Why Not

By WILLIAM C. LENGEL

WHEN Robert Hobart Davis—perhaps you know him better as Bob Davis—the big stick of Mr. Munsey's magazines, wrote one of the greatest advertisements of all time, "I Am the Printing Press," he did what few editors have done. He did what few editors *could do*. I'll go further than that; he did what *few writers* whose names are featured in the tables of contents of our leading and misleading magazines *could do*. The ordinary—and even the extraordinary—writers of fiction and special articles, however great their talent, capacity, style, flow of words and whatever else goes to make for big money from the business office, have not the particular mental trait or twist that is necessary to write an advertisement—a *good advertisement*.

I hear loud cheers from that noble band of ink slingers, the post-graduate yell of the earnest souls of the Advertisement Pyrotechnic Institution.

Hold, kind spirits, those cheers will be but jeers in a minute.

The one thing to sadden the day for a blithe and happy being, next to speculating on what fiction and special article writers would do to bring about dwindling dividends if engaged to produce advertisements for a great industry—is for an ad man—a dyed-in-the-wool ad. man to write a piece of fiction or a special article—or a book.

CAN'T WRITE BOOKS

Some of the dullest, most prosaic books I have ever read have been on the subject of advertising and written by the stars of the advertising world.

The writer of advertising—at least those I have met with, and that means a lot—looks down upon

The Swivel Chair Scores One!

MR. LENGEL, who is at present getting his bread and oleo as a writer of scenarios for one of the leading film producers, has been an editor, and before that advertising manager for more than one organization, and therefore feels he is in a position to be unprejudiced.

He hastens here to come back at the anonymous author who in the December 6th issue of ADVERTISING & SELLING extolled the merits of toting the sample case as a means of making a good advertising writer, and yet at the same time he refuses to hand the laurels to those of us who toil in the editorial sanctus sanctorum, as the saying goes.

THE EDITOR.

the writer who appears in the editorial section of a magazine. Yet given half a chance, said advertising writer will receive a request for an article from a trade or technical magazine with great outward unconcern and great inward glow of pride. And he will whip himself to a frazzle to turn out that desired article.

Stick around, reader, there may be a point to this. You never can tell.

The magazine writer in turn looks rather contemptuously upon the ad writer, but few of the former try to write ads. Perhaps they think it is a task not worthy of their mighty intellects—that ad. writing is mostly "bull." That's because some of us are chumps.

WHERE INSIGHT WAS SECURED

I was that kind of a chump myself. From a magazine writer I got an editorial job on a large and very successful magazine. What advertising was, how it was obtained, what it was for and why, and how advertisements were writ-

ten was beyond my cares or worries, or interests. Some time later—the Lord only knows what chances the publisher took—I got the editorship of a rather unimportant but prosperous class journal. Here I came to gain something of an insight into where the money came from to pay the salaries of editors and contributors. And here it was that I learned that despite the fact that the popular magazines bought my fiction and special articles—I could not write an advertisement a tenth part as good as my boss, the publisher, who also was advertising manager—and who did not know a rule of grammar from a rule of Hoyle. That was a long time ago; perhaps I have learned how since; who knows?

Writing a good advertisement is an accomplishment; writing a striking advertisement is an achievement.

I have never yet seen a good definition of an advertisement, and far be it from me to coin one, but I do know that it takes a particular and unique form of genius to pen the advertisement that breathes of life and individuality. I used to think that one reason why the average magazine writer could not put together an even fair-to-middlin' ad. was because he lacked business training—a business sense. Yet some of the finest, sparkling, really outstanding ads I've read were knocked out by fellows who didn't have as much business sense as the regular write-writers, as his Honor, Mr. Hyland would say.

I felt a lot of sympathy and a lot of pity for the "mere editor"—that's how he wrote it; he was very humble—who recently directed his fire at the advertisements of two large silk manufacturers who seemed to be extolling the virtues

of the moon and its rays in one instance and a bar of music in another. Of course, he just *didn't get it*, and my mention of this particular incident here is not to dilate on it, nor to digress. It simply gave me the opening to draw an analogy between advertisements and popular music. Did you ever set down by itself the lyric of a current popular song, or did you ever read the lyric apart from the musical setting. Could anything be sillier? Nothing! The only thing that makes a near approach is an ad. taken away from its setting. Try it some time. Yet the lyric of that song, sung to the tune made for it, may not be bad, and the rather meaningless hash of words of an ad. set in just the right size and face of type, with its illustrations and in its appropriate border, go to make a complete work of—yes—art.

WHAT AN ADVERTISEMENT IS

The writing of an advertisement is nothing more or less than a mode of expression. I believe it is an art that must come naturally, and one that is not easily acquired. The magazine writer or newspaper reporter, no matter how directly and to the point he may be in drawing his exposition and elaborating on his story, is not gaining any experience to help greatly in ad writing. In fact I believe that the growing facility that comes with writing stories and articles acts as a hindrance and not as a help in the writing of advertisements. While the reporter is trained to state his facts in his first sentence, he does that automatically, and then proceeds to revel in his "writing." The fiction or special article writer, even though he may bring out important facts early in his effort, strives to create an undercurrent of suspense, of dramatic intensity, that shall grow as the story lengthens. In either case there is a deliberateness that militates against the writer who later tries his hand at writing advertisements.

COULD "COLYUM CONDUCTORS" WRITE GOOD ADS?

Newspaper paragraphers and columnists would undoubtedly make good ad. writers. Franklin P. Adams of the *New York Tribune* can say a page full in a dozen words, and so can B. L. Taylor of the *Chicago Tribune* and Don Marquis of the *New York Evening Sun*. Of the three Mr. Marquis, in my opinion, would be the one most apt to fall down on the job of

ad writing. Why? Precisely because he can write rattling good *long* stuff, stories, novels, etc., while F. P. A. is not at his best when he gets past the limits of a night message, as does B. L. T.

I read a letter recently on "Why is an advertisement?"

The writer said: "Quite elemental that: (Why is an advertisement?) But it is so easy as time goes on to lose sight of those basic facts we regarded as fixed laws in our early advertising days.

"In the maze of technicalities, in the come-along spirit of pep and hurrah we are led away from the deep-rooted fundamental that an advertisement is nothing more than merchandising. Anything else is not productive advertising."

True enough. And it is the writer of an advertisement who is most directly responsible for an advertisement performing the function of merchandising.

In a way, I hardly believe that advertisements are *written*. Because they have words that form sentences, writing is the best term at hand. In advertising more than in any form of writing, words must

represent symbols. The cubists, the post-impressionists and all the rest of the insurgents of the brush and palette, attempted with their daubs of color to do what the advertising writer must do with words: create an idea, a dramatic impulse in the mind of every reader.

Ad. making—a better term perhaps than ad. writing—is one of the most difficult, one of the most important of tasks and an art of greatest possibilities.

No, the average magazine editor or writer cannot write advertisements simply for the reason that they are made—fashioned—and not written. The making of a successful advertisement requires a certain flair, an individual touch of art that is distinct and personal. It takes a specially cultivated class of geniuses to fashion advertisements. And a sign designed in charity, rather than in malice, and intended for the so-much-a-worder of the editorial columns who might somehow, some way, come to think he can write ads., should be hung on the barb-wire fence of the ad. writers' preserves. That sign should read: "Beware the Bull."

Advertising As An Aid to Pan American Trade and Friendship

By JOHN BARRETT

Director-General of the Pan American Union

ADVERTISING, especially that in representative daily newspapers and selected magazines, can and should become a most powerful factor not only in building up trade but in promoting better understanding between the United States and Mexico, and the other American republics of Central and South America. In other words, *it is no exaggeration to state that publicity of this kind right now might do more than any other influence, not only to foster the exchange of products but to remove political misunderstandings between the United States and its sister American republics.*

If the Latin American governments and their large private enterprises, such as their leading financial and export interests were to use freely the columns of the representative newspapers and magazines of the United States; and in turn, if the Departments and Bureaus of the United States Government, and the great manufactur-

ing, financial, shipping, and export and import interests of this country would likewise patronize the publications of Latin America, there would result immediately an effective offsetting there of anti-United States propaganda and a strengthening of Pan American commercial and economic ties far beyond present expectations.

High class advertising, for example, in the daily papers of the United States describing the commerce and resources, the social, political and educational progress and the possibilities of each one of the Latin American countries would at once attract widespread attention and might accomplish even more than ordinary descriptive news and editorial matter. If the facts regarding Latin America which the public want, were skillfully brought out in advertising, everyone interested would read such advertisements. Correspondingly there is a wonderful oppor-

(Continued on page 48)

Successfully Using Story Methods In Writing Advertising Copy

How This Method May be
Used to Appeal to Children

By WILLIAM B. McCOURTIE

Associate Editor, *The Writer's Monthly*

THIS is a pertinent topic at this season, which is peculiarly the children's time of the year. For what is Christmas without children? And to a child, what is Christmas without presents?

It would seem that advertising and selling those goods which particularly appeal to children would not be a matter presenting large problems. They should almost sell themselves, for what the American youngster wants, that—through the generosity of the average American parent—he usually gets. Our holiday streets are thronged with children, and the big stores put on Santa Claus and Mother Goose exhibits costing into the thousands of dollars. This form of retail advertising must surely pay; and also the enumerative full-page newspaper ads must pay. The two co-ordinate very well, and answer for local conditions; but how about publicity of a national sort?

Without question, every manufacturer of toys, games and novelties for children has by his own experience to a greater or less degree solved the problem as applied to himself, but I cannot find that he has put his solution down on paper for the benefit of others. Apparently there has been no article written on children's advertising, at least not upon using story methods in such advertising, and this article will therefore have at least one distinction, that of being the sole one of its kind. What I shall have to say will be peculiarly my own, resting on no authority, but on pure assumption, though in some cases assumptions will be supported by such evidence as I have been able to gather at first hand.

WHAT IS MEANT BY CHILDREN'S ADVERTISING

Many advertisements may be found in adult magazines in which children's faces appear—for the sake of the heart appeal, doubtless—or in which children are referred to, and some of this advertising is distinctly "story" copy. It is in no

EDITOR'S NOTE: At the time the printer's took their justly famous "vacation" we were running a series of articles on this most important subject of the story method of advertising by Mr. McCourtie. No. 2 of the series appeared in our issue of September 20 and was entitled "The Essentials of the 'Story' Advertisement." Our original plan was to cover all the principles in the first of the series and then in the later articles take up special problems. In line with this plan coincident with the Christmas-tide we planned to run the accompanying article specifically discussing the use of the story method to advertise to children. We are running it now because of its timeliness, though doing so naturally places it ahead of some of the principles which will be taken up in No. 3 and the succeeding articles to appear in early issues.]

sense children's advertising even though parents are recommended therein to buy something for their children.

The advertisements directed specifically to children are: (1) wherein children are asked to buy the advertiser's product for themselves; (2) wherein children are asked to buy the advertiser's product for

their parents or others; (3) wherein the advertising is directed at the parent *through* the child (a reversal of the adult advertisement heretofore spoken of). In these three forms, the proportion and composition of which we will discuss later, we are interested.

Whether or not children can be successfully appealed to in advertising is a question tied up with the larger question whether children read and respond to advertisements or not, and if so, what ads? I knew no better way to ascertain the facts regarding this and allied subjects, such as whether boys or girls read most, and *what kinds* of ads, and all relative things, than to attend the children's room of the city library. There I found approximately thirty boys and five girls industriously assimilating knowledge through periodicals—30 to 5, the proportion was significant; and the children's librarian informed me that this was the usual ratio. Manifestly (first fact) boys' goods would receive more attention than girls'. But what are girls' goods? Can anybody answer that question?

THE KIND OF CHILDREN WHO READ ADS

The nationalities represented were Greek, Syrian, Turkish, French, Negro, Italian (very heavy proportion) and a few probably Yankee on both sides. The parents of these children, taken as a class, very evidently would not make many purchases on the recommendation of the children, whatever may have suggested the recommendation, advertising or otherwise. Therefore (second fact), advertising *must appeal directly* in order to bring results. We shall see later how much of the advertising in the magazines makes a direct appeal.

I asked the librarian, "Do these children read advertisements?"

The young lady smiled, as much as to say that the eager eyes that met hers every day read everything under the sun. "Yes, indeed, they

POFOGRAPHS and PANOGRAMS
ON LIFE

WORDS: PAINTS, RAUGHTNESS, SMOKEY, TAXES
BLESSINGS: FRIENDS, FUN, WORK, VACATION, ICE CREAM, CHRISTMAS, SAPHOLIO

Curry

PAN-OGRAM NO. 5

SAPOLIO
ENOCH MORGAN'S SONS CO. COMPENSATIONS

WE may have lots of work to do,
But then we have our pleasures;
We may have rent and taxes, too,
But fun and friends are treasures.
We may have pots and pans to clean;
The rust of long ago
May taunt us, but to compensate
We have SAPHOLIO.

SAPOLIO
ENOCH MORGAN'S SONS CO. SOLE MANUFACTURERS NEW YORK

Fig. 1. Original in two colors, red and black.

MODERN WORDS AND WAYS



Fig. 2. Original in two colors, red and black.

do," she said, adding, "particularly those that offer a chance to make money, or to earn a bicycle, or some other article."

"Do the children *respond* to this advertising, and carry out the correspondence necessary?"

"Yes, they do that also. In many cases they make great sacrifices in saving the money necessary to make the initial purchase. They are, as a rule, very tenacious, once they have become imbued with an idea."

Here, then, were definite facts. A certain class of advertising, at least, would seem to be successful, successful mainly with boys, the latter preponderating as readers.

"One of the reasons why there are more boys than girls is," remarked the librarian, with possibly some wish to defend her sex against a non-reading charge, "that the girls have much more to do at home than the boys."

But, at the same time, I thought that it meant a good deal that these boys should forego all their usual active games and play to come to a quiet library and read. Boys and quiet are antagonistic. It looked to me like *application*. I soon found that children's editors and publishers knew accurately enough who read their publications—there were no strictly girls' magazines in the library files at all! (There are, of course, several girls' magazines published, notably those of the various girls' organizations, and some important ones among the religious papers.)

THE SEVERAL DIFFERENT TYPES

I found on file *John Martin's Book, Little Folks, St. Nicholas* and

Youth's Companion, which are intended to be read by both sexes; *Boy's Life*, *The American Boy* and *Boy's Magazine*, for boys only; and *Popular Mechanics*, *Everyday Engineering* and *The Scientific American*, adult magazines, yet appealing to boys on the "make-things" side. The last named magazines were the most in demand!

Despite that fact, we need not spend much time on these magazines or their direct advertising, which doubtless amounts to a large sum in aggregate sales, though not from the nature of each investment bringing in much money from each individual small boy purchaser. I pass over these "earn a bicycle" or "sell fifty art pictures and receive something free" ads simply because not in the scope of this paper, and go on to the group of four magazines for both sexes, varying in age from infancy to adolescence.

Examining the kinds of advertising contained in a typical one of these magazines devoted to both sexes, one number contained *three* advertisements addressed directly to the children themselves, *five* advertisements that looked with one eye at the child and with the other eye at the parent, while *twenty-five* were addressed to parents only—two being propaganda advertisements, one in behalf of the American Telephone and Telegraph Company and the other giving publicity to the beneficial effects of coffee! I confess that the last named seemed singularly ill placed in a children's magazine.

STORY METHOD NEGLECTED

The conclusion to be drawn from this typical periodical would not seem to be that it is not profitable to use story methods in advertising to children, or, in fact, to advertise directly to children at all, but simply that the thing is not often attempted. I believe that it might be attempted with profit much oftener and I have found a certain number of advertisements which will be analyzed or reproduced hereafter, that would in part at least support this theory.

John Martin's Book is the sole example among juvenile magazines containing advertisements which are almost exclusively story, these advertisements being very evidently written by the staff of the magazine, so as to be uniform in style and make-up, somewhat on the order of the advertisements written by Fra Elbertus Hubbard that used to appear in *The Philistine*.

All these advertisements embody story to an extreme degree, and all are intended to be read by the children themselves, even though the article advertised appeals only indirectly to the child. In the case of the reproduced advertisement (Figure 1) of Sapolio, this is unquestionably propaganda, even if directed to the children, and there should be but one final result, I think; that the growing child will be acquainted with Sapolio as a fact, an *advertised* fact, long before he or she will buy it. It is not expected, of course, that the child will buy Sapolio or urge his parents to buy it.

In the advertisement for Ives Toys, (Figure 2), the child is appealed to directly in the story portion of the advertisement, which includes some very cleverly done verse, as you will see, whereas the "moral" of the advertisement, if we may call it such, in a slight variation of the point of view, addresses the parent. This advertisement represents a successful use of the story method in interesting children and parents both in Ives Toys, and it is worth studying.

THE FIELD FOR STORY COPY

Would it pay to use this form of story advertising in other magazines of this class? Presumably. Procter and Gamble reproduce one of their *John Martin's Book* ads in two of the other periodicals, and their advertising plans are usually shrewdly laid out.

In most of the magazines of this group occur also advertisements intended to reach the parent *through*



Fig. 3

the child. There are, of course, a limited number of children able to buy, or possible to be reached in a direct way, but a far larger number of parents are influenced to buy by their children. The advertisement for Federal Tires, (Figure 3), is an illustration of this form of advertising, although it to some extent shifts viewpoint. As we have seen, by far the most advertising in the general group of periodicals is frankly directed to the parent, and is not *children's advertising* at all.

We may now look at the boys' magazines. In these the larger part of the advertising has at least some direct appeal. I have picked out a number of these advertisements employing the story method, and that bear every evidence of success in its use.

One of these advertisements is that of Firestone Bicycle Tires. The stated theme of the advertisement is "It is fun to earn your own money." This manifestly takes boy psychology into account. The pictured incident of the advertisement shows a boy receiving a fee from a woman for whom he has evidently run an errand on his bicycle. A large part of the advertisement is taken up with this drawing. The advertisement also has an extra appeal to boys of a "Firestone cap" which is given away by the dealer. This ties up dealer and copy.

APPEALING TO INHERENT DESIRES

Winchester rifles are advertised under the caption, "A Rifle Range that any boy can build." The maker of this advertisement knew of the creative germ which is active in all boys. The pictured incident shows boys shooting on a rifle range, and what boy is there who does not love to shoot? Boys are urged to join the Winchester Junior Rifle Corps, and to get an official plan and guide-book. This special appeal undoubtedly wins from the sense of solidarity that boys have, the gang spirit.

The American Boy Shoe Company builds an excellent advertisement around the theme "Just like Father used to wear." This is another of the ideas which all children have. They like to do the same things, and wear the same things that grown-ups do. There is a sketch showing a boy drawing on a stout mannish pair of shoes, while his father looks on. This advertisement seems to me faulty, because it shifts viewpoint in its conclusion and does not make a single appeal, even looking askance at pos-

sible dealers, who are requested to enter into correspondence and to take out agencies.

"Palisade Kennels" advertise their "police-dog" puppies, asking possible young masters, "Which one will you have?" This advertisement should be very effective, because it appeals to the love of pets common to children. The story is sufficiently rendered in the photograph reproduced.

REACHING THE "PANTRY THIEVES"

An advertisement likely to use up what Karo Corn Syrup there is in the pantry (so that Mother will have to buy more—and ads are intended to produce sales, aren't

not supply you the rifle will be sent from the factory—send for a descriptive circular."

A very well laid out if small, advertisement of S. L. Allen and Company pictures two children delightedly coasting down hill on a Flexible Flyer Sled. If this advertisement is intended to appeal to children, the artist should be warned to observe a child actually guiding a sled. In the picture a catastrophe is imminent.

An every-way unique advertisement for the *Mother's Magazine* is couched in real boy talk, asking the boy whose nose is out of joint because a little brother has arrived (picture!) and because mother is tired and cross, to write to *Mother's Magazine*, asking them to send her a sample copy. "Not for girls," says the copy. This advertisement should be effective. It was by all odds the most original copy that I found in all my search.

The foregoing are a selected few of the "adstories" in current children's magazines which from their intrinsic merits should be successful. Before leaving what *has been done* to speak of what *may be done* I must not forget to mention still another viewpoint in children's advertising, exemplified in Figure 4. Here parents are asked to buy a dictionary *for the use of their children*. This is partially argumentative advertising, but it also contains story to a marked degree. Wouldn't any man be proud to be the father of such a clean-cut, clear-eyed boy? I was surprised to learn that this copy, used in women's and household periodicals, was only in part resultful.

DON'T BE BASHFUL WITH THE KIDS

We may now, upon the basis of our analysis of actual advertisements, draw some tentative conclusions. The first conclusion is likely to be of the timidity of children's advertising copy in general. Doubtless such copy, particularly where many lines that are not actually for children, or salable to children themselves are concerned, cannot be shown to produce immediate results. This is not true of skates or sleds, or toys in general, flashlights, novelties, bicycles, boys' watches, etc., as these advertisers may appeal directly to children in their sales outlook.

But other advertisers hesitate to do educational work and to build for the future, as it would seem they might reasonably do, particularly where the strength of their



Why
not give your boy and girl an opportunity to make their **home study** easy and effective? Give them the same chances to win promotion and success as the lad having the advantage of

WEBSTER'S NEW INTERNATIONAL
Dictionary in his home. This new creation answers with final authority all kinds of puzzling questions in history, geography, biography, spelling, pronunciation, sports, arts, and sciences. 400,000 Vocabulary Terms. 2700 Pages. Over 6000 Illustrations. Colored Plates.

The type matter is equivalent to that of a 15-volume encyclopedia.

G. & C. MERRIAM CO., Springfield, Mass., U.S.A.

Regular and India-Paper Editions.

WRITE for Specimen Pages Illustrations, Etc.
Mention and receive **FREE** a set of Pocket Maps.

NAME.....
ADDRESS.....

Fig. 4

they?) shows in its accompanying illustration two children making Christmas candy. A special appeal is made in this advertisement through an offer of a free book of recipes.

"The Happy Daisy Boy" owns a Daisy Air Rifle, which is built strictly on military lines, according to the picture, including even a bayonet. No special appeal is made at the conclusion of this advertisement, and the stereotyped remark is made, "If the dealer can-

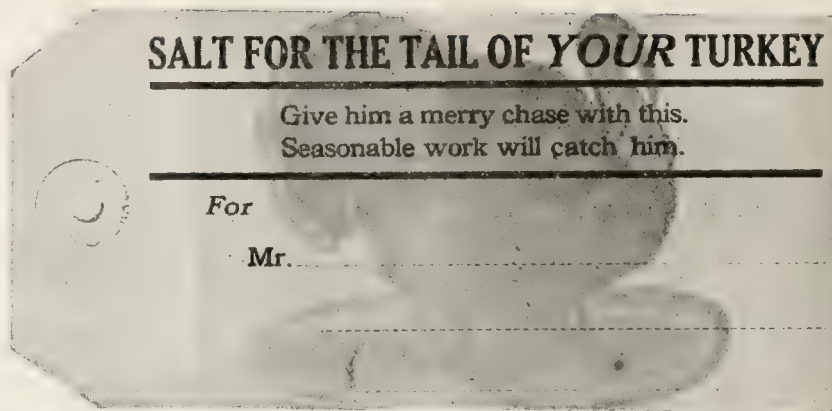
corporation imposes no limits to the propaganda appropriation. If the Coffee Producers' Association and the American Telephone and Telegraph Company can afford to tell their stories to children, certainly many other general advertisers can.

Thousands of eager young readers flock to the libraries and read magazines from cover to cover, going over the advertisements in a way much more painstakingly than any adults do. Their purchases may be limited by short allowances or none, by the pennies in grimy little pocketbooks, or they may never buy at all, but at least these firms who are sagacious enough to advertise in children's periodicals have a speaking acquaintance with the next generation. Have you?

Thousands of boy and girl readers in middle-class homes are regular subscribers to one or more magazines, or get their reading from juvenile religious papers. Most of these type-devourers must and do appeal to their parents to buy whatever they are led to want through advertising. They are a power in the market now, but in a few years the young man of twelve will have real earning power, and if through early knowledge he is familiar with an article *which still has appeal*, he will be likely to prefer that article over some other of which he knows little or nothing.

Some advertisers have shrewdly calculated on the child spirit which never wholly leaves a man. Thank heaven it doesn't! That spirit has been the greatest cause of the business buoyancy of our good ship U. S. A. The Victor dog listening for "his master's voice" is an instance of such shrewd calculation. Yet I think that advertisers can go very much further in carrying the child spirit into their general advertising on the one hand, and in telling their very human stories in the children's magazines, on the other.

It takes a genuine and a specific talent to write a corking boys' story, in the telling of which many of our best-selling adult authors would fail. If I were you, Mr. Advertiser with a big *A*, I would just go into the nearest library and ascertain the author of the whoopingest boy's book of the season and put him on my consulting staff immediately. If I couldn't afford this, I would write the copy myself, putting this author's narrative methods into advertising practice.



The tag attached to the "bag of salt." The reverse of the tag read: "Mail your orders as fast as you get them. To count in the contest, orders must bear a post-mark of November 20, or earlier. Write the Bulletin Editor about any unusual sales"

A New Twist To an Old Tail

How the Burroughs Company Hit Upon
a New Idea in Sales Contests

By WM. R. MELTON

File This For Future Use

TOO late to use this "full of pep" idea for this year's campaign, it is true.

But clip the page and file it for next year—for Thanksgiving, or Christmas.

Mr. Melton tells you the story very briefly, in line with the aim of A. & S. to give you the "meat" in shortest possible space. This is not a theoretical plan that might work but a tested and proved plan by such a sales organization as the Burroughs Adding Machine Company.

THE EDITOR.

LAUNCHING a sales contest in some large organizations is about as simple as running an ad. Whooperup and let 'er go! Biff a bang with a dripping red ink and watch the orders roll in. So some sales promotion writers seem to think, apparently. But the problem of really getting next to the principals—that is, the producers themselves—in your prospective campaign is not so easy. Where sales contests, seasonable drives, etc., are more or less common your pep-providing copy may fall flat occasionally. You need some sort of "personal touch." But how to get it? Not an easy question to answer, especially where your selling organization is large and more or less detached from personal contact with the office.

But we answered it recently at Burroughs in what the Field was

complimentary enough to declare a rather novel way. It has been the custom of the Burroughs Company for years to run what is known as a Turkey Contest in November. This has always consisted of an offer to present each salesman with a Thanksgiving turkey who produced 100 percent of quota, say by the 20th of the month. Each year, in keeping with the time-honored custom, we came out with a "Turkey Bulletin," announcing the award of a fat gobbler to all who yelled Keno by the given date. The fat gobbler, incidentally, was his equivalent in gold or a check.

THE NEW TWIST

This year we felt the need for a new twist to the gobbler tale, however, not only because it was old, but because our field organization had grown 'way out of sight. There were star men in the ranks so new to the organization that they had never heard of a Burroughs Turkey. There were others who had won four or five in years gone by. All were unusually busy and prosperous—and far from the source of printed pep. Would the conventional announcement hit them all?

We decided that it probably wouldn't; and, in angling for something that would, hit upon the following plan. It may, or may not, be "something new" in handing pepper to field men, but it got an unusual "rise." It got next to every man.

THE SALT WAS "PEPPER"

Briefly, the plan was this: We would send every man who was eligible in the contest a sack of salt to put on his turkey's tail. Not imaginary salt, either, but the real old table variety. It would be something he could laugh over, or get a hunch from, when it landed in his own hands. Just a homely little "stunt message."

But first get your salt before you chase your bird. Telephone communications with a salt manufacturer developed the fact that he had 1,000 sample bags of salt all made up in four ounce sizes and that we could have them immediately for a nominal sum. We grabbed them and mailed them out with the following decorations: (1) A tag labeled "SALT FOR THE TAIL OF YOUR TURKEY. . . . Give him a Merry Chase with this!" and a brief resume of the contest rules on the back. (The rules themselves were printed on large posters, with an appropriate turkey-chasing cartoon, and mailed to all our agencies.) (2) A sticker on the salt bag itself, reading "Shake Out 100 Percent by the 20th! For His Majesty, the Turk." Around a thousand sacks so labeled and carefully addressed to individual salesmen were mailed out parcel post. The result was unusually encouraging.

We got a rise, as I said before, from the Sales Force as individuals. One manager wrote in—agency managers were not eligible in the contest themselves—demanding, "How come Roy did not get any salt for his Turkey? It is a sure thing he is going to have a turkey and he *must* have some salt." Numerous other come-backs were received.

And the "copy angles" to the stunt were legion. "The Grand Fast Order of Salt Shakers," Old Man Quota, our familiar sales figure chasing his turkey with a salt sack, "Salt of the Earth Club," "Mix Some Pepper with It!" etc., were some of the copy offsprings. The contest had the "personal touch" and made a hit.

Royal Baking Powder Back to Pre-War Basis

Much interest is felt by Chicago advertising men in the announcement that the Royal Baking Powder advertising is to be placed on a pre-war basis after considerable interruption. The 1920 campaign will be extensive and will include practically every media of proven value. Frederick C. Hitch, formerly with Larkin Co., Buffalo, N. Y., is to become the new advertising manager of the company.

The Men and Women Who Make Our Mediums

George Miller

One of a Series of Informal Visits With the Leading American Editors and Publishers With the Object of Interpreting What They Mean to Advertisers.

By VERNE EDWIN BURNETT

SIDE Hill Grumpers once frisked around the summits of steep mountains, we hear, for many, many years, always running in the same direction. So finally the two legs of this strange quadruped which were farthest down the mountainside grew longer and stronger as the years frolicked by, and the Grumpers thus had secure balance, just like tables in a Swiss beer garden, where the legs nearest the steep summit are shorter than those farther down the slope. Then came hunters, who discovered that by heading off the animals they could force their prey to become unbalanced in running the opposite way. Thus the Grumpers would go rolling down to destruction.

George Miller, or, rather, "Newspaper" Miller, knows the story of the Side Hill Grumpers without realizing how much it applies to his own career. For Miller has been a newspaperman for so many decades—he has run around the mountain peaks so long in the same direction in pursuit of honest-to-goodness facts, that his newspaper legs have become long and strong, and his friends fear that he would be destroyed, were he headed off by some astute master enemy and obliged to run for a moment in the wrong direction.

Miller fits into his groove as pilot of a huge daily newspaper, with in-born talent and especially by newspaper training, uninterrupted since the eighties. He lives newspaperdom. He dreams it. I have even seen his lips light up with the smile of an epicure as he ate the choice clues in telegraph despatches brought to him by his assistants, baffled at some new chord struck in the ceaseless song of the telegraph news room. The Fates in weaving the thread of his destiny put it through the eye of the needle of journalism. His friends say that in the hereafter Miller will break into print as editor or special or special writer either for *The Daily Harp* or *The Daily Coal Age*—maybe both, by syndicating his

stuff. The newspaper business is ground just that hard into the life of George Miller.

Miller's personality can divide most naturally into two parts—the man and the editor. But the division comes roughly, because as a man he is primarily a newspaperman, and as an editor—well, he is a regular fellow.

DAD AND DIPLOMAT

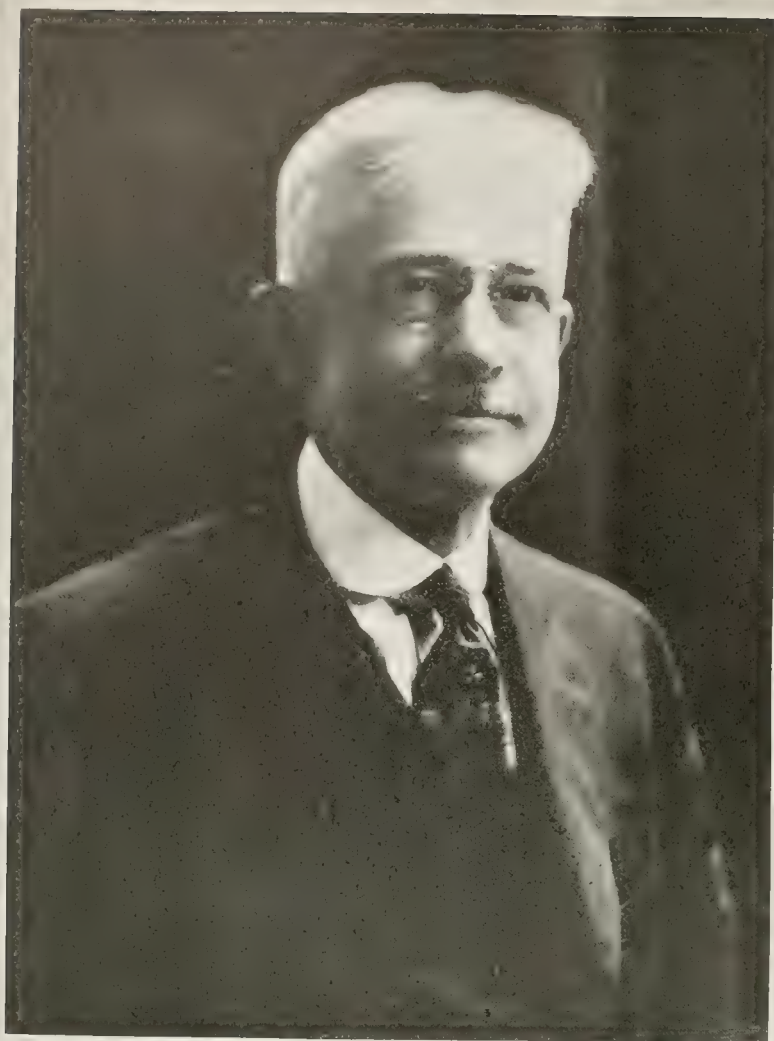
Imagine a white-haired dad with spectacles; a member of a high monkey-monk club of notables; a somewhat dignified though very human figure cutting a wide swath on America's political Parnassus; a former star reporter who can hark back to the days of big scoops; a quiet, efficient business man, neither huffy nor high-brow, and not steeped in college economics but rather in infinite experience with human beings and institutions of the widest range. Imagine all this in the shape of a slender, compact man in a neat gray suit. Have you caught the snap shot? That is George Miller, the man.

If a visitor appears at the office to see Miller (he is easy to get to). Mr. Miller will probably grab his caller's hand with a cordial greeting and then settle him in a comfortable chair. All this happens with a grace which causes the visitor to pour out all he knows before he stops to think about it. Miller is one of the few big men who seats his callers in a position not facing a glaring light. Miller goes fifty-fifty with callers and gets one thousand percent results.

The first time I entered Mr. Miller's office, he happened to be sitting in a corner and devouring ideas from a newspaper.

"Are you Mr. Miller?" I asked, starting off with a foolish question. "Yes, I am Miller," he answered, pleasantly, and jumped to his feet.

Now the way a person says "I" may give away his whole secret. It is like a great flashlight photograph. In his first word, Miller showed his clubableness and at the



GEORGE MILLER

same time it appeared that the whirlwinds of human events have lived themselves into the man with the gray suit.

The fisherman of the Arabian Nights, when he opened up the mysterious earthen jar, washed up from the sea, released the genii crammed within, who rolled up like a cloud and overwhelmed him. Likewise, a person in a heart to heart talk with him is brought almost uncannily into touch with the pulse of public consciousness.

Miller strikes me as being the man most like a regular walking newspaper of anyone I have seen. If you just give him the chance and encouragement, he can reel off a whole editorial page with the pointed paragraphs and humor column dished out at intervals. A sort of headline sometimes gives his story away, and yet he bulletinizes his conversation. He shows word thrift. Of course, this is only when you catch him on the more serious track.

He can turn right around and chat about Ty Cobb, the rising cost of ducks in Rives Junction, the thrillingest movie scream, the covering by shorts in the New York markets, and even and actually the weather. When a great editor with all that's new under the sun will stoop to gossip about the day being warmer—well, you can just put him down as being pretty human. That's Miller all over—human. Some editors aren't.

Did little Master George have day dreams in his boyhood about a duel between a quill pen and a cavalry sabre, the latter being smashed into molecules? Not much. Common ordinary sore throat got him into the groove of newspaperdom, for which he probably was intended anyway. His folks, descendants of William Penn's colonists, had moved from Pennsylvania while George was a boy, and settled in southern Michigan, where they set George adrift in Adrian College. He thought he

wanted to be a lawyer, but diphtheria stepped in and had a lot to say. Diphtheria favored the newspaper business, because the sickness took away his voice for a while and about all he had left was the then dreary prospect of newspaper work. He became city editor of *The Adrian Times* and suffered the editorial agony of being unable to bawl out cubs even had he desired to do so.

Bawling folks out, however, has not been a pet peeve in Miller's busy career, even though his voice came back to him. Today he speaks with a clear, ringing voice, but he doesn't go around the offices roaring out "Boy." Nor does he bellow over the telephone. He speaks quietly and meaningfully. In the thirty or forty years he has worked on *The Detroit News*, without once quitting or getting fired, he has been just that way.

Cub reporters, as a rule, don't quiver in their lavender socks and tan oxfords when they stand before his majesty. Even the office cat would not be afraid of him. Anyone on the staff can go in and see the ol' man and quicker than a wink get the troubles off the chest. He has gone through the entire gamut of newspapermen's experiences, and his hair turned white before he went over the top in his profession.

Roosevelt and other presidents held Miller in their esteem as a personal friend, during the decades he served as correspondent at Washington. Miller has walked in high places, but he doesn't act exalted. In this connection I asked him one day if folks didn't take Washington affairs too seriously. At that point he grew red in the face and for several moments ceased being Miller the man and became Miller the editor. Now to know the personality of "Newspaper" Miller one should get an insight into his three prevailing passions as an editor. These passions or ideals, I wish to call: the Public, Faith and Fish.

THE PUBLIC IN NEED

First of all I believe Miller puts in great energy in the affairs of the public. Working in Washington for about a score of years, he held his nose at times in the stench of Congressional scandals which he would like to make impossible. Thus he spends months of research preceding overwhelming campaigns which he conducts against systems

For Print Paper Conservation

The New York Globe announces that it has adopted these rules for immediate application in its handling of advertising effective December 15, 1919

- 1—In selling advertising, The Globe merely sells the advertiser the use of space at the specified rate for copy acceptable to The Globe.
- 2—The advertiser must deliver to The Globe all copy including cuts or mats in time to be inserted in proofs that shall be O.K.'d by him before insertion.
—Any cuts ordered by the advertiser will be charged for at cost. Any mats ordered from other newspapers for the advertiser will be charged for at cost. And any illustrations made for an advertiser will be charged to him at cost.
- 3—No contract will be made for a full year with any advertiser without the following clause:
"It is understood that The Globe shall have the privilege of changing the rate called for by this contract at the end of the first, second or third quarterly period thereof, provided the rate so changed shall be mutually agreed upon. In case of failure to agree to any change of rate this contract shall terminate at the end of any quarter for which price has been agreed upon."
- 4—All matter set for an advertiser and unused within twelve days shall be charged and paid for at two cents per measured agate line.
- 5—All author's corrections amounting to an excess of 10 percent of the cost of first setting shall be charged to and paid for by the advertiser at cost.
- 6—No more than six proofs of any advertisement will be furnished to any advertiser except at cost of one cent a proof.
- 7—No advertiser shall be permitted to use more than sixteen columns of space in any week if the heavier use of space deprives other advertisers of opportunity for securing space.
- 8—The Globe reserves the right to limit any advertiser to any amount of space it may have available for any day.
- 9—Advertisers desiring the use of full page space on any day must make reservations two days in advance, subject to reduction as above provided and at their risk.
- 10—The Globe reserves the right to interpret the minimum space provision of any contract as the maximum space to be given the advertiser thereunder, and such delivery to be considered as fulfilling its application.
- 11—All contracts for open space shall be construed as meaning one-twelfth of the total space contracted for, to be used in any month.

The basic principle involved is that The Globe sells the advertiser the use of its space and one setting of the advertisement.

Those advertisers who do not demand extra service are not compelled to pay for it, while those who do, are charged for what they require.

The limitations of space and quarterly adjustment of rates if necessary are merely according to the terms upon which The Globe buys its print paper.

The Globe announces that as necessity for radical steps passes away, it will frankly and quickly modify its rates—by similar quarterly adjustments with advance notice to the advertiser.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

180,000
A DAY

he believes harmful to the public good. His handling of the packer problem, perhaps no editor in the nation even equalled in completeness.

"If I can get my friends, that is, my readers, to take more interest in public affairs; if I can create a cleaner, more vigorous public consciousness," he says, "then I will have gotten somewhere as an editor."

FAITH, FRIENDS AND BUSINESS

Miller craves the confidence of his several hundred thousand friends with whom he chats every day. He wants them to have faith in his sincerity. To accomplish that end he harps on accuracy to his corps of copy readers and writers and sometimes carries a top-heavy staff to insure the greatest measure of accuracy in order to keep faith with his friends.

"Better lose ads than to lose friends," says Miller, "and then lose both in the long run."

Miller seldom more than peeks through the door into the news room, but he spends plenty of time in the editorial writers' room. He lost an orator's voice when a boy, but through his editorial page his message carries much farther. His second passion, then, is to erect pyramids of faith, to serve as landmarks in the history of good journalism.

FISH, OR GOSPEL OF GOOD WORKS

George Miller wants to keep the family grocer and meat bill down to efficient figures, along with his drive for giving humanity a helping hand wherever possible, and practical. He thinks a newspaper editor shouldn't be just a town crier to hawk about town the latest news. He shouldn't merely play school teacher, lecturing papa or preaching parson. He should sit in at the family dinner table and help figure out beating ancient H. C. L. and other workaday problems.

Fish provides one of the chief ways in which Miller and his force just now are combining faith and good works. Meat had soared high in Detroit, and even well-known friend fish topped at forty or fifty cents per pound in the market. But the *News* was the means of arranging for special trains of fish shipped daily from the New England coasts and sold from many stations in Detroit at only ten cents a pound to the consumer.

One might not think there was much out of the ordinary in this quiet little man who works while others eat. But once you grip the idea of his power, the idea grips you. He gets away with his job without the surplus dignity and eclat which a lot of smaller chaps throw about themselves as a smoke screen. Best of all he seems to be

enjoying life and he takes pride in his family, one son having been a doughboy in the war. The elder Miller was young in spirit enough to have wanted to go himself. I once heard a reporter call him "dad." But that term doesn't seem to stick. "Newspaper" Miller has too well the viewpoint of his hundreds of employees to be anything to them except an elderly sort of "buddy."

Wouldn't Miss a Single Issue

THE WOLF COMPANY,
Chambersburg, Penna.

December 13, 1919.

Editor, ADVERTISING & SELLING:

The bill for ADVERTISING & SELLING from Sept., 1919, was evidently carried to the wrong department and has not received the attention of the writer. We have O.K.'s the bill and same has been turned over to the Treasurer, who will mail you a check.

We appreciate the value of ADVERTISING & SELLING and we do not want to be without a single issue. If for any reason you do not receive this check, write me personally and same will be given immediate attention.

Very truly yours,
THE WOLF COMPANY,
Per A. B. Hess, Adv. Mgr.

Haynes To Use More Newspapers

The advertising appropriation of the Haynes Automobile Company, manufacturers of the Haynes, "America's First Car," will be greatly increased for 1920—in fact, the appropriation will be practically 100 percent greater than the 1919 fund. During 1920 newspapers will be very largely used, this being a departure from the usual Haynes policy of using magazines mainly. The output of the Haynes factory for 1920 will be 15,000 cars, giving this concern the largest volume of any automobile company in Indiana.

We Wish You a Very Merry Christmas With This Week's Cover---And

yet there is a lesson to be learned from it, namely, the tying up of the holiday spirit with the subject of advertising and selling. The little girl with her present marked "for Mother" taken in connection with the title of the publication, the title of the special article lifts an apparently irrelevant subject into a relevant one.

Again may we extend to you the season's greetings and wish you a very Merry Christmas.

Note how the artist has further suggested night by the reflections cast upon the children's faces, showing upon the red plate.

This design is composed of red, blue and yellow plates in the center with zinc etching used for border run in the black form.

In making the border for this center design, courtesy Sun Life Assurance Company, Montreal, Canada, the artist practiced an economy that is sometimes overlooked in ordering designs of this nature. The artist made the left half of the design only, with the exception that he completed the panel "Making friends before you need them" at the bottom, and then the engraver was instructed to duplicate the design on the right side of the etching. After this was done the artist's name had to be routed out on the right side of the plate, of course. This little plan not only saved the artist's time but made it certain that the design would be exactly the same on the right as it was on the left.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY

"Returns at lowest cost" — in Collier's

Collier's helps launch another new product with gratifying results.

The first full-page advertisement for "Shavaid," a new Bauer & Black product, appeared in Collier's for September 20th. A small trial

tube was offered by means of a coupon. Read what Mr. Smith, the Advertising Manager, has to say about the returns.

"When talking with you the other day about direct returns from coupons in the full-page Shavaid ad that appeared September 20th in Collier's, I expressed the belief that this publication had brought returns at the lowest cost. Have checked these figures over just recently. The result proves that I was correct.

"The number of coupons received from the date of appearance up to and including October 15th was 7,347, making the cost per inquiry a fraction over 34c. I have an idea that the subsequent appearance of similar copy will bring even better returns.

Yours truly,

BAUER & BLACK

(sgd.) H. Strong Smith
Adv. Mgr."

"Watch Collier's"

How By Advertising We Sold a New System of Collecting Fares

Though Their Problem Was Increased By Unfavorable Publicity From Places Where the Zone Plan Had Been Unsuccessful, The Connecticut Company Won Out By Paid Advertising

By JOHN W. COLTON

SELLING through advertising a new way to pay trolley fares, a new way to get on and off the cars—an entirely new system of operation—to the people of nearly an entire state has just been successfully accomplished by the Connecticut Company, which operates about 700 miles of trolley lines in Connecticut. It is believed that this is the first instance of the extensive use of newspaper advertising to change the riding customs of the people, and the company says frankly that the campaign had much to do with winning the co-operation of the public.

For many years The Connecticut Company has operated its cars on the "flat fare" system, and the unfairness of this system to many riders, together with the fact that the flat fares were not bringing the company revenue enough to equal its expenses, to say nothing of a return on its investment, caused it to look about for a new method of fare determination and collection that should be equitable to the riders and at the same time increase the company's revenue. After due consideration a distance tariff—commonly called the zone system—was decided on.

To make the new system successful necessitated changing the customs of thousands of car riders, for the company has collected approximately 200,000,000 fares a year. Passengers for years had been entering cars at the rear door and paying as they entered, or taking seats and paying when the conductor came through. Under the new system they were to be required to enter at the front door, receive a zone check from the motorman, take seats as near the rear of the car as possible and pay as they left at the rear door. Their fares instead of all being the same amount, as they were under the flat fare system, would vary from six cents to fifty-six cents, according to the distance they might ride. The new system actually revolutionized the operating methods of the company and the riding habits of the people.

One Succeeds Where Another Fails—And Why

TWO neighboring states have within the last few weeks tried out the zone plan of collecting street car fares—not to mention our near neighboring city of Brooklyn.

Jersey and Connecticut were the two states.

In one they fought, literally, legally, and "catch as catch can," so to speak.

After ineffectual attempts the public utilities involved gave up the zone plan of collecting fares—just as over in Brooklyn they permitted the rowdies to intimidate the street car men.

But up in the nutmeg state they did things differently, they advertised.

What was a flat failure in Jersey—what required a reverting to the flat rate plan of collecting fares—was a success up in Connecticut.

Advertising did it. In many media.
THE AUTHOR.

To sell the new system to the employees and the public was the problem before the company, and it decided that full information for all concerned must be provided, and so far as the public was concerned newspaper advertising and posters were decided upon as most effective media.

Accordingly, a campaign was laid out, beginning with announcements of the system decided on and describing from day to day the various features of the new system. No space less than 4 columns wide and 15 inches deep was used. In Hartford, New Haven, Bridgeport and Waterbury full-pages were used. Every feature of the new system which might be of interest to the public was explained, and the very important features, such as entering by the front door, taking seats near the rear, having correct change ready for fares, and the fare limits, were emphasized in large type and given repeatedly.

The first announcement advertisement, which is a good example of the rest of the series was headed: "Announcing to the Public a Readjustment of Trolley Fares," and was

signed: "The Connecticut Company."

"Beginning November 2nd, a readjusted schedule of fares will be effective on the lines of The Connecticut Company, by which passengers will pay according to the distance they ride.

"There will be no change in the fare in the central area of the city.

"The present 6 cent fare will be retained, and will pay for transportation within the central area—a distance on any line up to two and one-half miles from the center of the city.

"The present 6 cent fare also will pay for a ride from any point not more than one and one-half miles from the center to any point not more than one and one-half miles beyond the center.

"For rides beyond the central area a charge of two cents per zone will be made, and each zone will be approximately a mile in length in the residential areas and four-fifths of a mile in the country districts.

"This system has been decided on because it seems to be the most equitable arrangement that can be made, and because there have been public requests for it.

"The Connecticut Company had three alternatives:

"(1) A high flat fare of not less than eight and probably ten cents in the present area without changing the fare limits;

"(2) The division of the system into a greater number of six cent zones, or,

"(3) The distance system with the six cent minimum fare and small increments.

"The history of flat rate fare increases indicates them to be unpopular with the public and unprofitable for the companies, and The Connecticut Company believes the distance system will commend itself to the public because of its fairness to all riders.

"In announcing this readjustment, The Connecticut Company wishes to emphasize that it is a question as to whether the revenue the new schedules shall produce will be adequate, but it believes that the public now thoroughly understands the financial difficulties that beset the electric railways and will appreciate its efforts to readjust fares with as little inconvenience to the car riders as possible, and with the purpose of assuring continuance of street railway service to the people.

"Further details of the readjustment will be published later."

In connection with the purely informative advertising was a program designed to emphasize upon the public mind the fairness and logic of the zone system.



Shovelling mud with the minister

DOWN in Tennessee, the muddy roads leading to a certain mountain district were all but impassable for wagons and automobiles most of the year. Few of the people living there ever came to church.

Recently the minister of the church in the nearest town discussed the situation with his congregation. And one morning shortly afterward every member of that church turned out with teams and tools.

They worked for two days—men, women, and children—and in that time they cleared the road direct from the church to the homes of the people on the mountainside. By their own labor they opened a way for these distant neighbors to come to church.

This is not by any means an extraordinary instance of the breadth of church activities nowadays. All over America churches are gaining in numbers and influence. And everywhere church members are recognized as the leaders in their communities—the most intelligent, progressive men and women.

Three hundred thousand of them subscribe to the *CHRISTIAN HERALD*—not merely because it's the largest interdenominational religious weekly in America, but because it keeps them in touch with every important phase of modern life and thought.

The *CHRISTIAN HERALD* is magazine and news service combined—a tremendous educative force. It is vitally interesting and practically helpful to every member of its fast-growing family.



The Christian Herald

Established in 1878

GRAHAM PATTERSON, *Publisher*

L. D. FERNALD, *Business Manager*

BIBLE HOUSE, NEW YORK CITY

Learn the Zone Points Between Which You Regularly Ride

When the readjusted fare schedules on lines of The Connecticut Company become effective, on SUNDAY, NOVEMBER 2, your own convenience and that of other riders will be served if you will know in advance what your fare will be from one point to another and if you will co-operate with the motorman and conductor to provide good service.

- Enter cars at the FRONT DOOR
- Get zone check from the motorman
- Have correct change to put in the fare box, and
- PAY AS YOU LEAVE AT THE REAR DOOR

When you have entered the car PLEASE TAKE A SEAT AS NEAR THE REAR AS POSSIBLE, so that you will not have to move far when you wish to alight. Please form the habit of leaving your seat before you reach your destination, and give your zone check to the conductor and put your fare in the fare box before the car stops, so that you can step to the rear platform and be ready to alight when the door is opened.

LEARN THE ZONE POINTS—THE FOLLOWING LIST INCLUDES ALL IN THE HARTFORD DIVISION

BASTROP-REAR LINE "1" This line is located in Bastrop, Mo. and runs from the rear of the property to the rear of the property. It is a 1/2 mile long line.
--

Fort Worth Star-Telegram

(Largest Circulation in Texas)

ADVERTISING GAINS FOR 1919

reflect the wonderful prosperity of the

BILLION DOLLAR TERRITORY

which it covers

Total advertising carried first 11 months, 1919, 10,243,880 agate lines.
Total advertising carried first 11 months, 1918, 5,385,608 agate lines.

GAIN FOR 1919, 4,858,272 agate lines, OR 90 PERCENT

OVER TWO MILLION LINES NATIONAL ADVERTISING

carried during the same period in 1919, which was practically ONE HUNDRED PER CENT MORE THAN WAS CARRIED BY THE NEXT FORT WORTH PAPER, attests the appreciation of the National advertiser and agency, both of the Star-Telegram as a medium and of the territory which it covers.

SUPREMACY IN ITS TERRITORY SHOWN BY AUDITS

In West and Northwest Texas, the Star-Telegram shows, town by town, 60 PER CENT MORE DAILY CIRCULATION, 50 PER CENT MORE SUNDAY CIRCULATION THAN ANY OTHER TWO PAPERS COMBINED.

—and this is THE BILLION DOLLAR TERRITORY

in which, by conservative survey, there has been created during the year 1919 MORE THAN A BILLION DOLLARS NEW WEALTH. Much of that money will be spent for high class advertised products during 1920. There is one way to secure your share of this business, and that is, to INCLUDE THE STAR-TELEGRAM IN YOUR 1920 LISTS.

Territorial surveys, information and data furnished upon request

FORT WORTH STAR-TELEGRAM

(Largest Circulation in Texas)

70,000 Daily

80,000 Sunday

MEMBER A. B. C.

AMON G. CARTER, *Vice-Pres. & Gen. Mgr.*

A. L. SHUMAN, *Adv. Mgr.*

Making Friends Before You Need Them

Interesting the Younger Generation is First
Class Business Insurance For the Future

By PAUL W. KEARNEY

SOME eleven or twelve years ago a little girl—one of many thousands of other young folks—was a steady reader of one of the popular juvenile magazines. As such she was a non-entity as far as the national advertiser was concerned. She didn't exist. He knew that she and her generation lived, of course, but the importance of their parents smothered the little girls and boys of the day when it came to dealing out the appropriated advertising space. Papa and Mamma were too valuable to lose—too vital to the present business to waste any time on little Elsie or Janet or Arthur or Harry.

So be it! Today the particular "little girl" referred to has just returned from Europe, where she has been conducting and supporting *her own* canteen for soldiers in France! Her arrival in the United States was heralded by the society and news sections of the daily press; the things she does are worth white space because her social position has made her a national figure. And today, good friend, you and hundreds of other advertising men are breaking your necks to interest her in your particular line! You spend thousands of dollars a month in the magazines she reads to impress upon her the value of your product. You and I and the other fellow are battling bitterly with each other for her money *today*—but twelve years ago SHE DIDN'T EXIST IN OUR CALCULATIONS!

If this lady were the only one example we could dig up, the time spent in the digging would be wasted. But she's only *one* out of a million—one out of a hundred million, if you will for, if I'm not mistaken, the entire population of this country were kiddies once!

And it isn't all history—it is current fact. There are millions of youngsters today who are being totally ignored by the advertising man because he is so wrapped up in reaching the "head of the house"; to justify the quotes, let me interject that it is the so-called head of the house they are after. Because James E. Bertram, chairman of the Board of the Berkshire National

Willie Trips the Ad Man

Some day we'll wake up and amend that old slogan to read: "So simple a child wouldn't run it." Because the youngsters ask no favors. They're right on the spot.

Some time ago one of them wrote to a big packer in Chicago and told him where he had made his "biggest mistake in business."

You laugh? The packer didn't. He accepted the criticism AND HE HAS USED THE TIP EVER SINCE!

When 14-year old kids can pick flaws in our million dollar advertising plans—well, it wouldn't be a bad idea to get acquainted with them.

They will be good friends—thirty years hence!

THE AUTHOR.

Bank, is not the "boss" at home. Neither is Mrs. J. E. IT'S LITTLE J. E., JR., WHO RUNS THE RANCH. It is little J. E. Bertram, Jr., who is going to grow up, eat more, wear more, use more commodities. It is little J. E. who is going to transfer his royal presence, eventually, from that particular domicile to one of his own. After he and Louise get married and establish a home and raise a family and become influential in Berkshire, N. J., I reckon they'll still buy things.

OLD FRIENDS WEAR WELL

And if they are like other grown up kids, they will buy the things they know—which perhaps will be the things they have heard about and been associated with longest.

In which we sum up the "load" of this story. There are several million humans, known by the deceptive title of "boys and girls," who are getting ready to run this old nation of ours after they get through with their current problems of immediate importance. They represent a field of bright, intelligent, shrewd, progressive "kids" open-minded; strenuously progressive; actively thinking and growing—moving ahead at a much faster clip than their elders.

Scowl at that if you will. But after you've scowled, get acquainted with the lads in your neighborhood, if you haven't any of your own,

and if you are happily gifted with the sort of a personality which will be accepted by them, you will find that in matter of relative speed, they are progressing faster than you are.

This gang is Young America: the army of juveniles we read about and sing about and preach junk about—but sometimes forget to advertise to. This gang is the "makings" of tomorrow's consumer demand; it is the bunch who will wield the check book and flourish the bank account just a few years hence. Right now they are busy making friends and finding out things. That is their principal occupation—their minds are forming, and their intellects are taking real shape.

And you, Mr. Soap Manufacturer—where are you? If I may take the majority of cases as a fair example, you and I (to be perfectly candid) are spending millions to change the minds of *yesterday's* children while we close our eyes to *today's*. We are struggling to pay up for not having gotten into the minds of today's consumers sooner, while we pass up a prime opportunity to reach an entirely new and practically unworked field of tomorrow's consumers.

CHANGING MINDS INSTEAD OF PREPARING THEM

For three pages of advertising appearing once in three publications we pay, say, \$14,000. That represents one small attempt to teach a crowd of old dogs new tricks. Wouldn't it be a fine idea to spend some of that on the "young dogs" who haven't learned any tricks yet?

"It certainly would," says the Average Manufacturer. "That's logical enough for anybody. But—my appropriation is all taken up!"

That's one angle. There is the other type who decides to take the tip and then feels constrained to do circus stuff and spill nursery gush copy to his new field. "Juvenile," to many, seems to suggest something inferior, some *thing* without the power of comprehension; something infantile. So between the two several million youngsters slip away into adults with funny

FIRST IN AMERICA!

The Kansas City Star is the first newspaper in America to attain a city carrier circulation of

110,000 SUBSCRIBERS

December 11 The Kansas City Star broke all its previous records in carrier circulation. On that day The Star delivered, **through its own exclusive carriers**, to homes in Greater Kansas City, 111,774 copies of the morning issue and 110,101 copies of the evening issue. This is exclusive of sales through news boys and newsdealers, mail and suburban circulation and distribution through out-of-town agents. It includes only the circulation that goes directly to the homes of Kansas City people, delivered there twice a day by The Star's own carriers.

The total circulation of December 11 in detail:

City Circulation—	Evening.	Morning.
Carriers	110,101	111,774
Street Sales	11,234	4,562
Newsdealers	657	489
Total City	—121,992	—116,825
Country Circulation		
Suburban	21,829	21,859
Mail	20,385	20,508
Agents	59,128	58,997
Total Country	—101,342	—101,364
Total Circulation	223,334	218,189

THE KANSAS CITY STAR

New York Office:
2 Rector Street

Chicago Office:
1418 Century Bldg.



When a Boy's a Man
He begins to shave. If he's a smart young fellow thinking for himself, he'll buy a Genco razor. It's built to last, and it's built to give you a better shave than any other razor you've ever used. It's built to last, and it's built to give you a better shave than any other razor you've ever used.

Anybody Can Shave a Genco Razor
It's built to last. The broad back, the contoured surface, the right balance just behind the edge, coupled with a Genco blade to meet the strip at a perfect angle, makes it a razor that is built to last. It's built to last, and it's built to give you a better shave than any other razor you've ever used.

Genco Razors
Geneva Cutlery Corporation
St. Gates Ave.,
Geneva, N. Y.

Remember how you used to search anxiously for that beard? These folks are beating the whiskers to it.

notions and set ideas and single-track minds. And after the die is cast, we dig down in our jeans and un-cast it!

By and large this is the general attitude. But there are, of course, many up-to-now concerns (though the number is relatively tiny) who have cast aside those old ideas. You will remember that Ivory Soap was advertised to us when we were kids. Now it is being advertised to us as grown-ups and to the later generations, too. That's consistency and others are following suit. Take Colgate & Company; George S. Fowler, advertising manager, sticks the company's policy in a nut shell when he says:

"We believe that the child is the father of the home in a very real way when it comes to the selection of some products within the scope of our line. If you want something to last a life time, plant a tree: if you want something to last a thousand years, plant a habit in a child."

And there are others. There are those who approach the subject from different angles. The Hamilton Watch Company is a fair example. Robert E. Miller, advertising manager, explains that their juvenile advertising is done "on a basis of reaching a class of prospective purchasers who will be purchasers in three or four years, believing that educational work of this character is valuable to us, and that the boy of this age exerts quite a little influence in the purchase of so high grade and expensive article as a Hamilton watch."

MAKING THEM CUSTOMERS EVEN NOW

There is the Hendee Manufacturing Company, makers of Indian

Motorcycles and Indian Bicycles. The very nature of the line suggests immediate sales, and, as Advertising Manager J. A. Priest says, "You can readily understand that such advertising as we may do in juvenile publications is not released with the idea of formulating in the minds of the readers a desire for something they may use later on in life." William P. Aldrich, advertising manager for the Westfield Manufacturing Company, producing Pope "bikes" and motorcycles, follows the same strain in saying:

"We find that our Christmas advertising is a real investment—stimulating a great deal of business at a time of the year when cycling is very apt to be on the wane. The modern American youngster is far-sighted enough to realize that although winter is fast approaching, there is a long spring and summer ahead, and that Christmas time is the time when he should strike hard at his dad for his bicycle."

Then the Three in One Oil Company: their product permits of both immediate sales effort and education for the future. As J. N. Slee, Jr., says: "the boys buy Three in One and use it on their base-ball gloves, skates, etc., and this advertising is educational in that we keep in close relation with them all of their lives and when they grow up they will know us."

H. B. Kohorn, advertising director of the Kaynee Company, manufacturers of boys' blouses, shirts, etc., also speaks liberally of juvenile advertising. In the first place, he asserts: "Boys' publications are an important and vital part of our advertising—equally as important, we believe, as the bigger national publications that are read by the fathers and mothers." And as for the future: "The boy may not handle the family purse, but he is a mighty appreciative species of the human race; a genuine and true friend if treated right. It is good business to gain his confidence. We have long realized that in order to build our business we must obtain the good will of the wearers of our products, even though they be children."

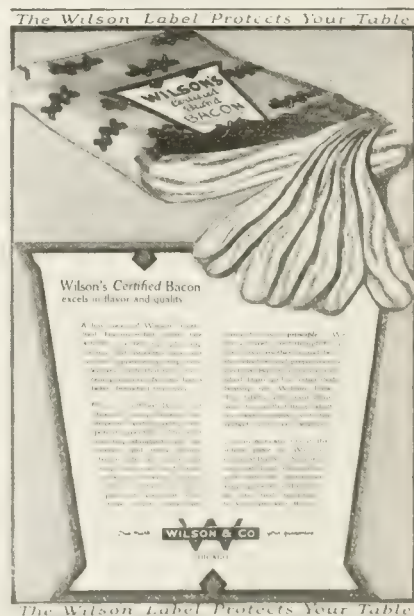
HANDLING THE NEW WHISKERS

The plan of continually adding brand new consumers to the list is the incentive of the Geneva Cutlery Company, makers of Genco razors. The nature of the line, again, suggests the reason on which J. S. Hinkley, advertising manager, justifies their juvenile publicity: "An

extremely large number of boys commence to shave every year and in advertising in the magazines which they read we endeavor to impress upon the necessity of starting right."

On the other hand, there are other lines which base their efforts to reach the children now solely upon the value of having them in the future. The Oliver Typewriter Company, for instance, although selling to boys now directly and via the parent, believes, in the words of H. K. Gilbert, second vice president: "The boys of today are going to be the business men of tomorrow," and on the strength of that deem it advisable and profitable to spend money right now to insure good will for the future. Edward S. La Bart, director of publicity for Wilson & Company, the Chicago packers, voices the same idea: "We feel that we are cultivating good will among the future home owners that cannot be acquired in a better manner."

A third, and radically different line, is the product of the Gorham Company, silversmiths and goldsmiths of New York. Twelve year old Agnes is not buying silver services and gold clocks right now—but don't forget the canteen worker and her newspaper backing! William S. Stone, the Gorham advertising manager, isn't, for he says that the really important reason for their space in young folks' papers is "to get the name of the Gorham Company in the minds of the readers of the magazine, hoping it will stay there until they grow up and



The Wilson Label Protects Your Table

Wilson's Certified Bacon
exceeds in flavor and quality

Wilson & Co.
Chicago, Ill.

Wilson & Company are banking on the day when Lou, Dick and Harriet become purchasing agents for their homes.

become more legitimate prospects and customers."

That's the way it goes. As a matter of plain business insurance juvenile advertising is profitable. For direct sales, too, it is well worth while. Results count. I spoke to the advertising manager of a prominent juvenile paper a short time ago on the disputed question, "Do the young folks read these advertisements?" By way of reply he told me about a concern that offered a sample for the asking. The offer was hidden in the copy—not blazoned out on the corner of the page. The first crack out of the box drew 8,200 requests for the "surprise package"; the second insertion brought the total of answers up to 10 percent of the subscription list.

IT PAYS IN COLD CASH

In other ways we measure results. Frank L. Erskine advertising manager for the W. L. Douglas Shoe Company says that it is surprising to find how many boys read the advertisements, buy men's sizes (from 6 up) and pay men's prices for their shoes. F. R. Goodell, president of the Converse Rubber Shoe Company, also says: "We have always enjoyed a large business from the youngsters as well as young men; and we can say without hesitation that our campaign in the juvenile magazines is a very real investment with an assured dividend paying future."

It is a hard point to dodge, this advisability of catering to the younger generation. Given a line that they can or will be able to buy, it is impossible to dodge the point. Its logic is too cold and unswerving. If you expect your business to be profitable forty years from now, don't spend all of your money on the people who will be dead then, but spot a good share of it on the crowd who will be VERY MUCH ALIVE WHEN YOU WANT THEM.

These kids grow more ways than physically. Take one splendid example before we quit: Some years ago a youthful subscriber to *St. Nicholas* won a silver badge for a drawing he submitted to one of their contests. On the strength of their encouragement, he did some other sketches, and as a result of the interest they aroused, his parents eventually sent him to an art school.

The kid was only a "youngster" then. He was the reader of a juvenile periodical—a non-entity; some

kind of a thing that doesn't relate to advertising appropriations. And the majority—the staggering, uncountable majority—let him pass. They concentrated on his mother and father and the mothers and fathers of his "gang."

It's different today. He commands their attention; he gets their effort; he is the target for their million dollar campaigns—he and his gang. He has money; he is "somebody"; we all know him:

The kid with the silver badge was James Montgomery Flagg.

And if he is only beginning to

get acquainted with your line it is your own fault. If his gang is just finding out, comparatively, who you are and what you sell, that's your loss.

They should have known years ago. For it pays to make friends before you need them.

Battiste with Massachusetts Blower

P. H. Battiste is now connected with the publicity department of the Massachusetts Blower Company, Watertown, Mass., having left government service. Mr. Battiste will be in charge of advertising and sales promotion.

Christmas in Philadelphia

The Pennsylvania and the Philadelphia & Reading Railroads report that a total of 170 carloads of Christmas trees, averaging 1,000 trees to the carload, are shipped into Philadelphia for Christmas.

From this it will be seen that approximately 170,000 of Philadelphia's homes hold to the beautiful custom of having a Christmas tree.

The "home spirit" in Philadelphia, when viewed from the angle of demand and consumption, is a big thing, especially as "the City of Homes" is composed of 392,000 dwellings, most of them of the one family type.

Manufacturers of any commodity for home use or consumption, are invited to obtain from us facts about the Philadelphia market pertaining to their line.

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper
"nearly everybody" reads —

The Bulletin

The daily circulation of The Bulletin is the SECOND LARGEST in the United States.

November
Circulation

450,509

Copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

How Personal Habits Make or Mar Salesmen

Moderation Rather Than Prohibition Will
Produce Better Balanced Human Machines

By SAUNDERS NORVELL

Chairman, McKesson & Robbins, Inc.

WHILE traveling in Europe gathering grist for his book "Innocents Abroad," Mark Twain learned that his friend, Capt. Frank Mason, U. S. Consul at Frankfort, was about to be displaced by a Democrat. Frothing at the mouth, Mark promptly wrote this letter to Baby Ruth Cleveland at the White House:

"Dear Ruth:

"I belong to the Mugwumps, and one of the most sacred rules of our order prevents us from asking favors of our officials or recommending men to office, but there is no harm in writing a friendly letter to you and telling you that an infernal outrage is about to be committed by your father in turning out of office the best Consul I know (and I know a great many) just because he is a Republican and a Democrat wants his place."

By and by came a tiny baby envelope, postmarked Washington, enclosing this note in the personal handwriting of President Cleveland.

"Miss Ruth Cleveland begs to acknowledge the receipt of Mr. Twain's letter and wishes to say that she took the liberty of reading it to the President, who desires her to thank Mr. Twain for the information it contained and to say to him that Capt. Mason will not be disturbed in the Frankfort Consulate. The President also desires Miss Cleveland to say that if Mr. Twain knows of any other cases of this kind he will be greatly obliged if Mr. Twain will write him concerning them at his earliest convenience."

A philosopher once wrote: "*Man does not need to be instructed—he only needs to be reminded.*" Mark's "reminder," with the help of Baby Ruth, hit the nail on the head—Mason was saved—when we get the other fellow's viewpoint, we often see things differently.

Salesmen being human, possibly nothing that I may write on the subject of salesmen's habits can change them. Therefore, I shall not attempt to tell you anything new, but simply "remind" you of some things you already know, hoping with Mark that through a

"What'll You Have?"

JUST because alcoholic stimulant is to be denied us now in a few weeks doesn't necessarily mean that instantly thereafter the human machines on this old earth will go along "hitting on all four, six, eight or twelve cylinders" as the case may be.

Not by a soda-glass-full, no sirree! There will be a lot of other temptations left and Mr. Norvell's article on this very vital subject of personal habits among salesmen brings this out.

THE EDITOR.

friendly exchange of ideas and quiet reflection you may be persuaded to think that as an old scout who knows the trail I am right.

ONLY HUMANS BLUSH

"A human being," said Mark once, "is the only animal that can blush and that ought to"—we make such fools of ourselves.

A man's habits are the outward token of his character—on them the world judges him and he rises or falls. Water used in moderation is one of the earth's greatest blessings, but too much water will drown us. Immoderation is the curse of mankind.

To millions of men this word is the symbol of death. Through it thrones founder, futures are wrecked and myriads of promising lives destroyed.

PREFERS MODERATION TO PROHIBITION

All my business life I have preached moderation more than prohibition. It takes a better balanced man to be moderate than to entirely do without. If I should eponymize our weakness and write a topical song on it each verse would end with the line—"and then a little more," and that "little more" is the cause of all our trouble. It is not so bad to take one drink, but the "little more" spoils a life-time. A man may smoke in moderation and not suffer from it, but it is the "little more" smoking that gives him "smoker's heart" and the wrecked nerve.

One employee in our pricing de-

partment used to make a lot of mistakes. I happened to notice that most of his mistakes were made on bills priced on Thursday. I asked him what he did on Wednesdays. He admitted that was his "night off." I persuaded him to change his "night off" to Saturday and his errors immediately decreased.


You can say what you please about long life, health and happiness, but in the majority of cases you will find it is a reward for moderate living—for moderation in all things. Of course, there are exceptions. I knew one prominent citizen who lived to be more than ninety years of age and for the last forty years of his life he went home drunk every afternoon. A doctor explained to me that one reason for his longevity was the fact that upon his arrival home he went to bed, so the ill effect of his drinking was offset by the beneficial effect of the long rest he took every night.

This leads us up to a discussion of drinking. When I was first a salesman practically everybody drank. Merchants from the south and west came to town to buy goods and in the majority of cases it meant a "grand old spree." As a boy, I remember that most of the prominent business men were "tanked up" every afternoon.

Probably 10 percent of the salesmen of a house were always on the ragged edge of being discharged because of their drinking habits. Along with all this drinking, of course, were all kinds of loose business. They did not buy well, they did not sell well and the financial mortality was something awful. Wholesale houses had to make great profits to cover the bad debts. How times have changed since then!

In our own business, for instance, we employ a large number of salesmen, and we have lost only one salesman on account of drinking in the past five years.

A very successful man I met recently, once was a hard drinker. In our conversation he referred to his former habits and I inquired how he happened to stop drinking. He replied that one morning he arrived in a western city too late to



THE COUNTRY LIFE PICTURES

DOUGLASS PAGE & CO. INCORPORATED
120 West 34th Street
New York City, N.Y.

November 29, 1919.

Dear Mr. Parker:

It always causes astonishment in the advertiser's mind when he finds his magazine announcement reaches into the South Sea Islands or to Patagonia and brings in orders. It is even more remarkable, it seems to me, to find advertising reaching into the nursery and almost to the cradle with its powerful right arm and extracting profits and good will. This is all by way of preamble to an astonishing demonstration of the power of advertising that I have recently watched in my own home.

My little girl treasures a pile of "St. Nicholas" magazines that came into her possession in 1915, long before she could read anything in them except the pictures. The other day she prevailed upon me to purchase a bicycle for her and I was told that a "Columbia" was the kind which people were buying now-a-days. I inquired, "why a Columbia?" and she said it was the best because "St. Nicholas" said so. It happened that the bicycle I bought was made in the factory of the Pope Manufacturing Co., but it also carried the nameplate of the Pope Manufacturing Co., which appeared under the trademark of another article and when I discussed the probable price I was immediately corrected by the statement in "St. Nicholas" for June 1915 was quoted as authority, and immediately produced.

The moral would seem to be that, if there is a "little fairy in the home" good business requires that there should be a little advertisement there also.

Cordially yours,
Douglass Page & Co.,
Advertising Manager

H. Parker,
"St. Nicholas" Magazine,
New York.

Thank You, Billy, You Have the Right Idea About ST. NICHOLAS

Now that you have read the letter, look at the youngsters below and the house that is, in appearance, environment and general indication of wealth, typical of a great majority of the 70,000 homes St. Nicholas enters each month. Can you possibly go wrong in getting the youngsters in these fine homes talking about your products, learning your tradename, trademarks, staunchly defending them against newcomers not represented in their own magazine? You have read for yourself how one reader of St. Nicholas believes in her magazine. Mr. Neal's little girl is no ex-

ception—she but proves the general rule. What they read about in St. Nicholas, they immediately, perhaps unconsciously, label "the best"—and if it is something that strikes their fancy (and everything under the sun strikes the fancy sooner or later of the average boy or girl) they immediately lay plans to get it.

No, you can't go wrong if you advertise to St. Nicholas boys and girls. They are a paying investment now and a business insurance that far sighted advertisers ought not overlook for one minute.

An investment of \$200.00 per page—is wise economy; wise, because of the kind of publicity you receive, and economical because no where can such publicity be bought for such a small outlay. Send for a copy of our booklet "Making Friends."

Don M. Parker Advertising Director



go to bed, but too early to eat breakfast, so he sat in the hotel office and waited for breakfast time. He saw four or five gray-haired women scrubbing the marble floor. From time to time, he had to move his chair as they scrubbed around him. Many of the women looked as if they had seen better days. He asked them why it was necessary for them to do this kind of work. Each of them gave him the same answer: "Booze." Their husbands drank—died and left them destitute. He said he got up and walked out into the street a heavy lump in his throat. "Booze"—the word ran through his mind like a streak of fire. He had a wife home too. Suppose some night while in his "cups," filled with rum to the "gills"—he should die—what would become of her? Would she have to turn to scrubbing office floors, cleaning filthy cuspidors or some other menial work? Through "booze" he had frittered away thousands in his life—he had saved nothing—if he died, there would be no other alternative for his wife but work of some low kind. He looked up at the grey dawn of the early morning and swore a solemn oath that he would never touch another drop. "That"—he remarked with a grim smile—"was the actual story of how I quit drinking many years ago, and now I have enough government bonds put away so there is not much fear of my wife or daughters ever having to scrub the floor of a hotel."

Booze has pauperized the world for centuries. It has taken the clothes from the back of wives and mothers, starved children, broken the hearts of parents and made a living charnal house of the home—brought misery on millions of innocents. It has filled the hospitals, sanitariums and crucified the race on a dipsomaniac's cross. It is the world's most pitiless thief and has robbed us of some of our most brilliant lights in the very flower of their lives—Byron, Burns, Poe, Alexander, ad lib. and moderation could have prevented it all. When we cannot be moderate in the use of a thing—when our appetites demand that we abuse it—there is only one thing to do—cut it out altogether.

In the past 20 years salesmen have grown wiser than they used to be—have awakened to the fact that booze is not their friend—that against the sober, alert, clear eyed, steady nerved competing salesman they haven't a chance.

COMPETITION ELIMINATED J. B.

Competition has done this. I may also add that the habits of the heads of the house have also changed and even before prohibition took effect there was practically no drinking in business.

I am no prohibitionist, but I am quite sure that in the long run prohibition will be a great thing for this nation. I traveled in Kansas when Kansas was a prohibition state. Of course, a salesman could get a drink if he tried hard enough, but it was too much trouble for the average salesman, so he forgot it and attended to his work. Salesmen in Kansas had nice little homes. They all had bank accounts. They went into building and loan associations and built nice cottages. Their families were well dressed. There was practically no drinking among the Kansas salesmen. From Kansas I was transferred to Colorado.

Oh, what a difference! In Colorado at that time everything was "wide open." Gambling and drinking were rampant. The man I succeeded, a very brilliant salesman, lost his job because he could not stay sober. No salesman could hold a job in Colorado unless he was immune to drinking and gambling. Hundreds of them could not stand the constant temptation and so fell by the wayside. Life in Colorado at that time was far more picturesque than it was in Kansas, but it was certainly less safe, and the wives and the children of the traveling salesmen got the worst of it, but of course since then, long before national prohibition, Colorado went dry, and now the salesman in Colorado is comparatively safe and uses white and greenhouse paint instead of the deep red he formerly used in painting the town.

The only way to settle questions such as these is to decide what is the greatest good to the greatest number, and figuring on this basis, there is no question whatever of the fact that prohibition will be of great benefit to the whole country, as well as the traveling salesmen.

POKER HAS ITS GOOD QUALITIES

Now let us say a few words about gambling. There are some advantages to be derived from the game of poker. For instance, it teaches a young man who may have a case of "big head" that the other fellow holds cards also. Poker stimulates observation. It makes men more alert. This is good training, but the unfortunate thing about

all kinds of gambling, either poker or bridge, is the fact that it is usually done at night. The young salesman loses his sleep and he is good for nothing the next day. Besides that, if those who have had experience in gambling will review the life of gambling friends, they will find as a rule that they have not been profitable.

In almost every town where salesmen make their headquarters and where they foregather on Saturdays and Sundays, there will be found a group usually of older salesmen, who keep the game running. These salesmen invite the young men to join, and these boys soon wake up to the fact that the other fellow always holds a better hand when the pot is worth while. How often I have known young fellows to be cleaned out by these older salesmen!—wolves in the chicken coop. In fact I have known men who pretended to be salesmen, but who to all intents and purposes were professional gamblers, who made it their business to fleece the young travelers.

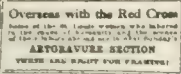
Long ago in Texas laws were passed against the public playing of cards. In the "Lone Star State" you cannot play a game of cards on a train. The young salesman who is ambitious and who expects to do something with his life will be wise to give a smile and a wide berth to these gentlemen who invite them to "sit in a little game."

For a man aspiring to go ahead, a reputation as a gambler is a dangerous asset. No one wants such a man in a position of trust—no one has confidence in him—he lives under constant suspicion—he must be watched, whether he is big or little. Not many years ago, when one of the largest trusts in this country was being organized, a millionaire, famous for his gambling proclivities was bluntly refused a position on its board of directors. He demanded the reason. "Because," he was told, "*the public knows you as a notorious gambler. If we are to succeed the public must have confidence in us.*" All the way through life, the taint of a gambler follows a man and poisons his life—folks are afraid of him—fear he will dig into the expense account when the cards cut wrong. Cut gambling.

EXPERIENCED HELP THE NOVICES

I wish here to touch upon the obligation of older salesmen to young salesmen. Older men have

(Continued on page 26)



St. Louis Globe-Democrat.

EXTRA
FINAL EDITION

VOL. 45—NO. 159—PART ONE

(Published as Second Class Matter on May 1, 1878, at St. Louis, Mo., under Act of Congress, March 3, 1879.)

ST. LOUIS, THURSDAY MORNING, DECEMBER 4, 1919

PRICE TWO CENTS

GLOBE-DEMOCRAT BUYS THE ST. LOUIS REPUBLIC OLDEST NEWSPAPER IN WEST SUSPENDS PUBLICATION

Announcement

THE publishers of the St. Louis GLOBE-DEMOCRAT have purchased the St. Louis Republic from its publishers, George Knapp & Co., and the publication of that newspaper will be discontinued, its issue of today being its last. This is not a consolidation but an absorption, the GLOBE-DEMOCRAT continuing under the same ownership and management as heretofore, and it will continue to be an independent Republican newspaper, basing its editorial policy upon what it believes to be right, and printing the news accurately and fairly without fear or favor.

The publishers of the GLOBE-DEMOCRAT realize their responsibility to the public and will endeavor to merit the esteem and support of its readers in St. Louis and throughout its tributary territory by giving them a strong morning newspaper in every way worthy of the city and the field. The readers of the Republic are invited to join the great number of friends and patrons of the GLOBE-DEMOCRAT, whose publishers will take over the subscription lists of all the various editions of the Republic and will fulfill prepaid subscriptions until expiration. Where subscriptions have been prepaid for the same editions of both the GLOBE-DEMOCRAT and the Republic the subscription period for the GLOBE-DEMOCRAT will be extended for the prepaid term.

President and Editor The Globe-Democrat

A Word to Advertisers

THE above announcement to the public explains itself, but to advertisers and advertising agencies a further word is due.

You have, of course, long recognized the GLOBE-DEMOCRAT as the one essential medium in the St. Louis morning newspaper field.

Therefore you are chiefly interested in our absorption of the other morning paper because this action **concentrates all the morning circulation in one medium** and enables us to carry your message **EVERY DAY** to practically **EVERY BUYER** in St. Louis, its suburbs and far-reaching trade-territory.

By the taking over of the Republic's subscription lists, the GLOBE-DEMOCRAT'S circulation is increased to well over

200,000 Copies, Daily and Sunday

The GLOBE-DEMOCRAT'S daily circulation is approximately

40,000 MORE

than that of the second St. Louis paper, the Post-Dispatch

The GLOBE-DEMOCRAT reaches the public of this great territory in its entirety **EVERY DAY**—covers this wonderful market more completely, more comprehensively, than any other one newspaper ever did before.

St. Louis Globe-Democrat

Largest Daily Circulation of Any St. Louis Newspaper

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS
 410 Tribune Bldg.,
 New York

GUY S. OSBORN
 1302 Tribune Bldg.,
 Chicago

J. R. SCOLARO
 701 Ford Bldg.,
 Detroit

R. J. BIDWELL
 742 Market Street,
 San Francisco

C. A. BRIGGS
 1302 L. C. Smith Bldg.,
 Seattle

A detailed illustration of stacks of \$100,000 bills and a \$10,000 money bag. The bills are stacked in several rows, with some showing the number '1000' and the word 'UNITED'. A large money bag with a drawstring top is in the foreground, labeled '\$10,000'. The background is filled with more stacks of bills, creating a sense of vast wealth.

Your Six Billion Dollar Sales Opportunity

WHAT the railways *must* purchase and do to meet present and increasing demands on the transportation systems of this country—that is the big, live subject covered by the

Six Billion Dollar Market Number
of the

Railway Age of January 2, 1920

The railways are at least four years behind in facilities. Prospects of their being able to raise large amounts of capital are better than at any time during the last fifteen years. *Big Business*, yes, the *Biggest* ever done by manufacturers who supply the railways' innumerable wants, lies just ahead.

FACTS and data concerning what the railways *must* acquire and do to meet present and increasing demands will be fully given in this unusual issue—this “Six Billion Dollar Sales’ Market” number with its guaranteed circulation of 15,000. This number which will be read by 50,000 railway men here and abroad.

As a matter of sound business policy, those who supply the railways, those who desire to enter this vast market, should adopt a well-defined and purposeful advertising campaign to start in the Six Billion Dollar Sales’ Market number of January 2, 1920.

*Time is limited — forms close December 24
—but quick action will enable you to*

Get into this Big Number with a Punch!

Simmons-Boardman Publishing Company
Woolworth Building, New York

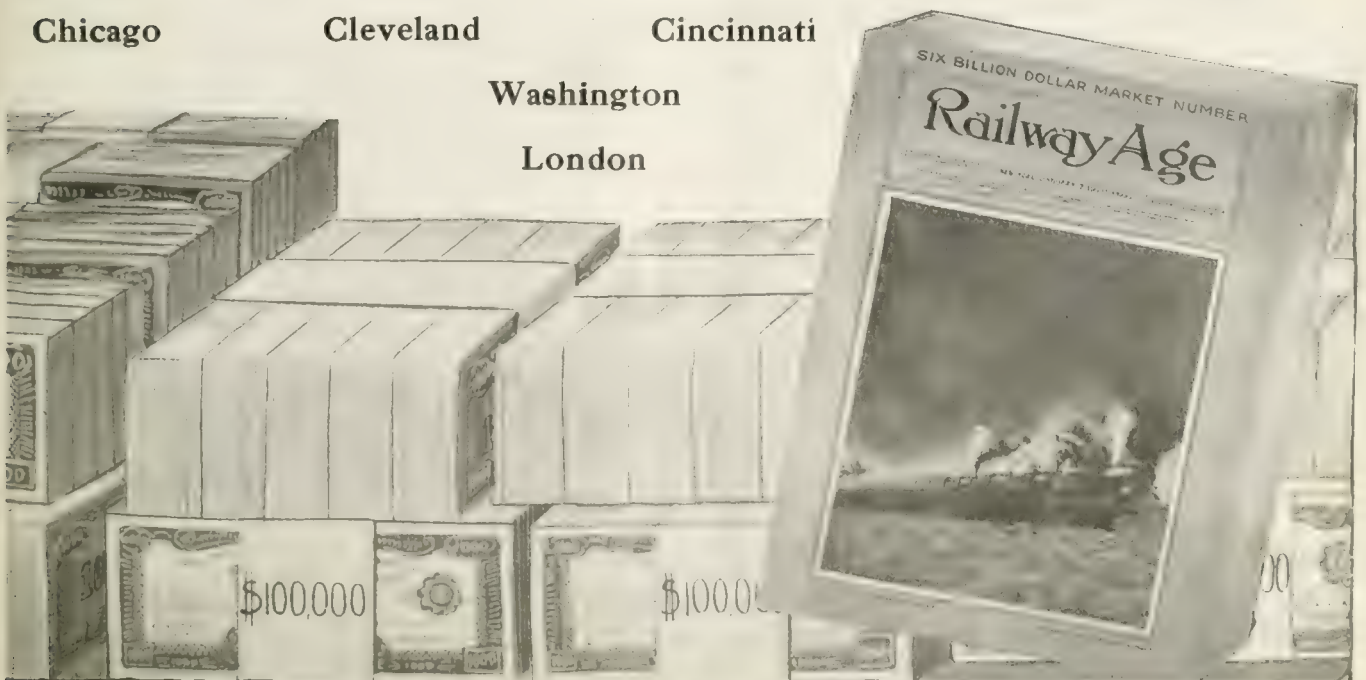
Chicago

Cleveland

Cincinnati

Washington

London



How Personal Habits Make or Mar Salesmen

(Continued from page 22)

a great influence upon young men. Their example means much to the younger salesmen.

When I traveled in small towns around Topeka, Kan., Albert Latham was a salesman for my house who visited the larger trade in the larger places. He lived in Topeka. I will never forget one Saturday when I was in a small place near Topeka, receiving a telegram from Mr. Latham asking me to spend Sunday with him in Topeka. He intro-

duced me to his family and took me to church. I was very lonesome and home-sick in those days and this pleasant family Sunday with the Lathams was a bright spot in my life. In many other ways Albert Latham showed his interest in me and my work. He was a fine character. He was very much beloved by his customers. He has gone to his last resting place, but it gives me genuine pleasure to bear witness after all these years to his high Christian character. (Peace to his ashes.)

There was another salesman that

I met when I was a youngster on the road whose contact was always encouraging and uplifting. I mean Frank C. King, who traveled for the Abernathy Furniture Company of Kansas City. Mr. King became a prominent official in his company. Having earned the confidence of his associates, he has now retired from business, but as I write these articles I wish to bear witness to the influence for good he had among all the salesmen with whom he came in contact. I have known him to stay up all night with salesmen who were ill. He was always cheerful. He always had an amazing story and a kind word.

On the other hand I look back to some other salesmen, whose influence was all wicked. These wicked salesmen had a following among the younger men. As I review the years I spent on the road I am convinced that there is an active principle of good and an active principle of evil, and while some of our modern philosophy may teach us that there is no good and no evil, I am sure when I review the results of the teachings and the example of certain older salesmen, I cannot agree with this modern philosophy.

Many young fellows every year go straight on the road, to perdition from their home firesides. Many of them know little or nothing of the life of the world. Many of them are just as pure as the young girls in their families.

Do the older salesmen on the road, when they meet these young fellows, realize their responsibilities? When you consider how homesick a young salesman becomes, until he is hardened and makes new associations, you can understand how susceptible these salesmen are to the temptations that come to them on the road. There is no restraining home influence. No one cares what they do. The thing that is really surprising is the fact that so few salesmen go wrong. This leads us to the curious fact that well-managed houses where salesmen are carefully followed up by their sales managers have fewer salesmen go wrong than other houses that handle their sales in a careless and "go-as-you-please" manner.

Bert Greenwood of Butte, Montana, and I went on the road about the same time. We both traveled out west in the mining camps. Years afterward we met and I remarked to Bert: "After all, it is not a bad thing for a man to have

Advertisers with Vision

who advertise a well-known product in New York City will find it very much to their advantage to get in touch with us immediately and secure the facts concerning a sure method of making their advertising appeals in the Metropolis more effective.

Our proposition is the biggest, most effective and most economical of its kind.

It presents your message in 825,000 places every day in such a way that it cannot help being read.

Telephone Cortlandt Official and ask for P. W. Eldridge, Sales Manager, Directory Advertising, or write him, New York Telephone Company, 15 Dey Street, New York, N. Y.



NEW YORK TELEPHONE COMPANY

seen life." "No," answered Bert meditatively, "not if he lives through seeing it—so many do not."

Then my friend Marion Reedy, the editor of the *Mirror*, once wrote that when a man is young and certain things happen to him he dies and then it is a tragedy, but if he lives through it and he looks back in his old age, what is a tragedy in the life of one youth is simply an incident in the life of the other.

STATISTICS THAT STARTLE

What is more tragic than to see a bright, clean young man go wrong? We have all seen it happen time after time. Sudden death itself is not as bad as the gradual breakdown of moral character and physical well-being as a result of bad habits. If the young man could only realize the heavy price he must pay for his surrender to evil temptations, how particular he would be! An analysis of the record of the Surgeon General of the Army for the first draft ought to be made by every young man in this country. It is the greatest indictment of the folly of youth ever recorded in human history. The draft called out 10,000,000 men—ages 21 to 31—the flower of the nation. The rejections for the six leading causes show the following tragic figures:

Venereal diseases.....	938,232
Heart disease.....	504,768
Diseases of the ear, including defects of hearing.....	525,600
Diseases of the eye, including defects of vision.....	421,704
Flat feet.....	346,392
Alcoholism	296,640

A study of these figures tells its own story. Of these six reasons practically all of them are the result, either in one generation or the other, of the habits of the individual.—McK. & R. Drug Topics.

(In an early issue Mr. Norvell will discuss the one big remaining habit necessary for ultimate success in every line—the saving habit.)

"Type Composition Here to Stay"

The *American Printer*, New York, believes that photo-engraved typewritten copy will not replace type composition, despite the fact that the *Literary Digest* declares its experiment in typeless printing "has started more than twoscore inventors to work along this line to perfect standards that may make typesetting superfluous and render Gutenberg's famous invention of movable types an outworn device." The *American Printer* says in a recent issue that the appearance of the magazines typewritten during the printers' strike was not inviting.

"The standard type face used on type-

writers is supposed to be the most legible of types," says this magazine, "but the test proved that while a few lines of standard typewritten matter may be read easily, the face is too monotonous for sustained reading."

To Develop Our Markets for British Goods

J. P. Shaddock, formerly foreign advertising manager of the J. Roland Kay Company, Chicago, has joined John Hadson & Company, agency, London, England. His work will be to develop American markets for British goods. Mr. Shaddock is asking for rate cards, sample copies and special data about the market for British products in particular fields.

N. Y. Representatives to Hold Banquet

The Representatives Club, New York, will hold its annual banquet January 9 at the Waldorf-Astoria. The toastmaster will be George S. Chappell. Among the speakers will be Wilbur D. Nesbit, of the Wm. H. Rankin Company, Chicago; Robert Benchley, the writer; Dr. W. E. Aughinbaugh, of New York University, and others.

New Business for Sehl

The Sehl Advertising Agency of Chicago is sending out new contracts for the Marinello Company account. The new schedule calls for Sunday insertion, as well as the use of dailies in the newspaper field.

EFFECTIVE JANUARY 1st, 1920

TODAY'S HOUSEWIFE

announces

the appointment of

RUFUS FRENCH, Inc.

*as Eastern Advertising Manager
in charge of New York City, New
York State, New Jersey and
Pennsylvania and South Territory*

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

Advertising to Influence Railroad Legislation

More than two million dollars will be expended in advertising throughout the country for the purpose of influencing railroad legislation, according to Senator Norris of Nebraska, who has introduced in Congress a resolution asking for an inquiry into the financing of this work, which is said to be backed by railroad executives and security holders.

In a speech on the floor of the Senate Saturday, Mr. Norris quoted a number of despatches which characterized the advertising campaign as the largest ever conducted, excepting only that of the packers during the recent investigation of their industry, and introduced a number of large advertisements which he declared had been sent to various publications.

Anthony Bill Shelved

Congress is inclined to fight shy of the controversy as to whether or not newspapers should be permitted to continue their extensive use of print paper, and to leave it to the newspapers themselves to work out their own salvation. The controversy culminated in a hearing before the House Committee on Post Offices and Post Roads, at which a large number of publishers and others appeared to give their views for or against the adoption of the so-called Anthony limitations bill.

This bill provided that until July 1, next, no newspaper or periodical shall be carried in the United States mails at the rates provided for second-class postage which shall exceed in size, daily papers, thirty-six pages; periodicals, weekly or bi-weekly, seventy-five pages; or monthlies, one hundred pages. It sought to authorize the Postmaster-General to refuse the second-class rate of postage to any papers exceeding these limits.

Opponents of the measure charged that this bill would affect only a small percentage of the newspapers of the country and would fail to accomplish its purpose of conserving newsprint. The arguments pro and con made it very evident that here was a problem to be cared for by the publishers getting together among themselves and dealing with the situation in such a way as to accomplish that which will be of more than a temporary cure for the shortage. Congressional interference would only tend to further complicate matters, and at any rate considerable delay might ensue before such a bill could actually become a law.

Should the Anthony bill come up in the House of Representatives there is no doubt that it would receive adverse consideration. If it passed the House it would have to go to the Senate and face certain opposition; it might then have to go to a conference of Senate and House members of disagreements as to the wording of the measure, and then it would have to take its chances with the President. By the time the emergency may have passed, perhaps due to the activities of the publishers themselves.

"We are in executive session on the post office appropriation bill," said Chairman Halvor Steenerson, speaking for the House Committee on Post Offices and Post Roads, "and we must get that out of the way before we can consider any other legislation."

This statement apparently means that the Anthony bill is shelved for at least the time being—that nothing will be done with it until after Congress reconvenes following the holiday recess on January 5. The appropriation bill will not be ready to be taken up until sometime after that date, and it is hardly likely that Mr. Steenerson or his colleagues on the committee will be inclined to let anything else interfere with work upon that measure.

Edge Export Bill Goes to President

The Export Finance bill introduced by Senator Walter E. Edge, of New Jersey, was finally enacted by Congress Tuesday, when the Senate adopted the conference report which was adopted by the House about two weeks ago. The measure now goes to the President.

In an amendment by the House to the bill as passed by the Senate, the provision for double-liability of stockholders in proposed export finance corporations was stricken out and this amendment was sustained by the conference committee and by both chambers in adopting the report. Through amendment of the Federal Reserve Act, the Edge bill provides for federal incorporation of concerns to finance the American export trade. Such corporations may accept from impoverished foreign customers collateral satisfactory to the Federal Reserve Board and against this issue debentures for sale to the investing public, the actual money so received to be paid to the American exporters or producers. No government participation, underwriting or guarantee is involved.

After the adoption of the report, Senator Edge said:

"On behalf of the industrial, commercial, maritime, labor and financial interests of the United States, I am highly gratified by the enactment of the Export Finance measure. But it now must be remembered that this is not a compulsory measure, but only authorizes and provides the procedure for the expansion of the American banking system to all parts of the world, giving resultant impetus to American industry and commerce. Congress now has done its part, and done it well; now it is up to American business men to take advantage of the opportunities opened to them. And this I have every reason to believe they will do so, immediately and enthusiastically. And I modestly would like at this time to express my warm appreciation for their aid and cooperation to Governor W. P. G. Harding of the Federal Reserve Board and George L. Harrison, its counsel, and many others in public and private life who have lent their help in the passage of this bill."

Federal Authorities After New York Paper

The Federal Trade Commission has cited the Mercantile and Financial Times Publishing Co., New York City, in a formal complaint alleging unfair methods of competition.

It is alleged that the publication issued, The Mercantile and Financial Times, is similar in form and make-up to periodical journals dealing with mercantile and financial matters which are made up of paid advertisements set forth as such and bona fide news articles and editorials, that the respondent publication so closely simulates bona fide periodical journals as to lead the public to believe that it is a bona fide periodical journal, whereas, as a matter of fact, it is not a bona fide periodical journal, and that what purports to be news articles and editorials contained in this publication are advertisements, although not so marked, of certain individuals referred to therein and paid for by such individuals.

It is further alleged that the publication contains a large number of advertisements of reputable financial concerns, that such advertisements are published without the knowledge or consent of such concerns, and without any expense on their part, and that the effect of such publication of spurious advertisements is to cause the public to give an undue preference to respondent's publication over bona fide periodicals published by competitors. This practice tends also to mislead the public into giving an undue credence to advertisements falsely represented and published as news articles and as editorials.

Aspirin Advertising Called Unfair by Government

The Federal Trade Commission has cited The Bayer Co., Inc., New York City, in a formal complaint alleging unfair methods of competition. The respondent has forty days in which to file answer, after which the case will be tried on its merits before final settlement.

It is alleged that this company "has been publishing . . . advertisements . . . to the effect that the word aspirin is only properly used to designate the product of respondent, that respondent's . . . product is the only genuine, unadulterated and safe drug product manufactured and sold as aspirin, and that the products manufactured and sold by competitors as and for aspirin are spurious and adulterated and composed of other materials such as talcum powder and the like." It is alleged that these statements by the Bayer Company mislead the public into giving undue preference to Bayer's aspirin, thus causing loss and damage to competitors.

Washington Stores Conserve Newsprint

Washington department stores have announced that they will cooperate with the local newspapers in conserving the supply of newsprint by cutting down their advertising requirements by ten percent. An appeal to advertisers to use as little space as possible was circulated last week, in which it was declared that the supply of newsprint is only a short sum in excess of the demand and that production is not keeping up with consumption. Unless there is a marked reduction in the use of newsprint there will be a shortage by the first of the year that will drive



Good Business Insurance

The man of tomorrow is the Scout of today. You know him.

He is the up and coming boy in every community: The boy who is preparing himself for the obligations of citizenship by assuming the responsibilities of today.

He is getting his training by following the Scout program. It means hard work and real sacrifice for every boy who undertakes it.

The next time you see a boy in his Scout uniform think of him in that light.

This type of boy is the man of tomorrow. The man you must look to as the buyer of your product. The man on whom your business will depend.

And this is the time to get him acquainted with your name and what it stands for.

To be sure of him tomorrow you must advertise to him today.

Your business is not built for today but for the future.

You believe in insuring yourself against all possible business contingencies.

Carry this one step further and make sure of your future customer by selling him today and then keeping him sold.

This is double business insurance, because most of these boys are buying factors right now. Their influence is felt in most family purchases as well as in the buying of things that are for their own use.

Many national advertisers already know the value of this market and its future possibilities.

We want you to become better acquainted with it. Do we get a chance to tell you about it?

Boy's Life is the Only Publication Covering the Scout Field

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

The Quality Magazine For Boys

THE BOY SCOUTS OF AMERICA
PUBLISHERS

Member A. B. C.

200 FIFTH AVE.
NEW YORK

37 SO. WABASH AVE.
CHICAGO

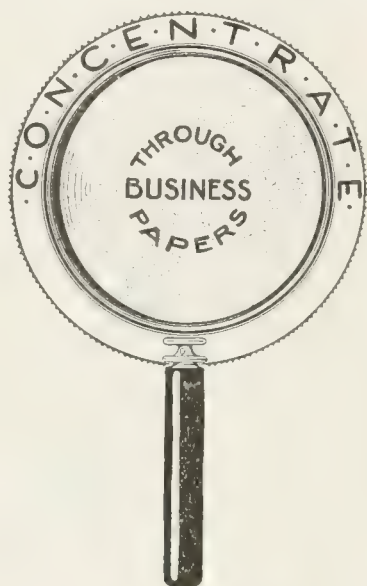
many of the smaller papers out of existence.

Officials of the various stores declared that while the reduction in advertising would hamper them considerably, especially during the holiday period, they are very willing to do what they can to help out, even though laboring already under a number of other disadvantages.

Congress Asks Papers To Cut Down 10 Per Cent

The Post Office Committee of the House of Representatives asked the newspaper publishers of the country to reduce the size of their publications by 10 percent for a period of at least six months so that the host of smaller newspapers, now facing disaster, might

be able to tide over the shortage crisis. The appeal reads: "The committee considered the shortage in the news print paper supply and believe that unless consumption can be materially reduced it will result in the destruction of a large number of newspapers in the smaller cities and towns and inflict irreparable injury on the communities served by them, and having in mind the great results accomplished during the war by voluntary and patriotic cooperation of the people in saving foods, fuel and other necessities in which you had a creditable part, we appeal to reduce consumption of news print paper by at least 10 percent during the next six months, thereby averting the threatened injury and obviating the necessity for repressive measures in the future."



Mental concentration conquers difficult problems; military concentration achieves victories; concentration of power anywhere always triumphs over diffusion of effort.

This fundamental principle does not stop working when it comes to advertising.

The good Business Paper gathers material from many sources and focuses it on interested readers only—the most perfect example of concentrated, wasteless advertising power.

All Business Papers are good, but some are better than others. The phrase "Member of the Associated Business Papers, Inc.," means proven circulation PLUS the highest standards in all other departments.

The ASSOCIATED BUSINESS PAPERS Inc.

Jesse H. Neal, Executive Sec'y

Headquarters

220 W. 42d Street

New York

Would Bar from Mails Foreign-Language Press

A bill to declare publications in foreign languages unavailable has been introduced in Congress by Representative Clark of Florida. Mr. Clark's bill would prohibit the mailing of any magazine, periodical, newspaper or other publication of any kind or character printed in whole or in part in any other language than English. Attempts to mail such publications would be punishable by fines ranging from \$500 to \$5,000, imprisonment for from six months to five years, or both.

The bill has been referred to the committee on the post office and post roads.

Detroit Agency Gets Axle Account

The Power, Alexander & Jenkins Company, agency, Detroit, has secured the account of the Salisbury Axle Company, New York. Plans are under way for a campaign in national publications.

Agencies Appoint Newspaper Committee

The committee on daily newspapers appointed by the American Association of Advertising Agencies is composed as follows: Colin Armstrong, New York; Cleveland A. Chandler, Amsterdam Agency, Boston, Mass.; William B. Tracy, Tracy Parry Company, Philadelphia; Ernest I. Mitchell, Mitchell, Malloy & Faust, Chicago, and Morton Caldwell, Chambers Agency, New Orleans.

Anton Benson Hads Harrisburg Club

Anton Benson, advertising manager of Bowman & Company, Harrisburg, Pa., has been elected president of the Harrisburg Ad Club. The other officers recently elected are: Herman P. Miller, vice-president; Frederick C. Rowe, secretary; J. S. Belsinger, Lee Goldsmith and J. P. McCough, executive board.

Three Tire Firms Incorporate in Delaware

The Wildman Rubber Company, manufacturers of tires and tubes, Wilmington, Del., has been incorporated with a capitalization of \$20,000,000. In the same city the Kentucky Tire & Rubber Company, tires and tubes, has been incorporated at an equally large capital, and the Carlisle Tire Corporation, tires and casings, capital, \$33,000,000.

More Capital for Bethlehem Motors

Stockholders of the Bethlehem Motors Corporation have approved an increase in capital stock from 130,000 shares of no par value to 200,000 shares.

To Advertise Dixie Dyes

The Philip Kobbe Company, New York, has secured the account of the White Tar Aniline Corporation, manufacturers of Dixie dyes for household use.

Einson Branch in Chicago

Arthur Freeman, formerly advertising manager of the Consumers' Company of Chicago, and Gimbel Bros., New York, but now president of Einson Litho, Inc., of New York, has established a Chicago office in the McCormick Bldg., under the management of Charles M. Veazey.

Rauh Agency Gets Five New Accounts

The Richard S. Rauh Company, advertising and merchandising counsel, Pittsburgh, Pa., has secured the five following accounts of manufacturers, all of Pittsburgh: Superior Tile Company, makers of Tilex; Raylo Corporation, makers of Raylo, "More than a Polish"; Comfort Garments, makers of Kiddie Waist and Sani-Belt; Carbon Steel Company, alloy steels; Falkner American Potato Flour Corporation, American Potato Flour.

Promotions at Hart & Hegeman

Arthur J. Lubeck, formerly assistant Western sales manager of the Hart & Hegeman Manufacturing Company, Chicago, has been promoted to the position of Chicago district sales manager. Mr. Lubeck succeeds Haynes L. Everest, who has been made general sales manager, with headquarters at Hartford, Conn.

Ad Club and Commerce Chamber Consolidate

The Loraine, Ohio, Advertising Club has been merged with the Chamber of Commerce that has recently been formed in that city. The chamber will include a department of advertising.

Malcolm McCormick Goes with McCord

Malcolm McCormick who has been associated with the Burroughs Adding Machine Company and the Chalmers Motor Company, has been made sales and advertising manager of the McCord Manufacturing Company, Wyandotte, Mich.

Conrad Kimball Dies

Conrad Kimball for a number of years with *Harper's Magazine*, New York, later with Will C. Izor and for a year and a half in Y. M. C. A. work in France, died recently of tuberculosis. Mr. Kimball went to Denver, Colo., for his health early in the year.

Don't Forget the Metric System

The American, consul in Grenoble France, writes in a report of the Department of Commerce of a continuing increase in American-made goods. Importers, he says, are eager to form business relations with American manufacturers. American advertising matter in French will be of particular value at this time, but attention is called to the necessity of giving weights, dimensions and capacities in terms of the metric system.

Campaign for Canadian Dairymen

The National Dairy Council of Canada has planned an advertising campaign to increase the use of milk and its products as food. It has been decided to raise for this purpose \$175,000. The council represents the various organizations of producers and distributors of milk and dairy products throughout the dominion.

Louisville Unions Advertise Closed Shop

The publicity bureau of the Louisville, Ky., trades unions has been organized to place before the public the real meaning of the closed shop, and has organized an educational campaign to counteract the efforts of various civic bodies in that city. Newspaper

advertisements have begun to appear, and several papers, it is said, have refused to accept the bureau's advertising. The union men plan to "use the same weapon to gain better working conditions that the employers has always used to defeat organized labor publicity."

Former Agency Man with "Oildom"

Samuel Mitchell, formerly with the Irwin Jordan Rose Advertising Agency, New York, has been appointed advertising manager of *Oildom*, New York.

W. C. Dudgeon Joins Power, Alexander & Jenkins

William C. Dudgeon, for eight years in advertising work, has joined the staff of Power, Alexander & Jenkins Company, agency, Detroit. Mr. Dudgeon was recently with the Gardner Advertising Agency, St. Louis, Mo.

Oklahoma Paper Names Representative

Payne, Burns & Smith, New York and Boston, has been appointed foreign representatives of the Tulsa, Okla., *Democrat*.

Tobacco Products Declares Dividend

Tobacco Products Export Corporation has declared a dividend of 5 percent in stock, payable January 2 on stock of record December 24. A meeting of stockholders will be called on December 23 to increase the capitalization from 450,000 shares of no par value to 500,000.

Railroad Man Joins Simmons-Boardman

E. C. Jackson, mechanical engineer, formerly of the motive power department, New York Central Lines, has joined the Service Department of the Simmons-Boardman Publishing Company, New York City.

More Stock for White Motors

The White Motor Company, Cleveland, Ohio, has voted through its directors to increase its capital stock from \$20,000,000 to \$25,000,000. The increase in the capital after the \$4,000,000 boost of a few month ago is necessary, it was said, because of the company's rapid expansion.

"Truth-in-Advertising" Wins Victory in Conviction of Pandolfo

S. C. Pandolfo, president and chief promoter of the Pan Motor Company of St. Cloud, Minn., was found guilty of using the United States mails in a scheme to defraud, and sentenced to ten years and a fine of \$4,000. The verdict was returned by a jury in the court of Federal Judge Landis, Chicago, December 6. The indictment on which he was convicted charged misrepresentation in letters and literature mailed to prospective stockholders.

The verdict is hailed by the Associated Advertising Clubs of the World as a victory not only for the government but also for clean advertising, for while nearly all advertising is true now such cases as this emphasize the fact that the fakirs are being driven from their last strongholds. It is regarded by Merle Sidenor, chairman of the National Vigilance Committee, as having an influence for good so extensive that it is difficult

H. Devitt Welsh

Is a Member of this Organization

Mr. Welsh has been chosen one of our counselors because of his attainments in the province of artistic industry. Equally proficient with brush, pencil or the copper plate and dry point of the etcher, he is especially adapted to consult with our clients and advise them on the matter of art work they may desire from our studios.

It is this ability of our representatives to visualize customer's needs into practical terms of the uttermost artistic possibilities of the subject in hand that makes their services so widely sought after. We are pleased to add Mr. Welsh to the list.



Louis C. Pedlar, Inc.
COUNSEL IN ART,
95 Madison Avenue
NEW YORK CITY

Telephone Madison Square 511

to comprehend. To halt advertising activities of a fraudulent character and to punish him who perpetrates them is considered a wholesome warning to others who abuse public confidence in the sale of securities, merchandise or services.

The advertising matter of the Pan Motor Company teemed with extravagant and misleading statements. Letters of indorsement were used after they had been repudiated by their writers. One letter of indorsement did not actually refer to the Pan Motor Company. The banker who wrote it had never heard of the company at the time the letter was written, and the use of the letter was entirely unauthorized.

It was testified at the trial that approximately \$0,500,000 of the stock of the Pan Motor Company has been sold, sales being made in nearly every State of the Union to a total of more than 70,000 stockholders, this stock being disposed of largely through the efforts of "high pressure" stock salesmen.

In the sale of stock, misleading statements were employed in advertisements published in newspapers, and in printed matter sent through the mails.

It developed from the evidence that notwithstanding the large sum realized from stock sales, the company at the time of the trial owed approximately \$250,000 and had but \$5,000 available cash with which to meet the obligation.

It is difficult to estimate the amount received by Pandolfo personally, as the evidence showed that he had made false entries in his books, but as the books stood they revealed that he received between \$500,000 and \$1,000,000, net.

Pandolfo received this during a period covering approximately three years and he admitted on the witness stand that he not only was without funds when he started the scheme but owed debts approximately \$100,000.

"We accept Liberty Bonds as cash," the advertising said. "Are you interested in making yours return 25 percent or better?" The evidence showed that the company received approximately \$1,000,000 in Liberty Bonds in exchange for Pan Motor stock.

Whenever Pandolfo's advertising methods have been exposed, he has assumed the attitude of being the victim of jealous, hostile "interests." His attacks on the Associated Advertising Clubs and others have taken the form of advertisements, paid news matter publicity, and big-figure libel suits. Among the libel suits filed by Pandolfo and the Pan Company are the following:

Associated Advertising Clubs.....	\$500,000
Better Business Bureau, Minneapolis Advertising Forum.....	1,000,000
Arizona Bankers Association.....	1,000,000
Guenther Publishing Company and Financial World.....	500,000
Doubleday, Page and Company and World's Work.....	500,000
Grand Junction, Colo., Sentinel.....	400,000
Durango, Colo., Democrat.....	500,000
Congressman Edward T. Taylor.....	250,000
Richard H. Lee, Special Counsel of the Associated Advertising Clubs.....	100,000

Pandolfo's theory of defense, when brought before the trial court in Chicago, was that he had been the victim of a great "conspiracy" which aimed at his destruction. The Associated Advertising Clubs, the United States Gov-

ernment, local public officials, reputable newspapers, magazines and financial journals and many others who had found objection to his methods, he charged with being in this "conspiracy" of "interests."

Frequently, Pandolfo anticipated attacks and built convenient "straw men" for the occasion. These straw men he then destroyed in spectacular and bombastic fashion, according to the account of his publicity man.

In literature of the Pan Motor Company Pandolfo promised 100,000 cars the first year. He stated that it stood a better chance than the Ford Company in the matter of making money, estimating that Henry Ford produced \$250,000 for every \$100 invested in the Ford enterprise. On this basis, if Pandolfo

sold all of the stock in the Pan Motor Company, at the price of \$10, the company would have to return, to duplicate the Ford feat, twenty-five billions. Incidentally, the price was raised the latter part of 1910 to \$12.50 to comply with a promise Pandolfo made in his literature to the effect that it would sell for more than \$10 before it was all sold.

In the face of this, including cars assembled, cars made for stock selling purposes and cars built for it by others, the Pan Motor Company has produced less than 300 automobiles.

In his review of the case Judge Landis severely criticized newspapers that sell news columns for advertising, and expressed the wish that he could punish States which license such corporations as the Pan Motor Company.

In Re: The Salesmen Who Slept on the Peace Treaty Job

Prominent Advertising Men Agree That the Failure to Have It Ratified Can Be Traced To Inadequate Methods of "Marketing"

CONSIDERABLE comment has been aroused by the article in the November 29 issue of ADVERTISING & SELLING by Edward Hungerford on "The Peace Treaty: A Failure in Advertising." It will be remembered that Mr. Hungerford's point was that the treaty, as a general proposition and as this particular treaty, was not presented to the American public in such a way as to arouse sufficient interest in it to warrant its acceptance. In plain words, there was no "consumer demand." The organization, from the sales manager down to the men on the road—into which category Mr. Wilson, Mr. Creel and the press representatives fall—failed to sense the acute necessity for creating the aforementioned demand.

There was no organized effort, either by means of delicate, subtle propaganda or strong, honest publicity (real American advertising) to give the public a chance to discover why or why not the treaty should be "bought."

Among the many comments received in the editorial rooms since the article appeared is the opinion of John E. Kennedy, the father of Reason Why copy. Mr. Kennedy feels that: "It is regrettable that some such able article as that of Hungerford's in your November 29 number, or a series of such articles, could not have appeared before it was too late to rouse advertisers and advertising men into an action which might have saved the Peace Treaty.

"I fear that politicians and others lean too confidently on mere press agency and free newspaper publicity to achieve very much in the way of concentrated public education on vital subjects that have a time limit on their efficiency just as merchandise has a season of sales that cannot profitably be missed.

"I also feel that too much reliance is placed upon the kind of general publicity which is credited with such large results in the selling of Liberty Bonds, but which required millions of dollars worth of *free personal* salesmanship to complete a work that could have been completed largely by the kind of concrete Printed Salesmanship which sells billions of dollars worth of merchandise to the American public yearly, both at wholesale and retail by mail in open competition with such expert personal salesmanship as was lavishly employed in the actual selling of Liberty Bonds, Red Cross, Y. M. C. A. and other fund-raising campaigns and drives.

OTHER IMPORTANT FUNCTIONS

"While the Peace Treaty matter could have been efficiently handled that way there still remain other issues of equal importance on which it is not too late to demonstrate that Paid Advertising of outright mail order, self-starting character, could be made a tremendous power for good in, for instance, clearing the revolutionary atmosphere of today.

"A campaign of mail-order advertising, tactfully written *from the*

standpoint of the Laboring Man, and not from the standpoint of the Capitalist who would benefit most from such a campaign (and SO SHOULD pay for it) might convert the present dangerous state of mind of the masses from a blind resentful 'Red' attitude into sober, clear-seeing, understanding of the REAL facts, which would settle our labor troubles much more effectively and permanently than legislation of any kind can do, or newspaper news of strikes and concessions can hope to do.

"While the High Cost of Living is given as the reason for the crushing demands of labor for higher wages to meet these higher living costs, little that is *practical* is being done to remove that logical excuse of labor for such demands.

"Meantime, in South Georgia hogs are being raised for 4-2-3 cents per pound, live weight, and country-cured hams of a quality that brings 36 cents to 50 cents per pound retail in the open market are produced there, in a finished-product condition, at *less than 10 cents per pound* total cost for raising the pork, slaughtering it on the farm, curing, smoking and dressing it ready for market.

"When it is known that the average consumption of pork products in the U. S. per family of five last year was in excess of 436 pounds it will be seen what a factor in living expenses this *one* item of food is and can be.

"That these country-cured hams, costing under 10 cents per pound to produce, *could be sold direct from farm-to-family* (via mail order advertising) at 25 cents per pound, with more than 100 percent gross profit, provides an *instance* of what could be done toward lowering the High Cost of Living if any serious-minded philanthropist *wanted* to do it, thus *proving* to the laboring masses that a *sincere* and *practical* effort was being made toward reducing living costs.

"Mere newspaper TALK about 'reducing the High Cost of Living' would have very slight influence upon the people aimed at, as compared with a bona-fide working *evidence* that it *could* be done and was *being* made possible and practicable through the action of certain public-spirited citizens, with profit to themselves, via *direct methods* and logical use of that mail-order advertising by which Davis of Gloucester, Mass., serves 100,000 families with fish (by mail-order) yearly.

"It would have been as practicable to 'sell the Peace Treaty to the American people, as it is still practicable to sell them thrift, a more satisfied state of mind—pork products (that cost 10 cents per pound to produce) at 25 cents per pound, as fish direct 'from the sea to thee' without middlemen, as per Davis of Gloucester.

"But, first of all, we must have a sincere *intention* to *do* the thing we promise, and must not be afraid that we may possibly antagonize some 'interests' by doing it.

"We must do something more

than merely TALK about the desire. We must get into *action* (plan for it, and fight for it) if anything more is to come from it than is likely to come from the very able, though somewhat late, Hungerford article."

NUMBERS AGREE ON THESE POINTS

Many others virtually agree with Mr. Kennedy. H. C. Brown, of the Victor Talking Machine Company, Camden, N. J., voices the belief that "undoubtedly and absolutely" the treaty should have been "sold" to the American people. "And,

Posters Pay

The Poster is a sure fire advertising proposition. There is no "hit or miss" about it.

By means of its eye appeal, its dominant size, its color possibilities and its terseness of expression, it serves to introduce buyer and seller so that "reason why" details may have their chance.

To merely see a Poster, is to read it. The message "gets there." That's why Posters pay.

"Nordhem Service," based upon wide experience and an intimate knowledge of all details connected with Posting, is the logical way by which you may get added returns from your Posting investment.

IVAN · B · NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

5 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

what is more," he adds, "to a satisfied customer." W. A. McDermid, advertising manager of the Mennen Company, Newark, N. J., also says: "I think Mr. Hungerford has placed his finger on a very important factor in the present treaty situation—which, while not 'lost,' has certainly suffered from lack of advertising."

In like strain, William H. Johns, president of the George Batten Company, New York advertising agents writes: "I have read this article with the greatest of interest and certainly think that the effort as outlined by Mr. Hungerford, if it had been made, might have changed the situation."

From still a different angle, the newspaper field, comes the thought of Louis Wiley, business manager of the New York Times. Mr. Wiley says: "I congratulate ADVERTISING & SELLING upon the publication, in

the issue of November 29, of the article by Edward Hungerford. Mr. Hungerford has rendered a distinct service by emphasizing the necessity of properly advertising or giving publicity to such important international negotiations as those connected with the Peace Treaty and the League of Nations."

Getting down to the actual operation of the idea, O. H. Blackman, president of the Blackman-Ross Company, the New York advertising agency, points out the facilities for national advertising and the manner in which those facilities have been neglected and abused. Referring to the story, he says: "The article is timely—tragically timely—to use our President's own phrase. I am glad Mr. Hungerford wrote the article and wrote it as frankly and clearly as he did.

SHOULD USE AVAILABLE RESOURCES

"It brings to my mind one thought. At this time there is in existence an incorporated organization known as the Advertising Agencies Corporation. It includes in its membership nearly all of the large agencies of this country. It was formed in an emergency during the early part of last summer to help the Navy Department to carry out its advertising campaign for recruits. The idea was not only to use this corporation, which included the abilities and organization of men of the advertising agencies for the Navy campaign alone, but to extend it later to all government activities and broad public movements.

"The idea and theory back of this is essentially sound. It was the kind of work we should have been glad to do during the war, but were unable to put through under Creel's administration. As a matter of fact, practically every advertising man I know contributed his full bit to war-time publicity—did it heartily and without thought of pay. But only a very small percentage of his energy was really used, owing to lack of real organization. Each one of us floundered hopelessly in a tangle of red tape, and each one of us dreamed of what might be possible under proper organization."

Approaching the subject from still another angle, William H. Rankin, president of the William H. Rankin Company, Chicago advertising agents, presents these views:

I think you have unintentionally done advertising an injury when you run an article headed 'The

Peace Treaty—a Failure in Advertising."

"Advertising cannot have been a failure unless it is used to help sell the 'treaty,' which it was not. You know and I know, if the Peace Treaty is not endorsed by the U. S. A. its failure will be entirely due to 'politics.' I believe the majority of the people of this country have been successfully sold on the 'treaty'—but the Republicans in the Senate are not, and that is why it is where it is today—resting in the Senate.

"There isn't a greater believer in advertising than the writer, but because I am I recognize its limitations—all the advertising in the world could not sell the present treaty so that it would get the required number of votes in the Senate. Mr. Hungerford is a writer and not an advertising man, nor, I think, a politician—and he is like a good many advertising men (who claim too much for advertising) a little over-enthusiastic about the value of correspondents' publicity—even in the newspapers.

"As you know, at the New Orleans convention the 1,500 representatives went on record there and asked the Senate to pass the Peace Treaty without reservations which would necessitate sending it back to Germany for ratification.

"There are three or four men in the Senate who have enough influence to keep the treaty from being passed, and it leaves the great United States in the position of having had a Representative at the Peace Conference, but, because of a change in the political line-up at Washington from a Democratic to a Republican majority—we do not give President Wilson the backing he deserves, and which nearly every other country that was a party to the Peace Conference have given their representatives.

NOT AN ADVERTISING FAILURE

"I still believe the Peace Treaty will pass in the Senate, possibly somewhat modified—but I do not believe you are right in the headline of your story 'The Peace Treaty and Advertising Failure.'

"Advertising is powerful, but not enough to harmonize the Democrats and the Republicans in the Senate. The people, I believe, if asked to vote on the treaty as brought back by President Wilson, would give it a good majority right now." But please do not blame *advertising* for the failure of the Peace Treaty.

Embodying some of those same points, Hon. Arthur Capper, United

Keeping Up With The Times

A FACT A WEEK

Does any one know of an automobile section of a daily newspaper that carries as much advertising line a week after week as that issued by The Washington Times?

For instance, the most recent Saturday issue—Saturday is the automobile day—had 13,497 lines of display advertising, more than 48 columns. The preceding week's issue had 10,461 lines of display advertising, more than 37 columns.

It is generally believed that The Times leads all the papers of the country in automobile advertising in regular issues.

The Washington Times
WASHINGTON, D. C.

States Senator from Kansas, puts down his opinion in this light:

"I was tremendously interested in Mr. Hungerford's article in the last issue of *ADVERTISING & SELLING*, 'Why the Peace Treaty Failed.' It was exceptionally well written and he puts up a strong argument in support of his claim that the treaty was never "sold" to the people of the United States. There is something in his contention, but I cannot subscribe to the statement that the treaty was defeated on that account. I am a great believer in the power of publicity and undoubtedly the treaty was handled in a miserable way so far as putting it up to the American people was concerned. But it was not on that account that it failed of ratification in the Senate. The document is carelessly gotten up and is inherently weak. The combined efforts of all the clever newspaper men and publicity promoters of America would not have "sold" this treaty in its original terms to the American people nor to the United States Senate.

"I have not the slightest doubt that the Treaty with the Lodge safeguarding reservations would have been ratified by the Senate but for President Wilson's stubborn insistence on unconditional ratification. His letter, written to Senator Hitchcock just before the vote, virtually directing the Democratic senators not to consent to the reservations, undoubtedly influenced them to "stand pat" for the Treaty in its original form.

"I came to the Senate with an open mind and with a friendly attitude toward the Peace Treaty and the League of Nations. I have wanted to see a world agreement for the promotion and preservation of peace and better understanding between nations. I studied the document of 537 pages with the greatest care and listened to every speech on the floor of the Senate. The further the discussion proceeded the more apparent it became that the Treaty was an unsatisfactory and inadequate one-sided pact. A majority of the Senators viewed the question in the same way."

Such are some of the "pro and con" presentations of our readers on Mr. Hungerford's conception of the situation. So far, the "Affirmatives" are in the lead—but we're not conducting a contest. The main feature of the story which pleases us is that it has appealed to our friends and started constructive ideas. The following letter

from Leroy Fairman, vice president of Advertising Artists, Inc., New York, epitomizes the reception the Peace Treaty "scoop" was accorded:

"The article by Mr. Hungerford on the Peace Treaty which appeared in your November 29 issue is alone worth the price of admission for at least seven years."

And that sounds good!

Give Up Plan for Swedish Trademark

The General Export Association of Sweden which recently sent out a questionnaire to the exporters of that country on the subject of a national trade-

mark, has temporarily abandoned advocating one. Many answers were received to the effect that a trademark would have to perform the functions of a quality mark and that there were no feasible means of supervising quality. It was thought that a trademark indicating Swedish origin of a product would be itself a recommendation and would facilitate, especially for newly developed lines, the process of getting a footing in foreign markets.

Hastings Comes To Brooklyn

Ernest C. Hastings, advertising manager for Landsburgh & Brothers, the Washington department store, has accepted the post of director of publicity in the department store of A. I. Namm & Son, Brooklyn, New York.

Important Revision of Advertising Rates

DUE to excessive and constantly rising production and paper costs, together with the rapidly increasing circulation of *Cosmopolitan*, jumping beyond our most optimistic calculations, an immediate revision of *Cosmopolitan's* advertising rates is made imperative.

Effective immediately with the March issue, and rescinding all previous rate announcements, all estimates must be revised and orders for space in *Cosmopolitan* must be figured as follows:

One page.....	\$3,400
Two columns.....	2,270
One column.....	1,135
Line Rate.....	8

Back cover.....	\$6,800
Second cover.....	5,200
Third cover.....	5,200

Color inserts.....	5,600
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All covers and inserts printed in four colors only. Prices include cost of plates.

Artgravure	\$3,750
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Two color pages (black and one other color)	4,200
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Complete rate cards in standard form recommended by the American Association of Advertising Agents will be mailed as soon as possible.

J. MITCHEL THORSEN,

December 12, 1919

Business Manager.

Foreign Trade Advertising Will Be Treated at Convention

"Foreign trade advertising" will be one of the topics treated at a special group session at the Seventh National Foreign Trade Convention to be held at San Francisco, May 12-15, 1920, under the auspices of the National Foreign Trade Council.

The special attention being given to advertising on the program of this Blue Book assemblage of American foreign traders is the result of the success attending the advertising session of the annual convention held April 24-26, 1919, at Chicago.

"So much interest was manifested in our advertising session at Chicago," says Secretary Davis, "that the committee in charge this year are endeavoring to make this group session one of the real features of the Convention. The possibilities of business expansion through foreign trade are too well known to require any elaboration. There is a tendency on the part of American manufacturers, however, to ignore the foreign markets on account of the present large domestic demand. As a matter of business policy many of the far-seeing firms, on the other hand, are today extending their plans so that their foreign business will hereafter be considered as an important factor in their sales campaign, which is quite as true of the advertising business as well as any other."

So that American business men may find the trip to San Francisco well worth while, the National Foreign Trade Council is arranging for the presence of trade advisors from all the leading foreign nations of the Far East, Australasia and South America. These delegates will be at San Francisco for the sole object of giving trade information to those who desire it.

The National Foreign Trade Council, under whose auspices the coming Convention will be held, is made up of the members of American business engaged in foreign trade. The Council is headed by James A. Farrell, President, United

States Steel Corporation. Among the other active members may be named, A. C. Bedford, Chairman of Board, Standard Oil Co., of New Jersey; Robert Dollar, President, The Robert Dollar Company, San Francisco, Cal.; Louis W. Hill, Chairman Great Northern Railway, St. Paul, Minn.; Alba B. Johnson, 1112 Morris Bldg., Philadelphia, Pa. (former President of Baldwin Locomotive Works); Cyrus H. McCormick, President, International Harvester Co., Chicago, Ill.; William Cooper Proctor, The Proctor & Gamble Co., Cincinnati, O.; W. L. Saunders, Chairman of Board, Ingersoll Rand Co., New York; John N. Willys, President, Willys-Overland Co., Toledo, O., and Thomas E. Wilson, President, Wilson & Co., Chicago, Ill.

The San Francisco committee in charge is making every arrangement to provide entertainment for the delegates and for their families. There will be three special transcontinental trains for the convenience of delegates in the United States. Further information in regard to the Convention program, hotel arrangements and train accommodations is being furnished by O. K. Davis, Secretary, National Foreign Trade Council, 1 Hanover Square, New York City.

Vulcan Powder Founder Dies

Ralph L. Shainwald, founder of the Vulcan Powder Company, died December 10 at his home in New York at the age of 68. Mr. Shainwald also formed the Standard Paint Company. He was born at Great Falls, New Hampshire.

M. A. Wood Goes with Frailey

Merrell A. Wood, formerly Western manager of Hoyt's Service, New York, has been appointed service manager of the Frailey Advertising Company, Youngstown, O. Under Mr. Wood's direction, Paul H. Bolton and Park Meek will have charge of service to industrial advertisers, including the handling of market investigations.

Sees Spanish Market for U. S.

Manufacturers in the United States with an efficient selling organization ought to be able to establish an extensive market in Spain for their products, says the American consul to Almeria, Spain, in a recent report of the Department of Commerce. The consul points out the quality of goods sold in Almeria as compared with those manufactured and sold in the United States. He advises co-operative effort on the part of a number of American firms in establishing agencies in the commercial centers of Spain, where a complete line of goods, including spare machinery, would be kept in stock. The use of space in small local papers is suggested for covering the provincial parts of the country, at the same time that traveling salesmen are demonstrating the goods.

Overhaul British Consular Service

The British Consular Services in South America, continental Europe and Scandinavia are being reorganized by special representatives of the Department of Overseas Trade. This is in accordance with the policy of the Foreign Office of having these overseas organizations thoroughly and regularly inspected. The American Chamber of Commerce in London reports that there is a well-developed opinion among American business abroad that the State Department should take over the American commercial attache system as well as the consular system.

Radio Magazine Resumed

The *Radio Amateur*, Marion, Ill., has resumed publication, the government restrictions on radio work by amateurs having been removed.

Sales Manager Goes to Retail Store

L. A. Fleischman, recently sales manager of the Lehman Piano Company, St. Louis, Mo., has been appointed sales manager of the retail store of the Rudolph Wurltzer Company in Cincinnati, O.

Big Firms Increase Capital

The Studebaker Corporation, the Timken-Detroit Axle Company and the Goodyear Tire & Rubber Company are increasing their capital. The Studebaker company is planning to double its capitalization from \$45,000,000 to \$90,000,000, the increase consisting entirely of common stock. The Timken-Detroit Axle Company is proposing to increase its capitalization to \$45,000,000, whereas the total authorized stock now is \$6,000,000. The Goodyear firm has already voted for a new issue of \$100,000,000 in 7 percent preferred stock.

Auto Agents May Sell Ford Tractors

The Ford Motor Company, Detroit, Mich., is reported to be planning the selling of its tractors by automobile agents, the present methods of distribution having been found unsatisfactory. The change will probably take effect during next summer.

R. H. Robinson with Branham

Russell H. Robinson has left *Out of Town Life*, published by the Philadelphia Record, and has joined the agricultural department of the John M. Branham Company, publishers' representatives, New York.

You Are Cordially Invited

Would you accept an invitation to personally address 48,000 leading business and professional men, every one of whom can buy a motor car if he wants to? Over 35,000 of these men own motor cars and over 25,000 motor trucks are being operated by concerns which they represent.

While it isn't possible to get these 48,000 men all together in one place for this purpose, we do extend to

you a cordial invitation to address them thru their own particular magazine, THE ROTARIAN.

Thru your appeal in their magazine you can reach men who represent a combined personal income of more than \$500,000,000 annually—men who not only represent stupendous buying power, but men of tremendous force and influence in their communities.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs
CHICAGO

Eastern Representative, WELLS W. CONSTANTINE
31 E. 17th Street, New York

Advertising Manager, FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Great Britain, THOS. STEPHENSON, 6 So. Charlotte St. Edinburgh, Scotland
MEMBER AUDIT BUREAU OF CIRCULATIONS

Research Discussed by Publishers

"Research" was the topic of discussion at the meeting of the editorial conference of the New York Business Publishers at their meeting and dinner Monday evening. The affair was held at the Automobile Club and around 200 guests were in attendance.

Harry Tipper, of *Automotive Industries*, while originally slated as a speaker, passed the buck very efficiently by acting as toastmaster and introducing the others. Harry E. Taylor, of the *Dry Goods Economist*, was the first on the list after the coffee, talking on the subject of utilizing editorial material and the editorial department for research purposes. Mr. Taylor's point was that in an industry where fashion played such queer pranks, elderly statistics were not of much avail, and the experience of men specializing in certain fields was of much more value for research purposes.

Ernest S. Bradford, head of the Research Department of the New York *Times* told how he collected information on production, investments, consumption, etc., and made the point that in his highly technical line two things were true with regard to statistics: first, the field of commercial research had not yet been scratched; and, second, the experience of any individual must be so localized and, at best, spasmodic, that comprehensive figures must be collected in order to present a truthful conclusion.

Harry Cleland, of the McGraw-Hill papers, told how he presented the results of these research activities after they had been completed, illustrating with stereopticon views the manner and style in which the McGraw-Hill folks put their findings on paper in a graphic and concrete fashion.

This meeting was the first of a series of four at which vital topics relating to the business paper offices will be discussed.

Likes the Fairman Article AMERICAN WRITING PAPER CO.,

Holyoke, Mass.
December 11, 1919.

Editor, ADVERTISING & SELLING:

We are very much interested in an article which appeared in your December 6th issue, entitled "A Plea for better letter heads, labels and packages." We would like to have your permission to reprint excerpts from this article.

We are quite as much interested in better printing as we are in better paper, and think that the author has put some of his arguments in a very forceful way.

Yours truly

F. W. HASTINGS,
Shado-Craft Section,
Department of Sales.

Secures Part of Fleischman Account

Part of the account of the Fleischman Yeast Company has been obtained by the Dooley-Brennan Company, Chicago. The same agency has secured the business of the Wonder Cut Pruning Saw Company, Kalamazoo, Mich.

Additions to Cutler Publications

Arthur Caswell, who has been with the Monroe Publishing Company, New York City, as circulation manager, has accepted a similar position with the Cutler Publications, Boston, and will in the future handle the circulation of the *Shoe and Leather Reporter*, the *Shoe Retailer* and *El Reporter Latino-Americano*. Mr. Caswell is an experienced newspaper man, having also been in the employ of the Boston Journal Company.

Winfield S. Brooks, who has been with the Boston *American* in an editorial capacity, is now connected with the editorial department of the *Shoe Retailer*.

Hanser Agency Gets New Account

The I. H. Dexter Company, New York, has placed its account in the hands of the Hanser Advertising Company, Newark, N. J.

Newspaper Man Joins Sherwin-Williams

Ewing S. Moseley formerly connected with the sales promotion department of the Dallas, Tex., *News*, has joined the same department of the Sherwin-Williams Paint Company, Dallas.

Has New House Organ Plan

The Perry-Estabrook-Press, Cambridge, Mass., is publishing *Memo*, a monthly house organ with a page for each day's memorandums. This company also prints the house organ for other firms with a sales message inserted in the center and different cover designs and titles for each firm. The Perry-Estabrook-Press claims for this house organ three advantages that other house publications do not possess: a utility purpose that cannot be resisted, the intimacy of daily use and the receptive mind of the prospect.

Schermerhorn Speaks

James Schermerhorn, publisher of the Detroit *Times*, addressed the Advertising Council of the Chicago Association of Commerce, December 10.

Important Announcement of Change of Policy of CURRENT OPINION

**To All the Advertisers and Advertising Agents in the
United States—GREETINGS!**

With the January issue CURRENT OPINION reverts to the STANDARD SIZE Magazine, of 224 lines; type page 5½ by 8. We have made this change after the most careful consideration and an exhaustive investigation. We are convinced by the PROOF from both the READER and the ADVERTISER that the Standard Form for a monthly News-Review is the correct one because it gives both the READER and the ADVERTISER the MAXIMUM BENEFIT FOR THE MONEY EXPENDED.

We are now in a position to assume an aggressive policy. Circulation promotion plans which are now in process positively assure us a ten or twenty thousand increase over the circulation of last year. We will adopt every known successful method of circulation promotion.

We have also revived methods, original with and peculiarly fitted to CURRENT OPINION which in the past have introduced the Magazine into the homes of many thousands of families of superlative buying capacity.

CURRENT OPINION is conceded by the majority of the writing fraternity and other experts to be the most ably edited, evenly balanced, sane interpreter of the World's Activities and Thought published in America.

The new size of CURRENT OPINION enables us to reduce the advertising page rate from \$150.00 to \$100.00, and the decided increase in circulation guaranteed for 1920 will enable us to offer CURRENT OPINION ADVERTISING SERVICE AT PRACTICALLY HALF PRICE.

CURRENT LITERATURE PUBLISHING CO.

ADAM DINGWALL, Treasurer and General Manager
MARK A. SELSOR, Advertising Manager

On orders sent us before the 31st of December Advertisers can enjoy the 40c. a line rate during 1920.

Tells How to Measure Ad Value

To determine the value of an advertisement before it is printed, Dr. E. K. Strong, speaking at a meeting of the Advertising Club of Pittsburgh, Pa., gave two rules. First, test the attention or interest value of the advertisement, and second, test its pulling power. Dr. Strong substantiated his claims by relating the trial-campaigns worked out for the Ingersoll Watch Company, the General Electric Company and the Jonteel toilet preparations. He said that one of the simplest tests for the first purpose is to spread several advertisements on a table and then introduce several persons, one at a time, who are instructed to pick up the proof. The order in which they take up the ads. indicates the relative attractiveness. Other devices were explained and the method of calculating results.

To test the pulling power, Dr. Strong recommends that several ads. for the same product be handed to persons who are to indicate which one they would buy. The results are charted and Dr. Strong claims that the conclusions drawn from his experiments almost invariably check up with the actual sales results.

Will Advertise Rubber Substitute

Walter F. Zimmer, Detroit, Mich., has secured the advertising account of the Duratex Company, Newark, N. J., manufacturer of a rubber substitute.

A Welcome Neighbor

We have just inspected, with pleasure, the first issue of the new advertising magazine, *Printers' Ink Monthly*, published by the Romer Publishing Company.

The new paper is done in the very popular 8½ x 12 in. size, on excellent paper, and made up in very pleasing style. The names of many familiar writers and advertising men appear in the first issue which is full of good meat from cover to cover.

From a position which gives us the

right to speak, ADVERTISING AND SELLING extends a most cordial welcome to *Printers' Ink Monthly*. We want to say in all sincerity that we wish the men behind it the best of luck and good fortune.

C. J. Egan with Ring Agency

C. J. Egan, formerly of the advertising department of the St. Louis, Mo., *Republic*, has become a representative of the John Ring Jr. Advertising Company.

N. Y. "Evening World" Writer Dies

Augustus A. Whiting, who was for almost thirty years editorial writer for the New York *Evening World*, died December 11 at Astoria, Long Island, at the age of 62. Mr. Whiting had been suffering from a breakdown since September 5, 1917.

Brewster Heads Millers Falls

Kingman Brewster, formerly vice-president and general sales manager of the Greenfield Tap & Die Corporation, Greenfield, Mass., has become president of the Millers Falls Company, Millers Falls, Mass. Mr. Brewster became associated with the Greenfield company in 1918.

Ambassador Francis' Paper Sold

The St. Louis *Republic*, the paper owned by Hon. David R. Francis, American Ambassador to Russia, was purchased recently by the St. Louis *Globe-Democrat*. No transfer of stock was made to the old *Republic* owners, the transaction being strictly an absorption on the part of the *Globe-Democrat*, the name of the latter paper being maintained.

Wm. Findlay Advances with Toronto "Globe"

William Findlay, former advertising manager of the Toronto, Ont., *Globe*, has been appointed business manager. His former connection was with the Journal Dailies of Ottawa.

Export Advertising Agency Formed

A new venture of interest in publishing, advertising and export circles is the organization of a company is to be known as the "World Wide Advertising Corporation." Articles of incorporation are now being filed in Albany. The controlling interest in this new corporation will be held by Emil Maurice Scholz, until a year ago the publisher and formerly one of the proprietors of the New York *Evening Post*. Associated with Mr. Scholz in the enterprise will be Harry Austin Ahern, who has just resigned as advertising director of the New York *Evening Journal*, and who was formerly advertising manager of the New York *Evening Post*. Mr. Ahern is also president of the American Newspaper Advertising Manager's Association.

Mr. Scholz left for the Orient a year ago and traveled extensively through Japan, Siberia, Manchuria, China, including Shantung and the Philippines and returned to New York a few weeks ago. During his travels he made a leisurely study of the general political and economic conditions and of a publishing business in the Orient. He met many of the leading financiers, statesmen, business men and others active in the affairs of each country and witnessed the great growth in America's business and commerce in the Far East and also its great possibilities. He concluded an arrangement with Mr. B. W. Fleisher, the proprietor of *The Japan Advertiser* and *The Trans-Pacific Magazine*, whereby he becomes the American editor and representative of both publications. This, together with a similar service for other leading publications printed in the English language in the Orient, will include such cities as Peking, Tien-Tsin, Shanghai, Hongkong and Manila will bring to the American business interests a idea unique in making for closer bonds of news dissemination, business and advertising interests. In addition the new corporation will have similar arrangements with vernacular publications in Japan and China to buy and sell advertising space and to meet the peculiar requirements of the Far East.

The headquarters of the organization will be in New York.

"Current Opinion" Returns to Standard Size

Current Opinion, New York, has returned to the standard size with the January issue and has lowered the advertising rate. The standard page contains 224 lines and the type page measures 5½ by 8. Other improvements have been made by this magazine for the benefit of readers and advertisers. Mark A. Selser, who was formerly advertising manager of *Current Opinion*, has returned to this position.

Rhode Island Agency Treasurer Dies

J. Frank Snow, treasurer of the Eastern Advertising Company, Pawtucket and Central Falls, R. I., died recently at the age of 62.

Lieutenant George Hackett Joins Advertising & Selling Editorial Department

Lieutenant George Hackett, recently released from the Service, formerly connected with various newspapers in Boston and Worcester, effective Dec. 22nd, joins the Editorial Department of ADVERTISING & SELLING.

It Was the First! It Is the Best!

There is nothing in Buffalo quite so good and artistic as the beautiful

Photogravure Section of the Buffalo Sunday Times over

**80,000
EVERY SUNDAY**

ADVERTISING REPRESENTATIVES

Verree & Conklin, Inc., 225 Fifth Avenue, N. Y. City
28 East Jackson Boulevard, Chicago
11 Lafayette Boulevard, Detroit

"I THOUGHT I NEEDED TO KNOW MORE ABOUT SALESMANSHIP

— *but I found I needed to know more about all Business Fundamentals* —

LET us take this man's letter just as he wrote it. He was a specialist, just as many are. He knew his own department of business and knew it well. And the very specialized knowledge that made him a good man in his particular line had kept him from knowing other departments of business.

There are more than a million men in this country in his position. Too late some of them learn *that specialized effort is a great thing, but knowledge too much specialized keeps men from being great.*

"When I subscribed to the Course of the Alexander Hamilton Institute," this man says, "I did so with the view of advancing myself in my position as sales manager.

"After I had been following the Course a few weeks, I found that the other phases of business were important to me. I began to see why it was so necessary, if I were to be a more successful executive, that I understand the fundamentals of Finance, Production, Accounting, Transportation, Organization, as well as my own particular selling problems.

"I found the entire Course an immediate help to me."

What does he mean by immediate help? He means that within a year he was taken out of the particular line of business which had been his whole horizon before, and lifted into an executive position in an entirely different line.

He had given himself the all-round knowledge of every department of business that makes a man fit to supervise the work of other men.

There are no limits on the man who has that knowledge.

If his opportunity is restricted in the business where he happens to be, he can move at will to another; for he knows the fundamentals that underlie them all.

Are you limited? Begin to lift the limit to-day

NINE out of ten men who read this are handicapped by being only specialists. Are you one of the nine? Are you so good an accountant, or salesman, or engineer, or credit man, or departmental man that you are likely to be confined to one department or one business all your life?

You can surmount the restrictions that your specialized knowledge has placed upon you. *To-day* you can begin to lift yourself into the class of men who know the fundamentals of all departments of business—the men who have banished fear from their lives, because the demand for them always exceeds the supply.

You can trust men like these

"It seems to me that your Modern Business Course affords an opportunity for the study of practical business methods and the acquisition of business knowledge which will be valuable to any man ambitious to succeed in business."—*F. W. Hills, Comptroller, American Smelting & Refining Co., New York.*

"I have made constant use of the Modern Business Course during the past two years and have with its aid worked out daily problems satisfactorily. Constant use of the Modern Business Course has been a wonderful help to me."—*Wm. E. Vogelsang, Vice-President and Sales Mgr., Turtle Lake Lumber Co., Grand Rapids, Mich.*

FROM the Modern Business Course and Service they have gained something so valuable, so

tangible and real, that they are willing to give public expression to their opinions.

The Alexander Hamilton Institute has only one Course; its sole business is to train men for the higher executive positions in business.

What its Modern Business Course and Service has done for these men it can do for you.

95,000 successful subscribers are proof that any man of average capacity and earnestness can get results.

What is your business?

NO MATTER whether you are a banker, a salesman, a merchant or a technical man, if you are ambitious to succeed—to reach the top, to be an executive, or a better executive—the Alexander Hamilton Institute will help you reach your goal.

Whether you are thirty, forty, or fifty—if success, greater efficiency, true service be your aim—the way is open for you in this Modern Business Course and Service.

A copy of this book is waiting for you

THE Institute has issued a 116-page book entitled "Forging Ahead in Business."

It is not a book for curiosity seekers; but for men who are earnestly facing the problem of a larger place and more money for themselves, it is sent freely and gladly.

It rests with you. "Forging Ahead in Business" is waiting for you free and without obligation. Send for your copy now.

Alexander Hamilton Institute

225 Astor place, New York City

send me "Forging Ahead in Business" without obligation.



Name
Business
Address

Business
Position

Technology School Makes Fund Campaign

The Massachusetts Institute of Technology, Cambridge, Mass., is just beginning to approach the industries of the country with a plan of cooperation which, while it has for its immediate objective the raising of funds to provide more nearly adequate salaries for the members of its instructing staff, is not only almost revolutionary in character, but is bound to have far-reaching effects on the educational structure of the nation.

Briefly stated, the Technology Plan of Education, as it is called, consists of the Institute being retained in a consultant capacity, on an annual salary basis, by the various industries. In return for the fee, Technology agrees to permit the corporations retaining her to make use of the Institute's extensive library, files and plant, and to consult with the members of her staff and faculty on problems pertaining immediately to the business of the company. In addition the Institute will place at the disposal of these industries a record of the qualifications, experiences and special knowledge of her Alumni which is likely to be of value to them, will advise and assist the various companies in obtaining information as to where special knowledge and experience in any given subject may be obtained, and will give them the first opportunity of securing the services of Tech men.

In effect, Technology says this to Industry, "This Institute is a source of supply for the most important element in your organization—trained men. We have furnished the men to whom you turn for new and more efficient methods of production. Your need for men such as we produce is constantly increasing. If this School is to furnish its quota of these men, funds are necessary. Therefore, it is from you who gain most from the efforts of technically trained men that we expect to raise the major portion of the money and in order that your contribution to the fund may be above a suspicion of charity or philanthropy, we will contract to render certain specific services in consideration of an annual retaining fee."

Carried to its conclusion, the Technology Plan would make of M. I. T. the greatest consulting body in the world, since its range would cover practically every field of technical research, and it would follow, that since the great corporations of the country retained Technology as a Consultant, the great experts of the country would ultimately be members of its instructing staff. In other words, Industry would, in a sense, come to Technology, instead of the instructing staff and students going to Industry, as they do now in certain cases.

Cooper-Wells Sales Manager Dies

Ralph W. Smith, general sales manager of Cooper-Wells & Company, hosiery manufacturers, St. Joseph, Mich., died December 6 in his office. Before joining this company Mr. Smith was connected with the Wayne Knitting Company, Fort Wayne, Ind.

C. E. Coling Manages Montreal "Herald"

C. E. Coling, formerly advertising manager of the *Winnipeg Free Press*, and recently of the *Vancouver Sun*, has been made business manager of the *Montreal Herald*.

Irish Linen Publicity Policy Changed

The Irish Linen Society, Belfast, Ireland, has announced through its American information bureau, New York, that its advertising for 1920 will deal with merchandising rather than general publicity. The society will inform dealers in advance by the trade press of the various lines of merchandise that will be emphasized.

New Service for Women's Advertising

The House of Sarah Field Splint, advertising consultants, has been organized in New York to "minimize the hazards incident to advertising those products that are of interest to women." It is the outcome of twelve years' experience in editing women's magazines. The firm intends to supplement the work of the agency and will handle only one account of a kind at a time.

Oh, Beans!

The California Bean Growers' Association, Stockton, Cal., has published the first issue of the *California Bean Growers' Journal*. The publication will contain articles and items of practical value to bean growers.

A "Merry Christmas" from Mr. Punch

Roy V. Somerville, advertisement manager of *Punch*, London, England, sends the season's compliments with Mr. Punch in a handsome, illustrated folder. The cover shows the smiling merryman riding home on a motorcycle with a 1920 license. In his basket, amidst the mistletoe, is an astonished dog.

Ad Pageant for Three Miles

A food advertising pageant and ball was held by the Southern California Retail Grocers' Association on December 11. The three-mile pageant included a number of motion picture stars dressed to represent food products.

Budget Committee Issues Magazine

The *Budget* is the name of the fortnightly magazine which has been recently established by the National Budget Committee, Washington, D. C., to "encourage sane thinking on national issues." It is edited by John T. Pratt.

Produce Paper Has Southwestern Office

The *Produce News*, New York, has established a southwestern office at Dallas, Tex. Emil Held, an experienced newspaper man, will be in charge.

Garvin Machine Vice-President Dies

George R. Cullingworth, vice president of the Garvin Machine Company, died in New York December 15 at the age of eighty-three. Mr. Cullingworth was an inventor and a manufacturer of guns. He invented the ticket-chopping machines used by the subway and elevated lines in New York.

Farm Paper Advertises Its Advertisers

The *Farmer*, St. Paul, Minn., is running a monthly insert of four pages in the *Hardware Trade*, New York, tells the dealers who read that magazine to reach the Northwestern consumer by advertising the manufacturers who use the *Farmer*. This campaign of advertising is now in its seventh year.

Speaks on Human Relations

John Younger, assistant to the president, Standard Steel Car Company, Pittsburgh, Pa., spoke December 16 at a meeting of the Pittsburgh Advertising Club. His subject was, "Human Relations in Industry."

A. S. Breakey Joins Seaman Agency

A. S. Breakey has resigned as Eastern representative of the *Mining & Scientific Press*, San Francisco, Cal., to join Frank Seaman, agency, New York. Mr. Breakey's successor is F. A. Weigle, of the San Francisco office.

Winnipeg Publishers Get Out New Monthly

Inter-Empire is a new monthly published by the Jackson Trade Publishing Company, Winnipeg, Manitoba, to further inter-imperial trading. The same company publishes the *Winnipeg & Western Grocer*.

Sacks Gets Tire Account

The Sacks Company, agency, New York, has secured the account of the Madson Tire & Rubber Company, New York.

Ad Manager Becomes Sales Representative

R. L. Hildebrand has resigned as advertising manager of the Curlee Clothing Company, St. Louis, Mo., to become Louisville and Eastern Kentucky sales representative of Brown & Bigelow, St. Paul, Minn. He is succeeded at the Curlee company by T. C. Kelsey.

Two Appointments by "Evening Post"

Z. L. Potter has been made business manager of the New York *Evening Post*, succeeding Robert L. McLean. Donald Scott, formerly of the Century Company, New York, has been appointed assistant to Edwin F. Gay, the new president and general manager of the *Post*.

Socialist N. Y. Paper Barred from Mails

The New York *Call*, Socialist newspaper, has been denied the second-class mailing privilege. A letter printed in that paper from Postmaster Thomas C. Patten says that the *Call* "is not a 'newspaper or other periodical publication' within the meaning of the law governing mailable matter of the second-class, it being in conflict with the espionage act."

Mitchell Agency Get Glove Account

The Mitchell Advertising Agency, Minneapolis, has secured the account of the Wells-Lamont Company, makers of men's gloves, same city.

Hare Heads New Locomobile Company

Emlen S. Hare, formerly with the Packard Motor Car Company, will act in the capacity of president of the new Locomobile Company. Several other men prominent in the Packard organization will be associated with the new concern, including Henry Lansdale, who was sales manager of cars, and C. L. Guyman, former government distribution manager.

Pratt Resigns A. A. C. W. Office

Lewellyn E. Pratt, first vice president of the A. A. C. W., has resigned that position to devote his entire time to his own business.

Interpreting the World to America

Leslie's week after week, interprets the news and thought of the world to Americans. Wherever there is important news, Leslie's sends its staff correspondents and photographers. Leslie's has assembled a remarkable staff of writers, photographers and illustrators.



Donald C. Thompson, noted photographer, who has sent exclusive pictures to Leslie's from many parts of the world.

Contributors

(not including many able outside writers)

DR. CHARLES A. EATON noted clergyman, writer, lecturer and student of social and industrial conditions, who during the war was head of the National Service Department of the United States Shipping Board, is now Associate Editor of Leslie's.

LUCIAN SWIFT KIRTLAND author, travel-writer and lecturer, whose work as Leslie's correspondent in Europe during the war attracted wide attention, will continue to send articles from abroad.

M. K. WISEHART, author, critic, who represented Leslie's at the Peace Conference in Paris will write regular articles for Leslie's.

EDGAR ALLEN FORBES, whose articles on Presidential possibilities for 1920 are now appearing in Leslie's, will leave shortly to represent Leslie's in the Orient.

CHARLES VICTOR, European correspondent, is now in Germany for Leslie's.

KATHLEEN HILLS, Journalist, who served with the Red Cross in France, is back on the staff of Leslie's.

CHARLTON BATES STRAYER, authority on international politics and economics, will continue writing his discussions of international affairs for Leslie's.

OSWALD F. SCHUETTE in charge of Leslie's Washington bureau, contributes articles of unusual interest on National subjects.

EDWIN A. GOEWEY noted sports writer furnishes regularly his entertaining articles on current events in the world of sport.

HEREWARD CARRINGTON, PH. D., authority on scientific subjects, a recent addition to the staff of Leslie's, contributed a valuable page, "Odd Facts in the World of Science."

Photographers and Artists

JAMES H. HARE, veteran war photographer of international reputation, whose exclusive pictures in Leslie's have attracted wide attention.

DONALD C. THOMPSON, who took pictures for Leslie's on every fighting front in Europe and won fame for his daring in getting unusual views of battles.

HELEN JOHNS KIRTLAND, staff photographer for Leslie's in France, whose pictures are always unique.

CYRUS LEROY BALDRIDGE, well known as a magazine illustrator, sent to Leslie's the best sketches from the front that came out of France.

Among the noted artists drawing covers for Leslie's are Howard Chandler Christy, James Montgomery Flagg, David Robinson, Orson Lowell, Charles Sarka, Ernest Haskell and Joseph Cummings Chase.

Leslie's Service Departments

SUPPLEMENTING the editorial and pictorial features, Leslie's maintains important service departments for the benefit of its readers.

MOTOR DEPARTMENT. If you own an automobile and wish to get full benefit from it, H. W. Slauson, M. E., editor of Leslie's Motor Department, can help you. His informative articles on motor news, his "questions and answers," and his personal consideration of your own case will be of great assistance to you as a motorist or a prospective automobile owner.

JASPER'S HINTS TO MONEY-MAKERS. The first financial department established in an American periodical; for 28 years has offered regular financial education. It tells the trend of financial affairs, answers inquiries regarding investments, and warns against money-making schemes.

READERS' GUIDE AND STUDY OUTLINES. For home and school aid in the study of current events. Conducted by Prof. Daniel C. Knowlton, of Lincoln School of Teachers' College, New York.

Such editorial and pictorial features, with countless specially contributed articles and illustrations, explain why Leslie's enjoys a Blue-List Circulation in a Half-Million Intelligent American Families.

Leslie's

Illustrated Weekly Newspaper

T. K. Mellroy, Advertising Manager
225 Fifth Avenue, New York

P. F. Buckley, Western Manager
Marquette Building, Chicago

American Magazine Ads Influence Peruvian Dealers

Many of the dealers in Peru, says a report issued by the Department of Commerce, are influenced by the advertisements they see in the principal American magazines. The promise to advertise on a large scale has great weight with them. Although in the majority of cases the cost of a campaign is borne equally by the manufacturer and the retailer, many manufacturers pay all expenses. Retailers and exclusive agents do a great deal of advertising in the local newspapers and by posters along the highways.

We specialize in house to house distributing of
Advertising Literature
 and **Advertising Samples**

We solicit your account

JAMES T. CASSIDY
 206 North Front St., PHILADELPHIA, PENNA.
 Write for our paper "FACTS"

Do you know that
 the colors of

Colonial Cover

are

DIFFERENT

ASK YOUR JOBBER

Peninsular Paper Co.
 Ypsilanti, Michigan

"I put a hearty, human handclasp into letters, booklets, and mail advertising campaigns. Would you like to know more about this service?"

Maxwell Droke

Associated with Hop Service, Inc.
 Advertising Bldg.
 Chicago



Improving Your Letters By Injecting Pepsonality

Principles and Examples of Clear and Muddy Expressions in the Use of English

By **JOHN B. OPDYCKE**

Author of *Advertising and Selling Practice*

(EDITOR'S NOTE: The accompanying article is Part II of "A Recipe for Writin'" the first installment of which appeared in *ADVERTISING & SELLING* for December 13. While in this installment Mr. Opdycke speaks almost exclusively of letters in this part of his article his suggestions can be used almost equally well by writers of all kinds of advertising copy. The third and concluding installment appears in our next issue.)

My third principle is

MOVEMENT

"Neither keep our ears upon the stretch nor oppress them with tediousness." . . . Therefore, plan and plan and plan. The effective writer should have his theme so well thought out that when he starts to write, it doesn't matter whether he begins at the beginning and goes forward, at the end and "proceeds backward" or in the middle and does a split. But let it never be forgotten that the plan is for the reader's guidance and convenience only. It must be kept so subordinate that the reader is unconscious of it. Close analysis, made evident, antagonizes. The crowd prefers abnormal force to steady persistence. The world is not inclined to give credit for the great skill and workmanship that are necessary to the production of uniformity and solidity in a piece of written expression. While continuity and completeness are essentials from the reader's point of view, the mechanics employed by the writer to secure these qualities to his work are not to be evident in his work. "To have the best working plan possible and then to produce something that seems to have no plan," is the elusive aim that has been set down by one writer who has proved his qualifications on the balance sheet. The only thing that the reader really needs to be kept aware of in the movement of a writer's theme is that there is some one back of it all "carrying on"—a god working from the machine without intrusion. The matter must not give the impression that it is permitted to rush headlong in uncontrolled cataracts. There may be an occasional dash and splash, but it must always be felt to be strictly in hand. This is all the reader requires. But he dislikes anonymity as much as he does machinery.

Let me call your attention to the forward unretarded movement of these three sentences:

The Xantheans rejected my kindness, and desperately made their country their grave. The Patereans confided in me and retained their liberty. It is in your choice to imitate the prudence of the Patereans or to suffer the fate of the Xantheans.

Now notice how the movement is clogged and the meaning, therefore, blurred, by throwing too many words into the cogs:

Cicero, making use of his characteristic, clear-cut expression, spoke to the Samians in no measured terms, reminding them that the Xantheans had been killed and buried in their own land as a result of rejecting his offers, and that the Patereans had retained and enjoyed their liberty as a result of placing their confidence in him. He impressed upon them, therefore, the importance of making serious choice, whether they preferred to suffer the fate of the Xantheans or exercise prudence and thus imitate the Patereans in the selection of reward.

This latter is an actual paraphrase, by a modern historian, of Cicero's burning and forceful terms! He has made them sound very much like the woman, who, putting an extra *moan* in *matri-moany* (if possible), asked hubby to go to "whatyoumaycallems and get a thingamajig for whatshis-name!"

Here is a sales letter that has lately come to my desk. I want to reproduce the first half of it in order to illustrate how an otherwise excellent letter may be rendered well nigh worthless by failure on the writer's part to observe the importance of continuous movement and development:

The sight of an umbrella turns the most honest folks to thievery.

The mention of fishing turns the most truthful folks to falsehood.

Why this should be, I'm sure I don't know. Do you? Some say it's evolution; others insist it's downright deviltry.

There was Ma Sears, for instance—honest as the day is long. But she could no more resist the sight of an umbrella than the drunkard COULD a bottle of Scotch. Why, at the time of her demise she had almost a thousand umbrellas in her collection, and she was still going strong, providing herself against the rainy day. There had never been such a funeral as hers in



It would be a badly maimed thief that tried to steal your automobile purse or good name with this noble specimen on guard.

YOUR intention to keep out of the rough is seldom backed up by your skill as a driver. A penny's worth of patience would teach this puppy to retrieve a golf ball.



A pin dropped on a silk rug would be a big noise to this puppy's sensitive ears. Thomas A. Edison couldn't invent a better burglar alarm.

If this Ad Doesn't Pull You'll Be the Victim of a Nasty Trick

HAVE been sherlock-holmesing you for a week or two. Haven't been listening in on your wire. Nothing like that, of course. Just been investigating where and how you live. Find you have a pronounced predilection for life in the country, where, like a gentleman, you keep your blood pressure normal with clubs and raquet and mallets. Find, too, that you have children—boys and girls. Also find that you are without the breed of dog that goes with life in the open. The dog we mean is a Palisade Police Dog—a pal that is constant, a slave that is willing, a guardian that is alert. Hence this advice:

Make this advertisement pull!

If you don't—and here's the nasty trick—will advertise next month in publications that get to your children. The copy, with malice aforethought, will sic them to nagging you for one of our puppies. So, eventually, this will be your choice:

Buy the pup or lose your mind.

But don't wait until you are forced to do the right thing. Half the joy in pleasing the whole family, yourself included, lies in doing it of your own volition.

A Palisade puppy is the best thing Santa Claus delivers.

PALISADE KENNELS

MERRICK ROAD, BOX 65, ROSEDALE, LONG ISLAND

THIS puppy is thinking of the happy days when it will be his good luck to be waiting at the school house door for his youthful master or mistress.



DO you need more than a suggestion to convince you that a palship like this is worth the price of one of our puppies?



THERE'S more strength than accuracy behind your tennis raquet. These puppies can be trained to chase and return wild smashes.

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

THE EVENING NEWS Buffalo, N. Y.

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters
You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

LOS ANGELES EVENING HERALD

CIRCULATION

123,305

DAILY

FIRST IN EVERYTHING

Member A. B. C.

the whole gol-durned county. People came from miles and miles around to pay their last respects to the remains--and to get back, if possible, "lost" umbrellas that had at some odd time or other found a soul-mate in poor Ma Sears.

And Pa Sears had his little weakness too. Pa was the champion whittler and tobaccer manipulator at the corner grocery. When he got himself comfortably "sot" on a soapbox, jack-knifin' and chawin' to his heart's content, there wasn't his match on two continents for fish stories. One day he "let out" about the last time he went fishin' down the river, a mile or so inland from the sea. Vowed he'd caught a bass eighty inches long! I tried my levellest to make him understand just how long a bass must be to be eighty inches long. But he was immovable; he stuck to his story. "Why, Pa," I said, "a bass eighty inches long couldn't turn round in that dinky little river." "By gum," he replied, "they don't turn round. They just heave to down there till the tide come in and washes 'em upstream back'ards!"

Now, be all this as it may, can, must, or will, it's time for us to get down to tacks—brass ones.

Though you have now read fully half of the letter, you cannot tell me what is to be sold. The rest of it deals with the selling points of a high school text-book. Could any one guess it? Isn't time about the scarcest thing in the world, except money, perhaps? And has any business person the minutes to give to the consideration of a preamble, however interesting and amusing, that does not fall right into line with the principal theme of the composition? Joke and fun and chatter may be tip-top coaxers, but they should be at least partly relevant. Consecutiveness must not be sacrificed to mere entertainment. Like classical dancing, the completed theme should tell a story, but the movement may be quite as salient as either the suspense or the climax. Flexibility, yes, but not straining or breakage. The countenance of Lincoln or Roosevelt may be used in a cigarette advertisement, but they cannot be said to advertise cigarettes . . . The fourth and last principle to which I want to call attention I have designated by the coinage:

PEPSONALITY

Pepsonality is dynamic power perpetually on top; gumption *de luxe*; initiative *in excelsis*; what the English call GUTS. The man with pepsonality is the man who

was born, not yesterday or today, but tomorrow, and who stands waiting for the average individual to arrive. He thinks a hundred times and acts fifty before most of us are awake in the morning. You know him: He is the chap who is never at a loss; who is always ready; who has a right answer for everybody and a right way out from everywhere; who performs miracles, seeming never to think; who accomplishes marvels, seeming never to work. He was just born that way. It's in him to be superior. He's full of surprises, yet he's never tricky or fresh or aggressive. He's always sure of himself, yet he's never foolishly sanguine or dangerously optimistic. He may wear a corkscrew on his keyring even yet, but I'll bet you he doesn't wear both belt and suspenders. And, of course, his pepsonality will out in his speech and writing.

What is pepsonality in writing? Well, because genius is frequently odd and queer, we are not to assume that every odd expression has the stamp of genius upon it. It is quite as likely to bear the stamp of assininity, you know. Similarly, pepsonality in expression is not mere catchiness. That word connotes a trap, and nobody likes to be trapped. It is not necessarily the coinage of smart words or the balance of fine phrases, though it may sometimes be. It is, rather, aplomb or alertness or newness or vividness or sparkle and startle of expressional form. And these *may* be secured to expression by means of verbal voltage or phrasal fire. Language *may* be put on the *qui vive* and literature may be illumined by device. But by and large device alone is not enough. If we use verbal cleverness, it must be with a purpose. If we use repartee, it must evince related aim. If we adopt modern maxim, it must be replete with meaning, contagious to memory, tonic to appreciation. But pepsonality in written expression must *not* be dress or decoration *per se*. Remember that when the birds were contending for the throne, and some came adorned one way and some another, it was the eagle's greatest adornment to appear before them un-

"GIBBONS KNOWS CANADA"

adorned. His pepsonality was his crown!

Let me tell you what pepsonality is not: A new employee in a downtown business office was asked to hand her employer a pencil. She handed him an unsharpened one. He asked her for the telephone book. She gave him the trade index. He asked for more air in the office. She opened a window plumb on his back. He asked for more light. She flashed a bulb straight into his eyes. He asked her to answer a letter of inquiry. She vamped all the bromides in the language and put herself on record for having achieved the worst letter, or the best bad letter, in the universe, as follows:

Yours of the 27th inst. on hand and contents duly noted. In reply would say same shall receive our best attention at earliest possible moment. We take pleasure in handing you herewith our latest rivet rate card, attached hereto, as per your request. Through an oversight on the part of our mailing clerk, the catalogue sent in compliance with your esteemed favor of the 12th ult. was wrongly addressed and has accordingly been returned to us. Regret the delay thus caused, but beg to be permitted to say that we take pleasure in enclosing another catalogue herewith. At present writing we are unable to quote on belting, owing to unforeseen circumstances arising in our factory, but beg to inform you that in so far as we are able to foresee, the old prices will prevail during the coming season. Whatever the case may be, we are pleased to advise you that quotation shall go forward to your address immediately on receipt of same at our office. Hoping this communication may prove satisfactory in every respect, assuring you of our best attention at all times, and awaiting your further commands, beg to remain,

When he told her to take her hat and coat, *and go*, she thought she was being given an "early afternoon" as reward for merit, and she bobbed up serenely the next morning under the weird hallucination that her God was still in his heavens and all was right in her world! She is probably the drabest daub in human experience. But she's a fact, for I knew her. She called herself "splendidly educated," for she was a graduate of a commercial high school. Her father was president of the Board of Education.

The good letter is conversation on paper, with this special advantage: it brings the minds of the conversers into reciprocal action, with more room for reflection and fewer opportunities for interruption. And the language of conversation is peculiarly susceptible to that sparkle

that we call pepsonality. It is expected to a degree in letters, therefore, and it is worth striving for, with restraint, for it is a quality that may be cultivated to some extent. An unusual setting for phrase, clause, or sentence; a bang-up beginning statement; a transitional verbal quip or prank; a surprise conclusion; the movie flash and caption in alternation—all of these may assist to energize the epistle. It is with much reticence that I

submit the following letter, as a *good* letter. I was much safer in exhibiting a bad one. It's easier to agree on bad things than on good ones. You may not think this letter a good one. But whether we agree about it or not, let me direct your special attention to the last item above, namely the movie flash and caption. The letter consists of a series of pictures really, each followed with an appropriate

(Continued on page 47)

*Good, Better, Best,
Never let it rest
Till the Good is Better
And the Better Best.*

Copyrighted

THE GOTHAM IDEA is to put real artists—big creative, skillful artists—at the service of business.

Our illustrations are original creations, conveying an impression of quality and distinction.

duct better known to the public.

We function as an auxiliary working with the client towards the end of making the pro-

Gotham's services are at the disposal of all business firms who seek the highest service that art can render business.

GOTHAM STUDIOS INC^D

Martin Ullman, Managing Artist

1133 Broadway, New York



GOTHAM
for Art Work



Writing Better Letters

A fortnightly feature of questions and answers conducted personally by Edward H. Schulze, President, Making Letters Pay System



Definite Help on Writing Better Letters Will Be Found Here

Many Firms Are Using This Department to Advantage. Have You Tried It?

Mr. Walt Marsh, advertising Manager of the Ideal Stencil Machine Co., Belle-cille, Ill., has sent me the finest portfolio of sales letters that I have read in many a day. I congratulate Mr. Marsh and with his permission reprint just four of the letters

One of the mistakes made by 60% of the manufacturers who are selling thru branch offices is to permit the branch office to go without the proper supervision in their correspondence problems.

Branch office managers are salesmen and if left to their own devices will either not write letters or will write poor letters. They are salesmen by word of mouth which is an entirely different thing from selling by mail.

Mr. Marsh, unlike a great many Advertising managers, furnishes each branch office with a complete portfolio of letters which they can have any \$15 a week typist copy while they are out chasing up the business. He suggests letters that should go before the call, after the call, letters if call is impossible, follow-up letters of all kinds—and best of all, he suggests good letters with the proper punch and selling force. He offers these in a letter like the following:

Gentlemen:

Every business letter which you write about the Ideal Stencil Machine or Ideal shipping supplies is an advertisement. To help your letters make more sales, type them on this attractive letter head.

To use this Ideal letter head is to add favorable impression to strong argument. Many a sale is won by the salesman's manner. Nearly all friends are made by pleasant impressions. The letter that pleases while it convinces has double power. This letter tells the story of Ideal Stencil Machine Service and ties up with your sales letters in such a resultful way that you cannot afford to neglect using it if you desire greater success from your written sales talks.

In place of the firm's name in the panel your name and address will be imprinted, together with your phone number and any copy you wish. This offset letter head, imprinted, will be sold to you for less than it costs us to produce them. Prices are as follows:

One color, \$5 per thousand. Two colors, \$6 per thousand.

Many of our sales offices are waiting to receive their supply of these letter heads, but we are holding up the printing job until we hear from you so the entire lot can be run at one time.

Dictate a letter now, ordering at least

NO matter what your letters problem is, put it up to this acknowledged expert for solution. Neither your name nor name of product will be mentioned specifically and the advice will be constructive—not destructive criticism. While he ordinarily makes a charge of \$5 to \$25 for answering letter problems, subscribers to Advertising & Selling are privileged to get his answer and advice through the pages of this paper **WITHOUT CHARGE**. Address your problem to Editorial Offices, Advertising & Selling, 131 East 23d St., New York.

enough of these letter heads for a year's supply.

Yours for better letters,

Walt Marsh,

Advertising Manager;

The Ideal Stencil Machine Company.

Here is the letter sent before salesman calls. If the portfolio contained no other letter it would be worth the effort secured thru helping the salesman get an interview. Why firms will send out salesman without paying the way for them with economical letters is something I cannot understand. A letter in advance of the salesman's call saves the time of the buyer—for he can get a thorough grasp of the preliminary stages of the proposition in a few minutes. That leaves the salesman free to close the sale, answer objections, etc. The time of a salesman is too valuable, costs too much, to be used for educational work which can be accomplished with a letter and a two cent stamp.

NOTE—Written to the prospect previous to calling personally. A letter of this kind makes it easier to secure an interview. When calling the salesman can say, "I want to see Mr. ——. He is expecting me for he received a letter from me yesterday."

Gentlemen:

Your letter asking about the Ideal Stencil Machine has been referred to me by our Home Office, and I am glad of this opportunity to be of service.

With hundreds of shipments going astray each day, causing a loss of money, goods and customer's good will, every progressive firm is giving the shipping problem close attention and most of them are adopting Ideal Stencil Machine Service to make their goods reach home to the customer.

Surely you want to know all about

economy in shipping—the Ideal way. It's our business to tell you shipping facts. You want the best way of marking your goods—and I believe that we can help you.

During the next few days, one of our men will come in to talk to you. Until then, we are with wishes,

Yours for shipping service,

Sales Agent's Name.

Here is another good letter.

NOTE—When a personal call cannot be made immediately or conveniently this letter can be used. It should be followed up within ten days with one of the follow-up letters in this portfolio.

Gentlemen:

The Home Office of the Ideal Stencil Machine Company has sent me your inquiry. I'm glad that you are interested in a lower cost way to mark shipments.

With an IDEAL you can save half your shipping clerk's time now used in marking by the old, hand-lettering method—prevent costly delays and losses resulting from poorly marked packages—get every shipment off on schedule time and send all your goods out with the customer's name in big, clear, attractive stenciled letters on the box.

Less than half a minute is required for each address—much faster than shipments can be marked by hand or with tag or label. All risk of shipments going astray is eliminated. Mistakes are impossible. The "Ideal Way" is the neater, quicker, lower cost way to mark shipments.

But the IDEAL is more than a machine. It's a SERVICE that works in your shipping room—cutting costs—saving time—increasing efficiency—preventing errors, delays, and losses—day-in-and-day-out during a business life-time. And it pays you back what you gave to get the machine, during the first few months of use.

How would you like to use an Ideal Stencil Machine for a week, without cost or obligation, and find out what it can save for you? You can get a machine for a no-cost demonstration by mailing me the inclosed card. I have a machine ready to send you.

Yours for better marking.

Sales Agent's Name.

Here is another letter from the collection.

NOTE—Can be used as a follow-up letter after the original inquiry. Follow up



Making Better Letters

A fortnightly directory of products bearing the personal approval of Edward H. Schulze, President, Making Letters Pay System



Paper for Letterheads
LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.
BERKSHIRE TYPEWRITER PAPERS
A Business Paper For Every Business Use
EATON, CRANE & PIKE CO.
New York Pittsfield Boston
San Francisco Chicago

Blotters
"To make Better Letters
Use Our Better Blotters"
Famous World and Reliance Brands
The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists
Mailing Lists
Commercial, Automobile, Investors or
any classification wanted.
Trade Circular Addressing Co.
166 W. Adams St., Chicago
References: Agency Books or any bank or
business house in Chicago.

Dictaphones
EVERY advertising concern has a tre-
mendous volume of letters, copy,
memos, plans and reports to produce.
The Dictaphone produces them most
promptly and conveniently. Phone or
write for 15-minute demonstration.
THE DICTAPHONE
Woolworth Building New York City

Engravings
Sterling AD-Plates are now a
Standard of Excellence
New York's Largest Engraving House
THE STERLING ENGRAVING CO.
200 William St. 10th Ave. & 36th St.
NEW YORK

Typewriters
THE Self-Starting Remington pro-
duces better looking letters because
of its automatic indentations and per-
fect paper feed. And it saves time on
every letter it writes.
Remington Typewriter Company
(Incorporated)
374 Broadway, New York

Personalized Printing
Adds life and personality to your mail advertis-
ing because it is never addressed "to whom it
may concern."
The name of the recipient is printed on each
piece of mail in the same type and at the same
time we print your job.
We can serve two more clients and are
giving the two to whom we can render complete
service.
TOAL & COMPANY,
6 N. Mich. Ave., Chicago, Ill.

Business Getting Catalogues
The DeVinne Press
Produces Effective Direct Advertising
393-399 LAFAYETTE STREET
NEW YORK

Advertising Artists
ADVERTISING ARTISTS INC
33W 42d STREET PHONE VANDERBILT
AOLIAN BUILDING 1240 AND 1241
NEW-YORK-CITY

prospects by mail every ten days, writing
about 3, 4 or 5 letters.
Gentlemen:
If you detest slovenly salesmen and
smeary envelopes, why do you tolerate
unsightly shipments?
Neatness and good appearances are im-
portant thruout your business—shipments
especially. Have you thought of it?
That's the last step in the business trans-
action—when your goods get into your
customer's place. And if there is a smeary,
blotchy name on the box, it creates an
unfavorable impression of your house.
But when the address is put on the
shipment with an IDEAL STENCIL, the
big, clear marking creates a good impres-
sion. It pleases the customer that you are
giving good service and quick delivery—
that you safeguard his shipments against
delay.
One paper stencil cut on the IDEAL is
good for a thousand markings. The cost
of a stencil is really nothing. Cheap
paper is used. A few quick strokes of
the brush put the entire address on the
box.
The neat, attractive addresses put on
with stencils cut by the Ideal Stencil Ma-
chine are a credit to your firm and your
goods—such markings show the pride you
take in your business and the respect you
have for customer's orders.
All of which you can prove to your
own satisfaction by using a demonstrat-
ing machine. And to get it put this note
on the bottom of the letter and mail it

back to us, "Send a machine—no cost and
no obligation—for a free test." Or mail
the inclosed card.
Yours for stencil marking,
Sales Agent's Name.

**Improving Your Letters by
Injecting Pepsonality**
(Continued from page 45)
caption. The mechanical display
is in keeping:
March 17, 1920.
Dear Mr. Opdycke
MAPLE SUGAR TIME!
Just now, out in the sugar bush, the
maple sap is running. Cold nights and
warm days are sending it drip, drip,
dripping through the taps of
THE BOILING DOWN PARTY.
The south wind, pungent with wood
smoke from the fire under the great
caldron, the blue sky, the sound of sap
tinkling into the newly set buckets,
make light work of collecting and boiling
THE AMBROSIAL SWEETNESS.
Whether you taste the warm syrup,
munch the first moist cakes of sugar,
or, with thick hot syrup poured on new
snow, make the matchless maple wax,
you wonder why the gods on Olympus
ever considered themselves happy.
ALL THE YEAR LONG
you may have this delicious sweetness.
We prepare for you the syrup in gallon
cans and the sugar in five pound boxes,

tightly sealed. The shortage in the
cane sugar market makes the demand
for our products so great that we can-
not promise to fill orders received after
April 19.
CANDIED BY YOURS,
M. F. Brooks
for
THE MAPLE PRODUCTS CO.
P. S.—I heard a song sparrow in the
park today. He brought back to
me the joyous days spent in the
sugar bush, with **SPRING IN
THE AIR.**
(To be Concluded)

Typothetae Gets Out Unique Letter
Charles L. Estey, director of the adver-
tising bureau of the United Typothetae
of America, Chicago, is sending out a
very original letter with a booklet on di-
rect advertising. The letter reads as fol-
lows: "When you have read the sixteen
pages of 'Two Blades of Grass' (copy
enclosed) I think you will agree with
many others that the interesting message
was worth the time it took you to get it.
(Intermission of 8 minutes for reading
of letter.) Was I right! Please tell me
at your convenience."
Sebree Succeeds Hussey
G. O. Sebree has succeeded Leon F.
Hussey as advertising manager of the
General Fireproofing Company, Youngs-
town, Ohio.

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 14-16—Convention of the National League of Commission Merchants of the United States, Hotel Statler, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

January 16-17—Convention of the Western Paving Brick Manufacturers' Association, Kansas City, Mo.

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

New Jersey Paper Becomes Daily

The *Jerseyman*, published for 93 years as a weekly at Morristown, N. J., was recently taken over by a new company and turned into a daily with complete Associated Press service. Samuel H. Gillespie, president of the Morris & Somerset Electric Company, is at the head of the company now publishing the *Jerseyman*.

Critchfield Issues House Organ

Critchfield & Company, Chicago agency, has begun the publication of the *Critchfield Bulletin*, which will be edited by Miss Alice Perry, assistant sales manager.

Reporter Joins Export Magazine

S. S. Coine has been appointed advertising manager of *Export News*, New York. Mr. Coine was formerly police reporter for the *New York Evening World*.

Rankin Company Allies with Western Agency

The William H. Rankin Company, agency, Chicago, has formed an alliance with the Home Cooper Company, agency,

San Francisco. The association gives each organization the advantages of the other's locations. Each agency will retain its identity.

Austin Nichols Buys Out Big Plant

The Austin Nichols Company, Chicago, largest wholesale grocers in the world, have bought the plant of the William M. Hoyt Company, one of their competitors, also of Chicago, and the plant of the Wilson Jam & Jelly Preserving Company, a subsidiary of Wilson & Company.

Papers Advance Advertising Rates

Twenty weekly newspapers published in Cayuga County, New York, met in Auburn during the week and decided upon a 50 percent increase in the advertising rates. The advance was necessary, the papers say, to keep them in business.

McCaffrey With Tire Company

E. B. McCaffrey, for the past two years an ensign in the Navy, and prior to that with the Charles Williams Stores, New York, has been appointed sales and advertising manager of the Smith Rubber & Tire Company, Passaic, N. J.

Advertising As An Aid to Pan American Trade and Friendship

(Continued from page 2)

tunity for the United States in the papers and magazines of the capitals and commercial centers of Latin America.

Think of it, the value of products exchanged between the United States and the twenty countries of Latin America has grown in the period that I have been associated with Pan American affairs, or about nineteen years, from approximately \$400,000,000 per annum to \$2,000,000,000 now. And yet, when I became Director General of the Pan American Union after having been several years United States Minister in Latin America, I was called a "hare-brained enthusiast" and a "false prophet" by many newspapers, because I predicted that inside of fifteen years from that date, 1907, United States commerce with Latin America would pass the mark of \$1,000,000,000. In thirteen years only it has passed the mark of twice the amount of my prediction.

Summarized Extracts from address before the Washington Advertising Club, Washington, D. C., December 9, 1919.

Ellis With Stern Brothers

Evan Leslie Ellis, formerly advertising manager for Charles A. Stevens & Bros., Chicago, has been appointed advertising manager of the Stern Brothers department store, New York.

Mr. Hungerford Please Note

The League to Enforce Peace (Illinois branch), is conducting an advertising campaign in the Chicago daily newspapers in behalf of the ratification of the peace treaty. The advertising is being placed through the Brandt agency of Chicago.

Kling Adds Two Accounts

The Leroy & Kling Advertising Co., Consumers' Building, Chicago, announces two new accounts:

The Warner Trailer Company of Beloit, Wis., and The LaCrosse Plow Company of LaCrosse, Wis. National publications and trade journals will be used in both accounts.

Gundlach to Feed Chickens

Considerable activity is being planned for the E. J. Reefer advertising account which is handled by The Gundlach Advertising Company of Chicago. The Reefer organization manufactures a poultry food.

Hornabell with Montgomery Ward

Harold A. Hornabell, who before he entered military service was in the advertising department of Montgomery Ward & Co., has now joined the staff of the Rogers & Smith advertising agency of Chicago as copy writer and service man.


DECEMBER 27, 1919



Advertising & Selling




PUBLISHED BY THE
ADVERTISING & SELLING COMPANY, INC.
131 EAST TWENTY-THIRD STREET
NEW YORK CITY



IN THIS ISSUE:

THE LIFE STORY OF EDWARD BOK • BUILDING A
\$12,000,000 INDUSTRY BY ADVERTISING • "THE
JOB TASTER," BY STRICKLAND GILLILAN • WHAT
READERS OF MODERN BUSINESS PAPERS LOOK FOR



15c. THE COPY

ISSUED WEEKLY

\$3 THE YEAR

Brings Out the Engraver's Finest Shadings

The finest halftones are faithfully reproduced on Foldwell Coated Book, Cover or Writing. For Foldwell's surface is so developed that it brings out the most subtle shading of which the engraver is capable.

But more than this, Foldwell preserves the engraver's effort beyond the press room. In the folding machines, through the mail, against rough usage, Foldwell's preparation protects illustrations from any cracks whatever.



Foldwell protects
Direct Advertising

When Foldwell—and Foldwell only—is used to carry your illustrations, you can rest assured that they will look as clean and whole at their journey's end as they look on the engraver's proof. This because Foldwell prints perfectly and because it *absolutely will not crack.*

*A card will bring our booklet,
"Putting the Sales Story Across."*

CHICAGO PAPER COMPANY

868 Wells Street,

Chicago, Ill.

Foldwell
TRADE MARK



**PRINTS —
PERFECTLY**

ADVERTISING & SELLING, DECEMBER 27, 1919

20th year. No. 27. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23rd St., New York City.

The
**VITAL
SPOT**
TO START
SOUTHERN
CAMPAIGNS

The
**VITAL
NEWSPAPER**
IS THE

WRITE

H. E. Loring

ADVERTISING DIRECTOR

New Orleans
STATES

EVENING

SUNDAY

-74 years!

It is a long time, judged by America's standard of progress.

74 years ago—

New York boasted a population of less than half a million and Chicago was a town of twenty-nine thousand people.

74 years ago—

There were twenty-nine states in the Union and Abraham Lincoln was a Congressman from Illinois.

74 years ago—

There was founded in New York City a trade newspaper for the retail merchants of America:

The Dry Goods Economist.

A great many things have happened since those days.

The Dry Goods Economist has seen America through four wars.

The Dry Goods Economist has watched America "grow up" to be the nation of nations.

The Dry Goods Economist has witnessed the development of the greatest merchandising people in the world—

And the Dry Goods Economist has inspired and guided much of the development.

The Dry Goods Economist has seen the General Store of 1846 grow into the mammoth Department Store of today—

And the Dry Goods Economist has played a big part in that growth.

And through it all the Dry Goods Economist has maintained its position as the world's greatest merchandising trade paper.

Let us give you a few facts about the Dry Goods Economist and its market.

*
97%

of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

* FIGURED BY RESEARCH

**Do you really know the
DRY GOODS ECONOMIST?**

DRY GOODS ECONOMIST
239 West 39th St.
New York.

A AMERICAN STYLES AND WORLD WIDE

**JAN
17**

Eighteen thousand copies!—to the big merchants in every corner of the globe. The big spring buying number.

FORMS CLOSE
JANUARY 10th

DRY GOODS ECONOMIST
239 West 39th Street New York

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

DECEMBER 27, 1919

Number 27

Successful Salesmen Are Saving Salesmen

**While In Almost Every Business the Man Who Saves
Is the Man Who Wins, the Saving Habit Is More
Important to the Salesman Who Would Succeed Largely**

By SAUNDERS NORVELL

Chairman, McKesson & Robbins, Inc.

HOW much money should a salesman save out of his salary? My answer to this is that after dressing neatly and spending enough to keep up a good appearance you should save every cent you can. This applies especially to young salesmen. The money of a man twenty-five years old is worth about ten times as much as the money of a man seventy years old. When you save money when you are twenty-five you have a chance to use that money and to obtain the dividends and advantages from it for many years. Of course, when you are past seventy the game is up and money is not worth very much.

Following this same line of thought when a young fellow of twenty-five goes out and carelessly "blows in" \$5, as a matter of fact, he has spent \$50. The old man can afford to be very much freer in spending his money, because he is not likely to get the benefit of what he carries over. Nevertheless, strange to say, you will find that the young man is much more willing to spend his hard-earned money than the old man. This is probably because the old man has learned the value of a dollar.

When I review the past thirty years there comes to me in memory those men who saved money and those who did not. Those who formed the habit of saving may not have been very brilliant men, but a large number of the salesmen I have known who were spendthrifts have "gone to the dogs" or are eking out a miserable

Care is Contagious

HAVE you ever noticed that the man who is careful with his funds is careful about his friends?

That the man who is careless about his cash is usually just as careless about his correspondence?

While there are exceptions to the rule—of course—the man who is careful in any one personal habit is usually careful in the others.

From this point Mr. Norvell argues in this article that **SUCCESSFUL** salesmen are usually salesmen who **SAVE**. And those who save money usually save time; give attention to routine, route sheets, etc.

There's a lot of good food for thought in this article that can be used by almost every sales manager.

THE EDITOR.

existence with poor and illy-paid positions.

When you have saved up a little money good opportunities for investment will offer themselves. The salesman, of course, who has accumulated no money can not take advantage of such opportunities.

I remember a number of cases where corporations I have been with have offered salesmen an opportunity to buy stock. Some of these salesmen have bought and have done exceedingly well through the increase in the value of the stock. Other salesmen, however, who lived up to every cent they earned, could not grasp such opportunities.

HOW JOHN D. STARTED

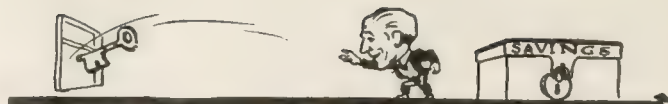
One thousand dollars saved from his salary of \$10 a week as a bookkeeper enabled John D. Rockefeller

to buy an interest in the Cleveland produce firm of Andrews & Clark—his start. The same amount saved by Henry H. Rogers from his earnings as a New England grocery clerk enabled him to open an oil refinery at Titusville, Pa., on the discovery of oil and there with Rockefeller lay the foundation of Standard Oil. From the savings of himself and mother Andrew Carnegie was able to take advantage of the offer of an interest in the first sleeping car and begin that wonderful career of pyramiding riches. The sum of \$100 saved is said to have bought James Couzens of Detroit his interest in the Ford Co., from which he pulled out millions. None of these men had rich relatives or friends to help them—they all helped themselves by saving. There is scarcely a young salesman in America today who has not as good, if not actually a better start than any one of these men.

It takes a great deal of determination and will power to save money. Not only is there the call of pleasure, but just as soon as a young man becomes a producer there are usually a number of relations who wish to be helped out. Years ago I knew a certain shoe salesman. His earnings were from \$5,000 to \$10,000 per annum. He had five sisters. These sisters became very artistic and literary. They never did any work. I have seen them sit in rocking chairs discussing the nebular hypothesis for hours. They all lived on their brother. When he fell in love with a very attractive girl they broke up



Pull of this kind works.



Lock it up and throw away the key.

the match. They are now all old maids. They are wonderfully well educated but none of them will ever condescend to teach school. He is now a broken-down old man trying to hold his job as salesman and still supporting these five sisters. They have never done a bit of work in their entire lives and won't. Everybody should do some useful work. Many a poor salesman is loaded down with a wife and daughters who do nothing but entertain. He is too proud to complain, but he can never get up in the world because on account of his burdens he never has a cent to invest.

THE MATTER OF FRIENDS

Like Thomas Jefferson, he is being eaten out of house and home and his substance absorbed between relatives and friends, and when his working days are over he will have nothing left to show for his life's work but a tombstone and maybe not even that.

Jefferson said: "There is no remedy; we must entertain our friends." But we now know that his friends bankrupted Jefferson and they will bankrupt all of us, if we do not keep them within the bounds of our pocketbook.

"They pretended to come out of respect and regard for him," says Captain Bacon, steward of Monticello, the home of Jefferson after his retirement from the Presidency, "but I think that the fact they saved a tavern bill had a good deal to do with it, with a good many at least. They traveled in their own carriages and came in gangs, the whole family with carriage and riding horses and servants, sometimes three or four such gangs at a time. We had thirty-six stalls for horses and only used ten of them for the stock we kept there. Very often all of the rest were full and I had to send horses off to another place. I have often sent a wagon load of hay up to the stable and the next morning there would not be enough left to build a bird's nest. Such hospitality, I realized, must ultimately bankrupt the Master. Unknown to him, I gave orders that half rations only should be supplied to the horses of the guests, but he soon learned of it and countermanded my order. He knew, he

How Saunders Norvell Gets Better Results

WITH traveling expenses sky-rocketing; sale costs emulating Roland Rohlfs in the matter of altitude records the problem of the average sales manager today is—where he has to get orders at all, luckily for some they do not have this problem at this time—**GETTING BETTER RESULTS.**

Here is just one gem that I picked from this article of the extremely popular series Mr. Norvell has had appearing from issue to issue in this publication.

"One of the best ways I have found to make work easy," says Mr. Norvell, "is to turn work into a game and then have everybody playing the game to win."

"The way to apply this to salesmen is to compare the results of each salesman every month with other salesmen."

"This means competition and when you get a force of salesmen competing with each other then there is a lot of fun."

"Of course, in addition to the fun there should be substantial rewards for the successful men."

"When tired salesmen with bad habits are put up against a real competitive system, they either change their habits or they resign."

"Oh, that is an old idea," did I hear you?

"Granted." I will reply, "but did you ever try it? It works."

said, that his income was being exceeded, but he was too polite to refuse his hospitalities to the world, if it chose to honor him with a visit, as long as he had the means with which to extend the hospitality sought by his guests."

And the expected happened—Jefferson went broke; also Madison from the same cause.

And "Monticello" and "Montpelier"—the latter the ancestral home of Madison—passed into the hands of strangers. To keep the wolf from the door, we must keep our finger on the purse strings. Let the world call you "tight-wad," "hard-boiled egg," "old frozen face" and other compliments, but remember boy that money is your only friend in need and that every dollar, which through sacrifice and thrift, you and your family can lay by for another day, is a stepping stone to help you climb to a position where you may be independent of other men.

HOW TO SAVE

The only way, my dear boy, for us to save money is to put it somewhere where we can not get at it. It is even a good thing to go into debt with good judgment if you buy something that is worth while. This compels you to make weekly or monthly payments. It compels you to save. It gets your money where others can not get it away from you, but under any and all conditions make it a point to save a little money every month.

There is no reason why a salesman should not answer letters promptly. I always preferred to have salesmen answer my letters by turning them over and writing on the back. I never objected to salesmen using pencil nor did I object to the writing being somewhat wavy if they wrote on the train, but what I did want was a prompt and satisfactory reply to my letters.

I remember on one occasion that a sales manager came to me in despair. He said he could not get one of our very best salesmen to answer his letters. He said this salesman was good at selling goods but he completely ignored every important communication sent to him from the home office. I smiled and said I was sure he would answer my letters.

The sales manager said, "All right. I would like to see you get an answer out of him."

So I wrote this salesman asking him a certain question. I waited a week. No answer came. I then telegraphed him that on a certain date I had written asking a certain question and asked for a prompt reply. No answer came. Then I called in the cashier and gave him certain instructions. In about ten days we had a letter from this salesman asking where his salary check was for the previous month. He stated it must have been mis-sent; he would like to know where it had been sent. To this letter we made no reply. In a few days we received another letter of a very warm character, not only inquiring where his salary check was but also why we had not answered his letter on the subject on a certain date. To this letter we made no reply. In a few days we re-

(Continued on page 38)

Building a \$12,000,000 Industry By Advertising

How We Expect to Accomplish This Even
Though No Additional Sales Are Made

An Authorized Interview with

FITZHERBERT LEATHER

Advertising Manager for the Northwestern Fruit Exchange

FITZHERBERT LEATHER, advertising manager for the Northwestern Fruit Exchange and Skookum Packers Association of Seattle, distributors and growers respectively of "Skookum" apples, spent the summer in New York developing the 1919 "Skookum" advertising campaign. Incidentally Mr. Leather made an exhaustive trade investigation relative to the Northwest apple industry, examining particularly the various markets of the East and South. Before starting for the East he toured the Pacific Northwest apple-growing sections, addressing the apple growers in their various home districts, and he gives us the news that these addresses were illustrated with thirty-five hundred feet of moving picture film which demonstrated the advertising and marketing of the Northwest apple under modern organization.

"This tour," said Mr. Leather, "was, perhaps, quite a feat, and is, I believe, without parallel, or precedent. You might call it a pioneer undertaking among pioneers, and perhaps typical of the western spirit. No matter what the obstacles we were determined to show the moving pictures and we often showed them in the cork-insulated cold storage of the apple plants. It was quite an undertaking, too, to transport our apparatus by automobile through these mountains, but the reward was such as to make it all worth while. Away up in the Okanogan country, for instance, three hundred growers and their wives and children came down from their highland orchards; they brought their lunches with them, and made a fete day of it. Some of these apple growers were pioneers of thirty years ago—discoverers of the wonderful apple-growing qualities of this volcanic ash soil long before a railroad penetrated the wilderness and attracted the large numbers who have made these parts famous the world over for their apples. You may imagine that these pioneers were exceedingly interested to have at first hand, as it were, a demonstration which showed them the magnitude to which



Copyrighted 1916 Northwestern Fruit Exchange

The famous Skookum trade character.

had grown their own first pioneer endeavor."

THE FIELD FOR A \$12,000,000 ECONOMY

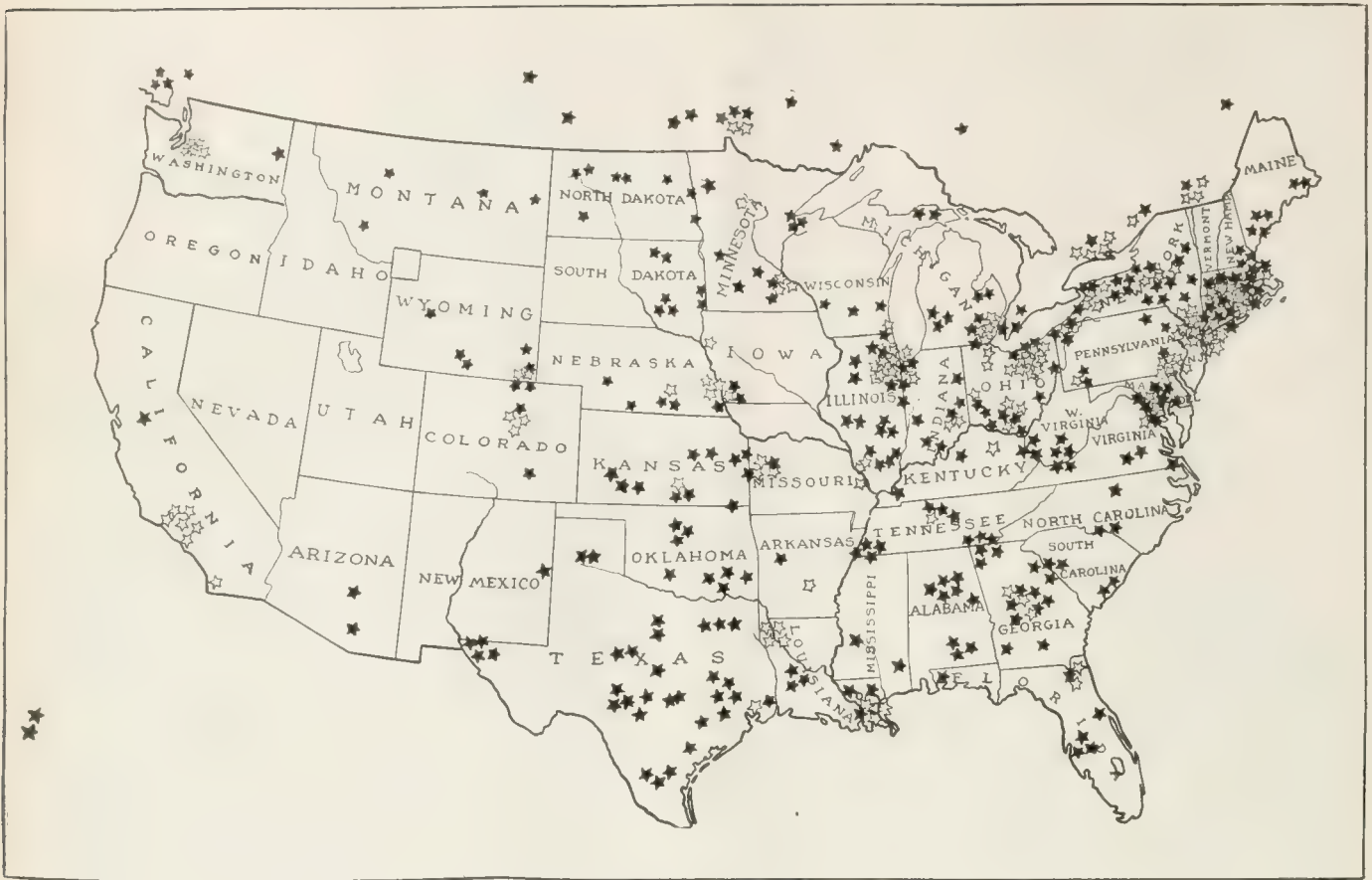
"The Northwest apple industry is in process of crystallization as to scientific marketing and advertising. To put the thing in a nutshell the Pacific Northwest is losing today in cold cash perhaps not less than \$12,000,000 per annum on its apple crop due to its not being in thoroughly organized state. That is to say, if the Pacific Northwest were unified to the extent that the Sunkist orange growers of California are unified they would be enriched to the extent of this tremendous sum, and moreover they would have all that goes with it—satisfaction of maximum accomplishment and peace of mind. At the present time it is not chaos, but to the man who realizes in a life-like way what could be done in the Northwest, it approaches that. To show you the point: Not less than fifty percent of the growers of the Pacific Northwest (and there are fifteen thousand of them) sell their crop independently of any organization, to independent buyers at prices which are guessed at. It is the fact that last season one large

metropolitan market was so 'badgered' with these independent sales that it was made practically a dumping ground; this market bought Extra Fancy Northwest apples at 65 cents a box less than the price at which Skookum Extra Fancy was being sold for sixty miles away and at other points. Moreover as an added attraction cold storage charges were 'thrown in' with this low '65-cent-below' price. To cite another instance of 'chaos': a quite important independent group of apple growers in a fine district last year sold its crop to an independent buyer at 85 cents per box less than the ruling market. This was almost half-price. Understand that just across the range from this district another district actually received at the same time over \$1.00 more per box than this price. You may appreciate how this makes for 'chaos' in the Eastern and our other markets, disrupting prices, stalling sales, and so forth. In fact our Skookum organization throughout the season, and particularly early in the season, is bombarded with information that 'so-and-so' is offering 'forty, fifty, sixty and seventy cents a box less than the Skookum quotation. It was my pleasure to visit this section which had sold its apples so low, and you may rest assured they were very much interested in cooperative marketing."

ORGANIZATION DESIRED AND WELCOMED

It appears that leading growers of the Northwest have from time to time made strenuous efforts towards complete cooperative marketing, and the effort of the Skookum Packers Association and the Northwestern Fruit Exchange is on this line.

"The Skookum organization has now been in existence ten years, and has made steady gains in allegiance of growers. Within the last year alone two thousand new growers have joined the cooperative movement, packing under the Skookum brand. Skookum is the only all-Northwest organization in existence, others being circumscribed



Map of the United States showing Skookum distribution.

by local districts, the Skookum growers being located in Washington, Oregon and Idaho. The Skookum Advertising Department has often been requested for information as to the 'system' of organization and operation of the Skookum group. These requests come from many different activities—from professors of business departments of colleges, from agricultural departments, from producing groups everywhere, all indicating an alertness on cooperation. Perhaps the Skookum organization is one of the most interesting developments of this interesting age of organization and cooperation. Briefly it is in two divisions. At Seattle we have the Northwestern Fruit Exchange, a purely distributing and marketing organization, with expert sales force and expert traffic department, and, of course, accounting and all other necessary departments. The Exchange's work may be divided into six groups: (1) Crop estimates, to know the pack which it has to sell. (2) Price research, which involves feeling out the market, getting at the buying power of the country, research as to other fruit crops, all conditions bearing on price. (3) Sales or distribution, which involves selling the apples in

the best markets; a very big problem; also involves opening new markets—export for instance; though new markets have been opened in North America in a very stupendous way under the Northwestern Fruit Exchange operation. We are shipping to over one thousand carload markets today as compared with not over twenty-five twelve years ago. (4) Delivery, which concerns the traffic department. (5) Accounting, which concerns collections and payment of money to growers. (6) Advertising. A seventh department might be described as coordination with the Skookum Packers Association. The second division is the Skookum Packers Association, also making headquarters at Seattle. This is a purely growers group, the growers being located in different sections or districts throughout the Northwest, Seattle being central to these districts. The districts it should be understood are separated by physical boundaries such as mountain ranges, stretches of non-apple growing country, and so forth. For instance at Omak in the Okanogan, we have a district separate and apart from any other, quite isolated. Here we have a large number of orchards, a single railway

line, a single large packing plant. Naturally the Omak growers get together under one management. They could not function otherwise—therefore they constitute themselves a local unit, cooperative locally to the point of getting their pack ready for shipment and sales. All over the Northwest are units such as this, and these units join together as the Skookum Packers Association, with its Executive Committee, president, general manager, secretary, treasurer, and so forth. The Association also has its system of inspection, with chief inspector and sub-inspectors, that the entire pack may be uniform and packed according to the uniform grading rules which it establishes. Thus the pack of Omak will be the same pack as Medford, though four hundred miles apart. The Association is non-profit, and holds meetings annually as a whole, the Executive Committee meeting frequently. Except for the inspectors the officers are all growers active at their own plants, and there is no fund required, practically, the expenses being nominal for the Association.

EXCHANGE ACTING FOR UNITS

The Northwestern Fruit Exchange acts for each unit, and not

for the Association, selling and making returns direct to the management of the individual unit, the apples of the units being usually accounted for locally (on the books of the unit) in pools of so many cars; whereas the Exchange makes returns on each individual car, selling, of course, in carlots only.

The vast work of the Northwest-ern Fruit Exchange in the apple season, lasting from August 1 to approximately January 1, may be gauged by the fact that during this period it exchanges over thirty thousand telegrams, not counting telephone calls, with the various units and with the various branch sales offices and in its other departments of work. The intense part of this work is, of course, in making the market. Some of these telegrams are remarkable examples of the use of the 'wire' in these days of intense salesmanship even: The Exchange frequently sent out wires over a thousand words long. You may contrast this intense effort with the condition which would exist without this character of progressive scientific marketing, without any cooperation whatever—and a condition which actually did exist twelve years ago—namely, the market made as they pleased by two or three wealthy speculators in the hotel lobbies of the largest producing section of the Northwest. It forms quite a contrast. As it is today the last cent is obtained for the grower, and it is most interesting to note that in normal periods the grower actually gets under the Skookum system two-thirds of the price the retailer pays for the fruit only omitting the freight charges from this calculation; this calculation includes the wholesalers profit and all charges. The calculation also includes the advertising charge, or assessment on Skookum."

ADVERTISING THE GROWERS' REDEEMER

It is Mr. Leather's opinion that advertising has been and will be the salvation of the Northwest apple industry, and supporting this statement he says:

"Skookum is, of course, the dominant pack of the Pacific Northwest apple industry. It is advertised, nationally—it is a household word for the very best apples. Skookum advertising has opened up market after market—wholesalers and retailers where only before barreled apples were known have been encouraged to try a first car or two because of the advertising. Later

they have bought more. Advertising has put Northwest apples, as it were, on the map. Skookums are more than mere apples—they are scientific, heavy with mineral content—luscious, superb fruit. They are both a luxury and a staple. Advertising drives all this home. The tremendous sales energy of the wholesale and retail fruit world focuses on advertising. Skookum advertising has called forth wonderful dealer cooperation. It has been a tremendous help and stimulant to them. Further, the Northwest apple is a long way from market, with heavy freight charges. It must sell, therefore, at a much higher price than the locally grown apples. Moreover it is sold under cold storage charges often, and always in boxes, each apple wrapped in tissue—higher cost. We must therefore make our apples articulate their virtues or values to obtain price and acceptance—advertising must help here. Moreover, we have a very large crop (this year it may mean fifty millions of dollars output) and must have thin distribution—that is, wide distribution; advertising opens the markets to gain this for the crop.

"This is all obvious. But extremely important, and no doubt novel to much of the advertising world is the part which advertising plays and is to play in unification or crystallization of the industry into still

further cooperation. Advertising here is to show tremendous, I might say almost inexorable force. I believe, in fact, that within a very few years advertising is to show the clear path to the entire Northwest industry, and that it will be the great force in final crystallization.

EVILS OF DIVERSIFIED PLANS

"Let us assume that there are a dozen brands in the Northwest nationally advertised. Such advertising would be abortive. Volume of pack would be missing—there would be lack of supply. Further there would be confusion—a dozen or twenty brands would confuse the consumer and confuse the dealer; there would be a dozen salesmen as it were calling at once, more or less interesting according to the 'supreme' character of the organization. The dealer would, because of shortage of supply, be unable to concentrate on one brand; if he did his customers might be concentrating on the other; there would be the very antithesis of co-ordination, of pure scientific advertising. It would be a fiasco.

"Further, there would be no uniformity of pack. This would further confuse the market. Today there are hundreds of different labels on Northwest boxed apples, and hundreds of varying quality within—thousands and thousands of boxes



Box label showing combination of local units and Skookum trade mark.

going out to market labeled and stamped with grade mark, but which have had no efficient inspection, and which wholesalers open up and buy on sample and not on reputation.

IMPORTANCE OF ONE PURSE

"But more important than all these considerations is the fact that advertising the Northwest apple industry to its salvation must have one single great fund—one treasury. Twenty more or less brands advertised means, positively and absolutely, not advertising, but confusion and stultification—merely distressing the consumer. Never in history has the true philosophy of advertising demanded 'concentration' as this year, with a huge amount of advertising pressing on the public. Breaking up the fund into small, non-cooperating amounts would mean weak advertising; a small fund can buy very little space, and could not accomplish the great things that must be accomplished for the Northwest apple. That Skookum has been able to accomplish true advertising has been due to its large pack, and large fund accordingly, and also due largely to its having the field alone—it has in advertising as it were stood out like a great star in the deep blue of the night, alone, the first apple advertised, and with a trademark and name which is generally regarded as of the extreme in power; it has, too, commanded extreme co-operation.

"To cite an instance of the need of large fund: The Northwest apple to 'conquer' New York needs to put on special displays of fruit, in magnificent style, under proper management. Northwest fruit should be exhibited all over the markets of the world, domestic and export, and should be advertised in foreign markets—this is an important thing for the near future. Countless things must be done which only a concentrated, large fund, can do.

CONTROL DEMAND AS WELL AS SUPPLY

"Furthermore, to obtain the maximum price for the Northwest apple there must be maximum demand. Regardless of prices now obtained, the Northwest is losing millions of money annually on the advertising deficiency account alone, because the maximum advertising is not done in the maximum, the most potential way, to obtain the maximum demand which alone will bring the maximum price.

"And again, there is the other side, that is to say: The time is not far distant when other sections than the Northwest will develop their apple marketing on a plane of modern efficiency. Not to anticipate this time is suicide on the part of the Pacific Northwest apple industry, with its long freight haul, its high costs of production, its distance from market. Advertising, in a word, is the salvation of the industry, and advertising can only be efficient when the entire industry is unified under one advertising fund. This again, will demand uniformity of pack and man-

agement—hence crystallization is focussed directly on advertising.

"Thus advertising demonstrates its unique power as a crystallizing force in a great industry. It is dominant. The Northwest will not get the maximum protection for the industry, insurance of its existence, maximum return, maximum distribution, maximum goodwill and stability, until it is unified under the force of advertising. You will readily grasp the importance of my recent tour throughout the Northwest, by this statement, and also appreciate that advertising was the force that impelled that tour."

Minister Defends Use of Posters By Church

At the Same Time He Warmly Commends the Use of Out-of-Door Advertising

REV. FREDERICK WINSLOW ADAMS, pastor of Trinity Church, of Springfield, Mass., in his pulpit recently defended the outdoor poster advertising campaign of his church, announcing that Jesus advised going out into the highways and by ways after people to bring them to religion and that the "only publicity" he knew which fulfills this command is out-of-door advertising. Rev. Adams said in part:

"Two or three people have criticized Trinity Church in the public print for advertising by posters. Perhaps most people would consider this too insignificant to notice, but we like to be thought gracious enough to give 'a reason for the faith that is in us.' I can remember when churches were criticized for advertising in newspapers, and even today some ministers refuse to announce their sermons in print. They consider it undignified.

"The crime of Trinity, however, is not publicity, but the kind of publicity—poster advertising. First, the poster in front of the church has been criticized by two persons as unsightly. Granted. But, why was it not criticized last June when it advertised the Centenary campaign and the Liberty Loan? Then it was commended in the same paper that now ironically refers to it as 'decorating' Trinity Church.

CHURCH FOLLOWS GOVERNMENT'S LEAD

"Do the two critics recall that such posters were placed in front of public libraries, postoffices and va-

rious Government buildings all over this country, to help float the Liberty Loans? They were temporary, of course. So is Trinity's poster. We are trying to build up a Sunday evening constituency in a downtown church. The poster will soon give way to a permanent and, we hope, 'artistic' sign.

"The other criticism is that the Church should not use poster advertising at all. But the very newspaper that criticizes Trinity for advertising the 'Love Stories of the Bible' on the posters, advertised its own 'Ludendorf's War Story' on the same posters last summer. Is it all right to advertise a newspaper out of doors, but wrong to advertise a church service through the same medium? Jesus said 'the children of the world were wiser in their generation than the children of light.' But why should they always expect a monopoly of such wisdom?

"One critic says, 'What shall it profit to fill the church and offend the whole community?' That is a fair question. Jesus raised it, and he again and again offended the whole community and thought it profited eternal life. Wesley offended the good taste of the whole community in his day, but historians declare he saved England from the repetition of a French revolution on English soil, and church historians declare he saved the then moribund Church of England itself, so it profited. The Salvation Army has shocked the whole community



Twenty-four sheet illuminated poster displayed in front of a church in Springfield, Mass., the criticism of which brought forth a strong endorsement of poster and outdoor advertising from the pulpit.

for its publicity methods again and again, but who so prudish today as to say it has not profited?

"But I am not egotistic enough to accept such high praise as that Trinity has offended the whole community by its outdoor publicity. Most of the community probably haven't even heard of it and never will. But to use the critic's phrase, 'What shall it profit the Government to raise the fourth Liberty Loan and offend the whole community by its outdoor publicity, raise its Charity Chest and offend the whole community? Or the Methodist Centenary to raise \$165,000,000 and offend the whole community? Of course, the answer is obvious. They did not offend, though all three used the posters in their publicity campaign. Why, then, does Trinity Church offend in using such a legitimate medium to invite people to church?

"'Going altogether too far,' the third critic is reported as saying. But certainly no farther than Jesus commanded, for He said, 'Go out into the highways and byways and compel them to come in.' Then we settle down in our smug complacency and say, 'Well, here is the church, the doors are open, everything is dignified and if the people won't come in it is their own fault.' But Jesus said, 'If they won't come, go out into the highways and byways after them.'

THE MEDIUM OF THE HIGHWAYS AND BYWAYS

"The only publicity I know that fulfils this command is out-of-door

advertising—the posters are in the highways and byways. On them Trinity has invited people to church. If this is a crime, then it is a crime for Christianity to go out to save the world.

"I am not forgetting that out-of-door advertising is considered by some folks unethic, but I am willing to defend the thesis that billboards are as artistic, honorable, ethical and economic as any other kind of advertising, such as newspapers or magazines.

"One critic says 'the church should stand for all that is good or beautiful.' Certainly, but the church doesn't commit itself to the Republican party politics, or the saloon interests by advertising in the *Union*, or to the Wilson policies or 'the national joy smoke' by putting its church notices in the *Republican*. Then why should it be held responsible for any unethic features of a poster by putting a church notice there? The church is at least in as select company there, with the Government, Charity Chests and the very restricted class of advertisers as can be found in any advertising medium doing the same amount of business in America.

"No, I cannot believe the church is going to be open to any general criticism for publishing its invitations to attend church in as clean and democratic a medium as out-of-door advertising."

Additions to MacMartin Agency

Arthur C. Janisch, recently with the Minneapolis Steel & Machinery Co., joined the copy staff of the MacMartin

Advertising Agency, Minneapolis. J. C. Fabbri, formerly with the Department of the Interior, has also been added to the copy staff. Porter E. Harder, formerly in the sales department of the Minneapolis Steel & Machinery Co., has joined the research department of this agency.

New accounts acquired by the MacMartin Agency are as follows: Northrup & King, seedsmen, Minneapolis; Underwood Farms, nurseries, Lake City, Minn., and the Motor Institute, school of automotive engineering, Minneapolis.

Howard Davis Has Additional Duties

Howard Davis, business manager, New York *Tribune*, has been elected treasurer of the bureau of advertising of the American Newspaper Publishers' Association.

Believes Cooper Series Will Help Greatly in Securing Foreign Trade AMERICAN MANUFACTURERS' EXPORT ASSOCIATION.

165 Broadway, New York.
President, W. L. Saunders. Secretary, Robert F. Valentine.
December 22, 1919.

Editor ADVERTISING & SELLING:

Your letter to Mr. W. L. Saunders in which you enclose a full-page advertisement that will appear in the December 27th issue of Leslie's Weekly has been referred to me. Both Mr. Saunders and Mr. Valentine are heartily in accord with your statement to the effect that the subject of foreign trade is vital to the general prosperity of the country and they believe that the series of articles which you plan to run will go a great way toward bringing this point home to the manufacturers of America.

The articles should prove extremely interesting and I personally will look forward to the pleasure of reading them in your valued publication. Every American manufacturer engaged in foreign trade should, in my opinion, take advantage of this unusual opportunity.

The American Manufacturers' Export Association will be glad to co-operate with you to the fullest extent in securing information or in any other way that we may be able to serve you.

With best wishes for the success of your campaign, which I do not doubt for a moment, I am

Very truly yours,
AMERICAN MFRS. EXPORT ASSN.,
Frank Van Leer, Jr.,
Editor of Association's Publications.

The Men and Women Who Make Our Mediums

EDWARD W. BOK

One of a Series of Informal Visits With the Leading American Editors and Publishers With the Object of Interpreting What They Mean to Advertisers.

By EDGAR MELS

"ME mother wants a dime's worth o' rolls and see that there fresh," said the little girl and the boy behind the counter of a Brooklyn bakery placed twelve rolls in a nice paper bag and received his money in exchange. That was many years ago, when rolls were cheaper—and labor, for the boy behind the counter was receiving the munificent sum of fifty cents a week.

Forty-three years later—that being about January 1 next, the boy, now Edward William Bok, will retire as editor of the *Ladies' Home Journal*, after a brilliant career in the journalistic-civic world.

So remarkable has been his career that this story should be a la childhood fairy tales: "Once upon a time." The son of educated Dutch people who met financial shipwreck, born in the Netherlands in 1863, a resident of the United States since his sixth year, Edward Bok has conquered obstacles aplenty, and has materialized his youthful dreams. Editing a woman's magazine, he has been a he-man, virile, positive and a force in any sphere in which he happened to be.

But let us look at the man who made the periodical which stands a monument to his editorial genius. First of all, Mr. Bok is positive. The writer knows this from an encounter he had many, many years ago, when both of us were still young and beautiful. Mr. Bok had just established a newspaper syndicate. The writer had just returned from three years in South Africa. A letter to Mr. Bok, written on both sides of the paper, came back a few days later, annotated at the bottom in the editor's own fist: "You are newspaper man enough to know better than to write on both sides of a sheet.—BOK"

Years later the writer sought to become publicity manager of an international organization active in the war. Mr. Bok's aid was enlisted and the writer travelled to New York on the telegraphic re-

Bon Voyage Brother Bok!

SEVERAL weeks ago an announcement appeared in these pages that effective January 1, 1920, Edward Bok, for thirty years editor of the "*Ladies' Home Journal*," would retire at the height of his career to "devote his time to play and doing for others."

"The average business man is afraid to retire because he wouldn't know what to do," said Mr. Bok.

The accompanying personality story of this leader in the editorial field, published coincident with his retirement from active work, was written by Edgar Mels, newspaper and magazine writer; for three years on the editorial staffs of the Philadelphia "*Public*" and "*Evening Ledgers*"; frequent contributor to "*Collier's*" and "*Leslie's*" weeklies; "*Independent*," "*Outlook*," "*Saturday Evening Post*," "*Ladies' Home Journal*," "*Scientific American*," "*Munsey's*," etc.

At 19 was editor of the *Johannesburg*, South Africa, "*Daily News*"; has written a number of photoplays for William Farnum, Pauline Frederick, Leah Baird, Alice Joyce, Olive Thomas, etc. During last year of war was in publicity department of American Red Cross at Washington; advertising and publicity manager of Lubin's motion pictures, when that concern was the largest of its class in the world.

Again we say "Bon voyage," Brother Bok, on your journey of the future.
THE EDITOR.

quest of the head of the New York branch. Arriving he found that the manager had left town. A day's wait followed and then came the further discovery that the position had been filled within a few minutes after the telegram in question had been filed. So the writer put in a bill for railroad and hotel expenses and waited—for four weeks. An appeal was made to Mr. Bok. Within twenty-four hours the New York manager sent the check. Just what Mr. Bok wrote, is not known, but that it was vitriolic, is certain.

For Edward Bok hates fraud and sham bitterly. Take as a passing instance his fight on patent medicines in the columns of his magazine. Pouring forth invective, based on facts, Mr. Bok pounded

the patent medicine fakers into a state of semi-coma. The magazine refused to accept any such advertising, lost hundreds of thousands of dollars annually and—gained twice as much in consequence.

Then came the agitation for woman suffrage. The editor, married to the daughter of Cyrus H. K. Curtis, had fundamental ideals of womanhood. He had placed women on the pedestal of worship—of motherhood. He recalled his mother—he was reminded by his wife. And so he pitched in tooth and nail, with pen and tongue. Using the huge circulation of his paper as a medium of obtaining a consensus of opinions, he launched a national campaign against votes for women—as unnecessary unwanted and unwomanly. The result was a storm of hurricane proportions. What the militants thought of him could never be repeated in a family paper. What he thought of them and their crusade he said explicitly and frankly in an interview in the *New York Times* in 1909. He declared that women were indifferent to suffrage but that they could get it any time they really wanted it. And then—listen to this and—dare to read it to some woman:

"The field of politics as a new excitement for a few restless American women is barred to them by their own sex." Then he quoted from a huge number of letters which had passed between him and thousands of women the country over. He proved to his own satisfaction that women did not want votes and wound up by saying:

"The ballot in woman's hand would bring about a condition of political polemics that would be surprising even to its present supporters. We would have a feeling not only of sex against sex, of women against men, but you would create a feeling of sex against itself that would be anything but picturesque. A woman is relentless when it comes to her own sex . . .

NOTICE TO ADVERTISERS

Owing to great shortage of print paper, The Globe has been compelled to adopt emergency rules limiting the space to be used by any advertiser until December 31.

At a time when hundreds of newspapers throughout the country are without any paper, even such difficulties as our temporary shortage are insignificant.

To buy additional paper at from \$180 to \$240 per ton in the spot market would but further inflate the price and tend to deprive those without supply even of this desperate recourse.

The above notice, inserted on the first page of the New York Globe, backed up by telephonic messages to all large local advertisers, that on and after December 16 no advertiser would be permitted to use over one page (8 columns) in any week, will enable The Globe to turn the year without going into the open market for many tons of paper at prices above \$200 per ton.

This step meant the sacrifice of many thousands of dollars of profit to The Globe, but it released just so much more print paper for those without supply. It will have an influence toward keeping the price of print paper just a bit lower and shows the way to other publishers willing to make similar sacrifice in the emergency.

Only one or two advertisers protested against the curtailment of space, but they were shown that any other course would ultimately lead to their paying for the high priced print paper, through advance in rates, if The Globe permitted them to force it to buy spot paper on which to print their advertising.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

Member
A. B. C.

180,000
A DAY



(Copyright Ledger Photo Service)

Edward W. Bok, with two of his dogs, starts his playtime. He has resigned, effective January 1st, as editor of the *Ladies' Home Journal*, after thirty years' service. He intends to spend the rest of his life helping others and "taking things easy."

Woe be to any people or condition that makes it possible for a woman to take it out of her own sex."

WAS AVERSE TO WOMAN SUFFRAGE

Next he referred to the movement as "an excitement, an outbreak, an expression, and to my mind, an unnatural expression of an unnatural condition that goes much deeper than mere woman suffrage." Continuing in this strain, he said further: "Woman, by her very nature, is a personification of nervous energy, of emotion, of sentiment. That nervous energy and emotion were given to her for expression in a natural way—that of motherhood . . . But for a number of years there has grown up in America a dangerous type of woman, a woman who, misunderstanding the modern currents of thought, has believed that her work in the world lay outside the home, or who for some reason or other has developed a positive aversion to motherhood."

Despite his opinions, expressed without fear or favor, his magazine and he himself retained the friendship and admiration of women in

general. He found a responsive echo in the hearts of many who looked upon suffrage for women as an experiment that might prove detrimental to the home. And they were heart and soul with the editor who held motherhood sacred and believed in the old-fashioned home, sans tiny-roomed apartments, sans impudent janitor, sans pet dogs, but—the real homes where children's voices resounded and where the wife and mother ruled with gentle hand.

Mr. Bok's aversion to the masculinized woman was due perhaps to his Dutch ancestry—to the struggles of his youth—to the examples of splendid womanhood with which he came in constant contact, both in Brooklyn and later in Philadelphia.

His childhood and boyhood days were days of deprivation, akin to starvation. Many a cold winter day he stood in the streets of Brooklyn, selling newspapers; many a broiling summer day he jumped on the street cars—then horse cars—peddling ice water from a pail at a cent a glass. At the age of thirteen

he became an office boy in the Western Union offices in New York, working at night as a reporter on the Brooklyn Eagle. Clarence Cary, the attorney of the Telegraph Company, with a sense of keen perception, saw something in the boy and gave him an opportunity to study law in his office, in which was included stenography.

That was the real beginning of Mr. Bok's career. Deserting the law he became a stenographer, and from that drifted into his natural sphere, journalism. He started *The Brooklyn Magazine*, which has since become famous as the *Cosmopolitan*. He founded the Bok Syndicate Press which issued and syndicated the first woman's page in the history of modern journalism. Soon he attracted the attention of Henry Ward Beecher and became the literary helper of that famed preacher, editing the Beecher Memorial, after the latter passed away.

Then came engagements with Henry Holt and Company and with Charles Scribner's Sons, and then, in 1889, came the editorship of the *Ladies' Home Journal*. The magazine became the life work—the very life, in fact—of the editor. Absolutely fearless, he dared to do—to materialize thoughts into action. His correspondence was enormous. Untiring as a worker, resourceful to an astonishing degree, he impressed himself upon the magazine until it became the foremost periodical of its type in the world.

But editing a mere magazine did not take all the time of the editor. He lectured on a great diversity of topics; he took an active interest in the civic life of Merion, a suburb just outside of Philadelphia, on the famous "Main Line," where he lives. In 1895 he issued his first book, "Successward," following it with "The Key to Success" in 1900; "Explaining the Editor" the following year and "Why I Believe in Poverty as the Richest Experience That Can Come to the Boy," in 1915.

HAS BEEN RECIPIENT OF MANY HONORS

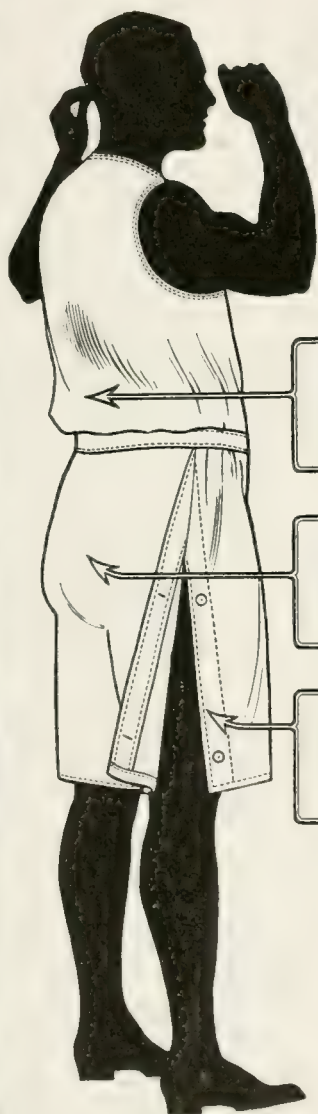
Many honors have come to Mr. Bok. In 1907 Pope Pius conferred the degree of LL.D. upon him. President Harrison asked the editor to take the post of minister to the Netherlands, an honor which Mr. Bok declined. President Cleveland renewed this proffer, but again the editor stuck to his job. "Big enough," he laconically said.

Theodore Roosevelt was a warm

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Blouse
affords
unusual
freedom
of action

Seat and
crotch
exactly
like your
trousers

Opens on
the side.
Adjusted
in a jiffy

ROCKINCHAIR and Collier's

Henderson & Ervin
have used more
space this year in
Collier's than in any
other general pub-
lication to advertise
Rockinchair Un-
derwear

"Watch Collier's"

admirer of Mr. Bok, and President Wilson likewise has a warm spot in his heart for him—due to the editor's fight on patent medicines. But his fame was not limited to this country. It was not so long ago that the late William Waldorf Astor offered the editorship of the famed *Pall Mall Gazette* to Mr. Bok.

Honors he could have had a plenty, but he preferred the life he had laid out for himself—the constructive work of helping the American woman in her trials and tribulations, big and little—in constructively guiding his readers into a

How is This For Modesty

IN the original copy of this manuscript which was submitted by us to Mr. Bok for use there was a statement to the effect that few men understood women as he does. It went on to say that he had analyzed them, dissected them, transliterated them, and so on. This paragraph was eliminated by Mr. Bok with this characteristic comment penciled on the margin: "Isn't true. Don't know anything about women—no man does!"

How is that for modesty after editing a women's magazine for thirty years, during which period it became one of the leading women's publications of the world?

finer, cleaner and more human atmosphere.

Personally, Mr. Bok is very much of a man. True, he wrote for women and about them; true, he studied their wants, their likes and dislikes; true, he was the editor of a woman's magazine, but—

Edward William Bok, retiring editor of the *Ladies' Home Journal*, is a thorough man, who loves his fellow man—who, being a positive male, with masculine mental processes, sees things through male eyes. He has a strongly developed sense of equity, of weighing in the balance. With his associates he worked in harmony and true friendship. With friends and acquaintances he played fair and square.

Such is the editor—soon to be editor emeritus. That he will stay retired is inconceivable, for Edward Bok has too active a brain too energetic a nature, to stay in even so beautiful a home as his, to potter about—perchance to—well, say to read the *Ladies' Home Journal*, after January 1, 1920.

The Four Principles of Effective Expression Summarized

By JOHN B. OPDYCKE

Author of "Advertising & Selling Practice"

(Editorial Note: This is the third and final instalment of "A Recipe for Writin'," the first two instalments of which appeared in the two preceding issues. In this concluding article Mr. Opdycke summarizes all his arguments as to the four principles of effective expression.)

SUMMARY

NOW, I do not mean to say that these four principles—CHARACTER, ADAPTATION, MOVEMENT, PERSONALITY—are the be-all and the end-all of effective expression in writing. But I do insist that failure to observe the things they stand for on the part of business writers is the cause of more ineffective business writing than the business world dreams of. More, the close observance of these principles in a piece of writing will get it across, even so the mere conventionalities of composition be ignored or violated. And it must be insisted also, that in order to secure them to expression, a writer must BE them. If he has marked character, if he can adapt himself readily, if he conducts himself and his affairs in straight and direct lines, why, these traits will come out through tongue and pen, and all the king's horses cannot stop them, nor can the king's men. Effective expression in writing is chiefly within ourselves, and our whole job lies in the broadening of our culture and our experience, so that we may worthily release it. We must *read* omnivorously and we must *practice* indefatigably. These are the two biggest words in the lexicon of the literateur.

READING

We read, not only to learn but to live. Reading has become as necessary to life as food and clothing and shelter. We have to read in order to be more worthy of being read when our time comes to write, if we do write; just as we travel in order to be more worthy to stay at home, when we do stay at home. Some fifty or sixty years ago Walter Bagehot said that the reason there are so few good books is because so few people that can write know anything. But there have always been good books and there has been a tremendous production of good books since he made this "causticism." There are his own, for instance, which are read far too seldom and should be much better known. And business people have the satisfaction of know-

ing that most of the best in literature deals with or is related to some phase of trade. The great writers of all periods have gone to trade to a very large extent for the subject matter of their works (though the highbrows do not like us to dwell upon it). This fact, to my way of thinking, adds an extra zest for the business man and woman to the whole question of reading and literature. You remember that Balzac said: "The world began with trade, for didn't Adam sell Paradise for an apple? It did not turn out a very good speculation by the bye." Well, literature too began with trade then, has dealt with it persistently down the centuries, and will never be able to resist its lure and its enlightenment. And it has proved an excellent speculation, hasn't it? Would you have a story about printing? Read Bennett's "Clayhanger." About the newspaper? Read Barrie's "When a Man's Single." About department shops? Read O. Henry's "The Trimmed Lamp." About a book shop? Read Leacock's "Methods of Mr. Sellyer." About selling in general? Read A. R. Taylor's "Mr. Squem and Some Male Triangles," and the Ferber stories. And this is only the start at the beginning of the introduction of such a trade fiction list as could easily be compiled. The man or woman who does not love reading, who does not love books, who does not own and reread many, may entertain very little hope of ever being able to attain to effective expression in writing. Intelligent reading helps to make effective writers, but it does so in an intangible and unaccountable way. It does it not at all by means of imitation or example, but rather by inspiration and absorption. Reading teaches one to write very much as water teaches one to swim. But it must be guided and consecutive reading, not haphazard or desultory reading. It must be reading that has permanent and lasting ideals. It must be reading that fixes itself "for keeps" in a library small, personal, choice, select. He who reads because he cannot help it will unconsciously collect a library. The best libraries, like the best galleries, are those that are unconsciously col-

lected. The best books, like the best pictures, are impossible of financial ownership. No man really owns a book until he has paid for it with his mind or heart or soul, or with all three. And he can no more make a list of the best hundred books than he can make one of his best hundred enemies. But this does not prevent my recommending to every business man and woman I meet five particular authors. You will think them a strange company, perhaps, but they are a good company beyond all parley. They are Walter Bagehot, for character; Stephen Leacock, for adaptation; O. Henry, for movement; Elbert Hubbard, for pepsonality, and Kickero, for everything.

PRACTICE

Also, one of the best autobiographies in existence is George Eliot's, compiled after her death by means of the chronological arrangement of her letters. It consists of three volumes, as edited by her husband, W. J. Cross, and every page porcupines with interest. This unusual woman set herself the task of writing at least one letter every day, in order, as she said, "to keep her hand in." This was a stoic exercise, but it kept her hand in, didn't it?

I know a young business chap with literary ambitions who writes a letter to himself every day, just to keep himself expressionally fit, he says. He has a wonderful time. He gets a letter every morning. Sometimes he adds a spice by enclosing some tobacco coupons or theater tickets for himself. He thus deceives himself in order to detach himself, and—he's coming on.

Our great diarists wrote letters to themselves when they wrote their diaries. They thus kept themselves in trim for bigger things, which they almost invariably accomplished. H. W. Boynton reminds us that there have never been many writers of the first order—none in America—who from first to last have depended consistently upon their art for subsistence. Lowell was a teacher; Arnold a school inspector; Hawthorne a customs clerk; Lamb a bookkeeper; Bagehot a banker; and so forth. Those who have gone in for effective expression in writing have been slave and drudge to their ambition, *but usually on the side*. Practice, infinite practice, whenever, however time could be stolen for it, was the price they had to pay for success. But if these could scale the heights of literature, struggling, as they did, in off moments, is it not possible, think you, for us to glimpse the sum-

mit of the foothills? Of course we must practice and hold down; cheat at the same time. But there is no other talisman. What is more, it must be practiced with a gourmand waste-basket at the elbow. "Tons of waste for every syllable that succeeds" is the way an old Oxford professor used to put it.

It is worth every one's while, who feels within him a driving force to written expression, to set aside a certain time every day for uninterrupted and concentrated practice in writing. Let him steal the time from his firm, if he will. Let him be

caught in the act, too. Then perhaps the firm will fire him, yes. But perhaps it will provide facility for the functioning of his ambition and thus help him to find himself. It might be a tremendous ultimate benefit for the firm itself to set aside a scribbling laboratory—a scribbulatory—for those of its employees upon whom devolves the output of house literature.

CONCLUSION

These two items—READING and PRACTICE—are really the only things worth remembering. Forget everything else. Ignore every *must*.

Philadelphia

is the third largest market in the U. S.
for Automobiles and Accessories

E. J. Cattell, Chief Statistician of the City of Philadelphia, reports that there are, within the city limits of Philadelphia, approximately 6,000 private and 1,000 public garages. To this may be added the many thousands of private and public garages in the suburban and country districts in the Philadelphia trading territory.

It is also reported that there are in use in the city limits of Philadelphia about 55,000 passenger automobiles and 16,000 trucks.

Your own knowledge of the Automobile and Supply business can quickly visualize this concentrated market as a field in which your article may be exploited and sold.

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper
"nearly everybody" reads —

The Bulletin

The daily circulation of The Bulletin is the
SECOND LARGEST in the United States.

November
Circulation

450,509

Copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

Pay little heed to rules writ down in books. Rules may be corrective, but they neither nourish nor stimulate. Throw Hunyadi to the hounds! Fight with yourselves to be natural. We have all been artificialized by the vast amount of advice that has been administered on the subject of effective expression. I have helped the fatal cause along—am doing it now—and I am properly humble. It is absurd for any one to think he can express himself effectively in writing by sitting down to it and saying to himself, "Go to, now; I will be direct and coherent and emphatic." It has never been done this way. It ought to be so much easier to sit down and write what we feel and think and know and ARE. If we are any thing worth while; if we know truly; if we think and feel deeply and sincerely, our expression will mold itself around our message worthily.

But remember this: Given average education, everybody can write effectively if he wishes to strongly enough. Our contemporary authors know this. That's why they dare not strike in these striking times. They are well aware that there is an army of effective writers qualified to arrive the very moment an opening presents. Unconscious strike-breakers these would be who write as effectively, I have no doubt, as those we know and have become accustomed to. And they write well because they have *desired hard*. Desire in the abstract is an attitude of mind. In the concrete it is hard work. Laziness is the only cow-

ardice. Lack of courage may be pardonable. Laziness should be punishable. Most of us fail because we are lazy—too lazy to take the wind and the storm into our service, and turn stress and danger and difficulty into ministers of fortune. "Proportionate to the abysmal depth of our difficulties are the heights celestial to which we may attain," wrote some poet or other. We may not achieve a sublime sonata in words, a divine symphony in phrase, a perfect duet in diaplectic. But, I repeat, every one of us can express himself effectively if he hungrily and starvedly wants to. There are so many targets at which to aim; there are so many different kinds of aim to be taken that the marvel of the matter is how so many can fail of effectiveness on some range or other, how there can be so much bad marksmanship. You know Kipling's couplet:

There are nine and sixty ways of constructing tribal laws,
And every single one of them is right.

Well,

We've a thousand kinds of hunch guaranteeing little spunk,
And each and every one of them is wrong.

And also—

We've a thousand kinds of knack for securing little smack,
And every single one of them is right.

So *we* are right or wrong, just accordin'.

Couldn't Resist Reproducing A. & S. Article

ARMSTRONG CORK COMPANY
Pittsburgh, Pa.

December '8, 1919.

Editor, ADVERTISING & SELLING.

Sometime ago you published a very good article by F. Edson White, of Armour & Company, entitled "What I Would Do If I Were a Salesman." This article is so practical that we would like to reprint it with your permission in our house organ, "The Armstrong Jobber," which we send each month to something like 1,500 jobbers and jobbers' salesmen in the floor covering trade. Of course we would give ADVERTISING & SELLING full credit for the article, and we hope some of our readers may be interested enough to subscribe for your magazine.

While it is our thought to avoid using the scissors very much whenever we do find an article in your publication that may appeal directly to our particular audience, would you have any objection to our quoting from it, in each case giving due credit?

Yours very truly,

ARMSTRONG CORK COMPANY,
S. E. Conybeare.

Firestone to Have Canadian Plant

The Firestone Tire and Rubber Company of Canada, Ltd., is to erect a factory at Hamilton, Ont., manufacturing tires of all types. The erection of this factory is to be primarily to meet the Canadian demand for Firestone products, but it will also share in the American Firestone's export business.

Automobile Newspaper

The first daily newspaper published exclusively in the interest of the automobile industry, so far as reported, is the *Daily Automobile News* of San Francisco. It is a little four page paper published by the Ramsey Oppenheim Co. and carries the California daily automobile registrations and trade gossip.

France Requires an Enormous Amount of Our Goods

According to a French representative at the Atlantic City Trade Conference, France will require goods from the United States to the amount of \$5,000,000,000 a year.

Another Cover Design Entirely From Type

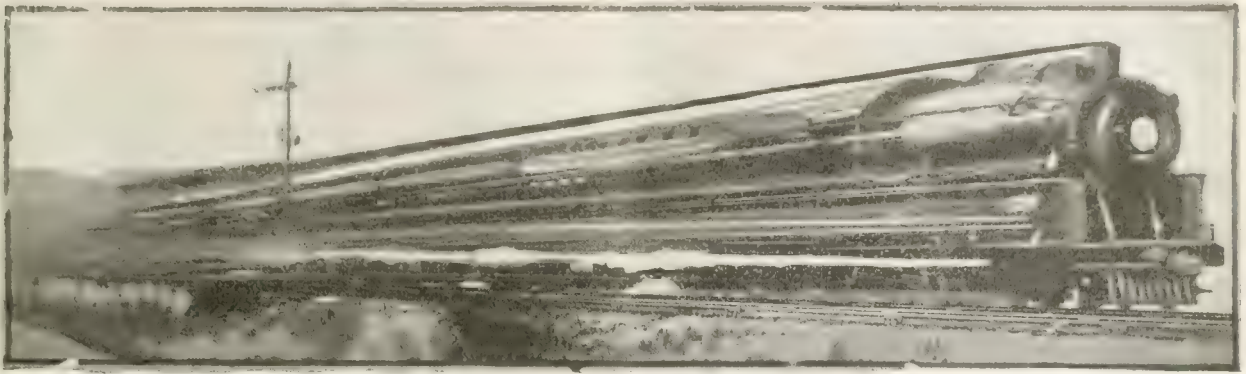
Our issue of September 20th carried a cover design made up entirely from type material and was received with considerable interest, many of our readers asking for further suggestions.

Simplicity and dignity have been combined in a pleasing manner in the cover design of this issue. It graphically illustrates the adaptability of type material for the production of distinctive typographic designs that are by the way of pleasing changes from the usual magazine cover printed from color plates, for "variety is the spice of life."

Every bit of the front cover of this issue, with the exception of the hand

drawn lettering of ADVERTISING & SELLING is made up from popular type faces, decorative material, borders, rules, etc., and is the product of the Typographic Service Department of the Lanston Monotype Company of Philadelphia.

While, under ordinary circumstances, the cover could have been printed directly from the metal itself, which could in turn be melted down and cast over again, in this case on account of the necessity of shipping the design a distance, electrotypes were made of the two forms and our cover is printed in purple and green from these plates



MAKING UP LOST TIME

EVERYONE knows how the railways have fallen behind in necessary facilities during the past four years. Everyone realizes that with their return to private control—a step soon to be taken—the purchase in large quantities of the innumerable articles which they need to adequately handle the commerce of the country, is a certainty.

What's that? You have had that in mind? No doubt you have, but don't forget that right at this moment while you are considering how best to reach the men who must direct this vast investment, those very men are preparing their plans to make up lost time in bringing up to date those facilities which America's commerce demands.

Exactly! Right now is the time to place your sales' message before them. There is no doubt about that, just as there is no doubt that the most direct way to do so is afforded you by the

RAILWAY AGE

RAILWAY MECHANICAL ENGINEER

RAILWAY ELECTRICAL ENGINEER

RAILWAY SIGNAL ENGINEER

RAILWAY MAINTENANCE ENGINEER

Those publications, which are known to railway men everywhere as the *Railway Service Unit*. That Unit which is read day by day by them because of its real reader interest—that factor which assures *real publicity value* to your sales message. That Unit with its circulation of 30,000 copies.

Remember—*advertising is the most potent weapon in commercial life*, and don't forget the most potent way to secure the attention of those men who direct railway purchases, is through the group of publications they know as

The Railway Service Unit

Charter Members
Audit Bureau of Circulation, The Associated Business Papers, Inc.

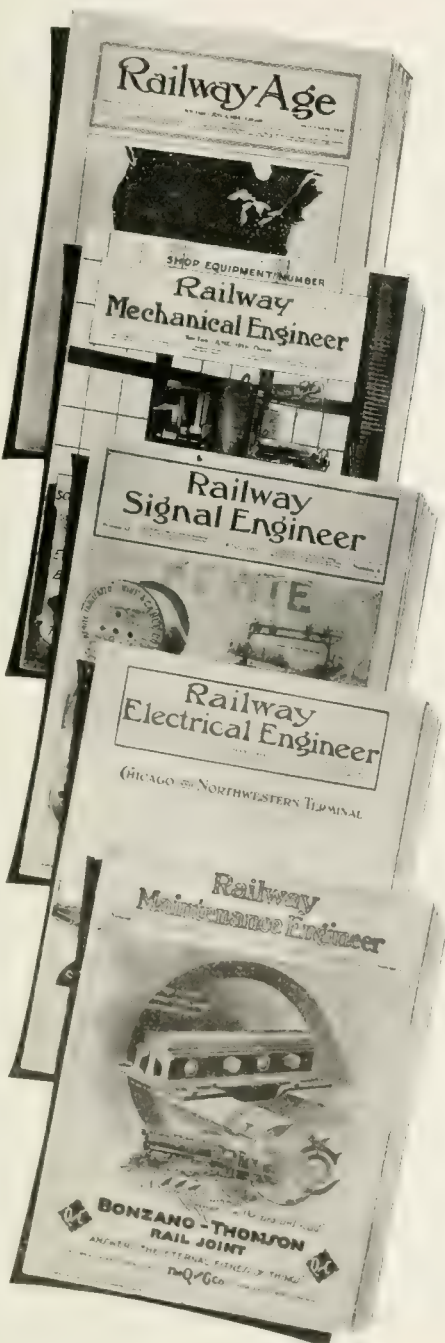
SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

Chicago
Cincinnati

Washington

Cleveland
London



What Readers of Modern Business Papers Look For

Forward Looking Men Prefer Progressiveness to Orthodoxy

By an EX-AGENCY MAN

NOW that the specialized journal has risen to a place of power and extensive influence in the realm of business, and is so broadly instrumental in shaping methods of distribution, the character of its contents has become a matter of interest to every factor in the commercial world.

That these media of business information may reach their maximum usefulness and influence is today the concern of every person interested in efficient distribution of the world's products. It is, therefore, fitting that business men demand of their trade journals—and trade journal editors seek diligently to supply—that kind of reading matter that spells progress; that kind which points to new and better ways rather than rehashing the old.

When I say trade journals, I refer to class periodicals generally, the journals from which special classes get their technical news and information, whether they include physicians, lawyers, advertising men, hat-terers, grocers, or any other profession, trade or industry.

THE WRITER'S VIEWPOINT

My own interest in class journals has been from varied viewpoints; my opportunities for studying their usefulness numerous. At one time, as purchasing agent of a manufacturing concern, it was necessary for me to assiduously read the trade journals in the textile field. At another stage of my career, in the capacity of advertising manager of an automobile accessory house, I found it advisable to keep "read up" on motor car matters and subscribed to nearly all the automobile publications. Later, as an agency executive, as well as in previous associations, of course, I read the advertising magazines as my "trade" journals; and in connection with different accounts have been more or less a reader of class journals in almost every line.

I have observed that, with reference to textual characteristics, all trade journals can be divided into two distinct classes—the progressives and the stand-patters. The distinction is clear because the selection

What Do You Think

SOMETHING tells us that some of our readers are not going to agree with all this writer says.

Let us tell you how this article came to be written. One day we lunched at the Advertising Club. We met there a man with many years experience in the advertising field who commented at some length in no uncertain language about the "duties of the modern business paper."

Later we asked that man to put on paper his views, for they were interesting to us, though in some degrees we did not entirely agree with him. He finally agreed with the proviso that we should not run his name in connection with the article.

Read this and then write us—especially you business paper editors and your business paper readers—and who is not one or the other these days) your views.

READERS: Do you prefer YOUR business paper to publish "looking forward" or "historical" articles?

EDITORS: What have you found your readers prefer?

THE EDITOR.

of material for their reading pages is influenced, yes, determined, by the editor's conception of the trade journal's purpose; whether he looks upon it as a chronicler of fact merely, or, in addition, a discoverer and disseminator of new ideas. He is either orthodox or liberal; a stand-patter or a progressive.

THE ACID TEST GENERALLY USED

If the editor is orthodox, then nothing but what *has been* is acceptable for his columns. New ways by which things *might be* done, and done to advantage, are taboo to the stand-patter. He may not believe that "what was good enough for grandfather is good enough for me," but at least he acts upon the principle that it is dangerous to exploit an idea that has not been worn threadbare in use.

Some editors are so obsessed with the idea that only that which has actually been put into practice is practicable, that they are, apparently, willing to be fooled; for they will turn down an article that tells how an existing method might be improved, but accept the same idea

camouflaged as an experience story. If a contributor sends in a story suggestive of a different way of merchandising, he will receive the manuscript back with a nice little rejection slip; but if he writes that John Wanamaker inaugurated the method and has increased sales 'steen percent by doing so—and poor John is blamed for a good many things he never did—the same editor will accept the article and make a big fuss about it.

Nor are class journal editors the only guilty ones on this count of inconsistent conservatism. You will find the make-believe fact story quite conspicuously featured in some of the general magazines. Often the name of some industrial or financial giant will be appended as author, when all he had to do with the story was to approve what had been imagined by some experienced journalist. All this "spoofing" just so editors can fool themselves into believing that they are strictly orthodox.

But, lo, the editor who can use his own imagination and let contributors do the same is beginning to have his day, and that's one reason why trade journals are being more carefully read by forward-looking men who, as all business leaders must do, are living in the morrow while their followers and subordinates of less imaginative mould are carrying on the work of today as if today's methods were a finality.

All hail to the class journal editor who realizes that one cell must produce another if there is to be growth; that the thoughts of man—the forerunner of his *actions*—must reach out beyond present knowledge, beliefs and methods if tomorrow is to find us farther advanced. Our "objectives" cannot be taken if we fear to venture beyond our front-line trenches; in fact there can be no objective until imagination is brought into play and given opportunity to create one.

THE PRIVILEGE OF THE READER

It is the privilege of every trade journal reader, aye, his duty, to demand that he be supplied with *new*

ideas; suggestions of improvement, not mere recitals of what has been.

Applying this dictum concretely, when I read an advertising journal, I have a right to expect that a hearing be given the man or woman who can look beyond today's way of doing things and point out what dangers may lie ahead, why it were better to change the accepted and usual course, no matter how firmly entrenched.

History, even though current, is not the end of business literature, illuminating and helpful though it is. Pure prophecy may be faulty and unreliable, but *forecast based upon good reasoning and sound information is essential to progress.* Present methods of distribution—and that of course includes advertising—are decidedly not a finality. Improvement is very much in order. Let us give ear to the fellow who has a sane suggestion looking toward a change for the better.

Personally I believe that smug satisfaction and orthodoxy have ruled the business world with too powerful a sway, for which we are today reaping the reward. Had we given more consideration to how things might have been done instead of being so serenely satisfied with the way we were doing them we might not now be threatened with violently forcible methods of bringing about a change. The present unrest in labor circles is an accumulation of repressed dissatisfaction which might have been alleviated by earlier consideration of what then appeared "radical" ideas, but which are today accepted as matters of course.

LET'S OPEN OUR EYES

To come closer to the subject in hand as it applies to the type of class journal in which this article appears, unless we open our minds to how advertising might be more efficiently done, we are in for a bump some of these days. We may be worshipping orthodoxy too devotedly. We may be resting too easily upon the belief that today's advertising ideas will prevail forever. We may be too prone to think that a merchandising plan is a faultless ideal to pattern after just because "The Billion Dollar Corporation spent fifty-seven million dollars in double spreads in sixteen magazines having a combined circulation twice as numerous as the entire adult population." For such boastings the advertising world may yet be called to account and asked to show why such advertising is not a waste of the *consumer's* money!



A sample of the advertising for use in the Thrift Drive.



One day of the week will concentrate on the own your home thought.

Selling Thrift As a Business Proposition

National Thrift Week to Promote Well Organized Domestic Affairs Endorsed Widely

JANUARY 17 is to be the first day of the national campaign of the Y. M. C. A., designed to "sell" the American people on the necessity for thrift not only, but applied economics in the home which entails a business-like arrangement and organization of domestic affairs. National Thrift Week, by which name this eight-day period will be known, is the fifth part of a "Y" program of religious, educational, physical and social aims. It has for its object the desire to help a man fit his income and abilities into the purposes of a well rounded life, and one of the features which is to be emphasized is that the drive is soliciting nothing except thought.

In order to organize that anticipated thought so it will do the most good, the eight days will be each treated as individual campaigns: Bank Day is the first, and the effort here will be to emphasize the service a bank renders a community. This will be Saturday, January 17; Sunday will be "Share with Others Day"; and the rest of the week will include National Life Insurance Day, Own Your Own Home Day, Make a Will Day, Thrift in Industry Day, Family Budget Day, and Pay Your Bills Day. The names are self-explanatory.

The campaign is to be operated in two ways: through the Y. M. C. A.

organization which will work from its local branches, and with the co-operation of the communities and business men the country over. The first method will find "Y's" in 500 cities and at 200 points covered by railroad branches of the "Y," working individually and with the respective municipal and private interests. The other angle is finding hearty support on the part of many varied industries. The American Bankers' Association at their St. Louis convention passed a resolution cordially endorsing the movement, and such other organizations as: the United States League of Building and Loan Associations, the National Federation of Construction Industries, the National Association of Real Estate Boards, the National Association of Life Underwriters, the Canadian Life Underwriters Association, the National Credit Men's Association (Wholesalers), the Retail Credit Men's National Association, and the Retail Commercial Union have also endorsed the Thrift Week plan.

To make their encouragement more specific, eight concerns providing advertising service to financial institutions have volunteered to supply a page advertisement for the use of those interested. This offer was made at a luncheon given recently by Adolph Lewisohn, Chairman of the Thrift Week Committee, and in-



Ten Commandments to Help Men and Boys Master Money Matters

- 1 Work and Earn
- 2 Make a Budget
- 3 Keep a Record of Expenditures
- 4 Have a Bank Account
- 5 Carry Life Insurance
- 6 Make a Will
- 7 Own your own Home
- 8 Pay your Bills Promptly
- 9 Invest in Government Securities
- 10 Share with Others

YMCA Economic Program

National Thrift Week
Beginning January 17th

Teach Economy, that is one of the first and highest Virtues

CHART NO. 8
© INT. COM. Y. M. C. A.
INDUSTRIAL DEPARTMENT
ECONOMIC PROGRAM

Abraham Lincoln

One of the series of cuts furnished by the "Y" showing the Ten Financial Commandments.

cludes the Raul Banking Service, New York; the Landis Christmas Savings Club Company, Harrisburg, Pa.; Edwin Bird Wilson, Inc.; Harvey Blodgett Company, St. Paul; Voorhees & Company, New York; Bankers' Service Corporation, New York; Thrift Systems Company, New York; and Albert Frank & Company, New York.

Further cooperation and help has been assured by the Savings Division of the United States Treasury Department, through William Mather Lewis, the director.

Assisting Mr. Lewisohn on the National Thrift Week Committee are 31 other prominent men, including Herbert S. Houston, vice-president Doubleday Page Company, and past president of the Associated Advertising Club; Hon. Henry J. Allen, Governor of Kansas; Homer L. Ferguson, president of the Chamber of Commerce of the United States; Frank R. Chambers, president of

Rogers Peet Company, New York, and others well known to the advertising profession. Arthur M. East is secretary of the committee, and E. A. Hungerford, associate.

The entire campaign is based on the sound fact that men's lives, just like men's business activities, must be properly financed before society moves properly. The man who is not getting what he should out of his wages is not only wasting his money but his day's work which brought him that money. He suffers, yet it goes beyond that—his community suffers, too; the business men, the bankers, the builders, the insurance people all help pay for the wastefulness of the careless man. Therefore the conversion of the wilful waster is a matter of community improvement, but the aim of the people behind this drive is to remove that idea as much as possible. The whole thing is to be presented to the individual as for his own personal

benefit—the benefits to society and the business community can take care of themselves, if he will take care of his own.

The general good thought isn't neglected, but it is not the basis of the campaign.

The advertising will be done by the interests and merchants interested in the movement. Cuts, electros, copy, slogans, movie slides, trailers, animated cartoons and men are being furnished by the Y. M. C. A., and space is being donated by those cooperating with the association. Department stores and other retail merchants are giving part or all of their advertising for the week to the cause, and are conducting a variety of tie-up plans which will strengthen everybody's part in the plan. Some of the illustrations that will be used are illustrated herewith.

Beginning on the birthday of Benjamin Franklin, the campaign has an appropriate "opening night" for its effort to sell the idea:

"Master money matters or they will master you."

McClure's Magazine Changes Hands

After negotiations of two months' duration it was announced Christmas Day by Frederick L. Collins, President of McClure's Publications, Inc., that McClure's Magazine had been sold to Herbert Kaufman the author and editorial writer. Mr. Kaufman is probably best known for his editorials which have appeared in many magazines thruout the country for the past 10 years. Since 1918 he has been Asst. Secretary of the Interior in active charge of the Americanization program. From this position he resigns effective January 1st, when he will assume the editorship of his new enterprise. The entire stock of the publishing company has been acquired by Mr. Kaufman and associated with him he has George L. Storm, Chairman of the Board of Directors of the American Safety Razor Co., Leon Schinasi, the cigarette manufacturer, J. F. Bresnahan, Vice-Pres. of the American Chicle Co., J. O'Hara Cosgrove, at one time managing editor of Everybody's Magazine, Edgar Sisson, formerly managing editor of the Cosmopolitan Magazine, and Frederick Collins.

No change in the present staff of the magazine is contemplated.

Roneo Ltd. Publish House Organ

The Roneo, Ltd., Co. of London, Eng., manufacturers of office equipment, are publishing an attractive house organ called the *Roneo Salesman*. Its object is to create interest in its products.

Lamport-MacDonald Has Two New Men

A. R. MacDonald of newspaper and advertising experience, and H. R. Paxton, formerly of the advertising department of the International Harvester Company, have joined the staff of the Lamport MacDonald Company, advertising agency, South Bend, Ind. Mr. Paxton will be in the agricultural department.



THE

SUN

WOL CLXVI-NO 15

BALTIMORE, WEDNESDAY MORNING, DECEMBER 3, 1919

20 PAGES

WOOD INDORSED TO LEAD G. O. P. IN 1920 RACE

Canton Lumber Wharves And State Oyster Steamer Are Destroyed By Fire

MEXICO QUICKLY FREED KIDNAPPED BRITISHER

CARLISLE, WOUNDED, CAPTURED BY POSSE

Wilson Devotes His Message To The Pressing Problems

I am the National Advertiser of Building Materials. The Baltimore market looks better to me than any I know.

In the first eleven months of 1919, Baltimore issued 3,377 building permits contemplating an expenditure of \$9,751,279 for homes alone. And there were 11,730 other permits issued contemplating expenditures of \$10,442,041 more!

One contractor is putting up 2,500 houses on a single street. Another is building a \$1,200,000 apartment house. Scores of other big building projects are under way in busy Baltimore.

New industries appropriated \$33,975,000 from June 1, 1919, to November 30, 1919, for the purchase of real estate and plant equipment. The Columbia Graphophone Manufacturing Company (employing 6,000), has chosen Baltimore as the site of its new factory. The plant of the Eastern Rolling Mills Company, the largest exclusive manufacturers of automobile body and stove sheets in the country, is rapidly nearing completion. More new homes.

One reason manufacturers are flocking to Baltimore is because Baltimore has no labor troubles. Nearly half of the families own their homes. Bolshevism never thrives among home owners.

I'm going after some of Baltimore's big business. I can get it through the Sunpapers alone. The Sunpapers will take my message to most of Baltimore's best buyers—owners and builders of homes and business property with quick results because

**Everything in Baltimore
Revolves around the Sun**

MILLIONS OF FEET OF LUMBER

8110 and 8130
East 11th Avenue
White Cedar Paper Mills
Canton Wood Board
OTTO DYER & CO

NEW YEAR'S FAIR

AT THE BALTIMORE MARINE BUILDING

FRIDAY, JANUARY 2, 1920

10:00 A. M. TO 10:00 P. M.

ADMISSION FREE

WILSON'S MESSAGE

TO THE CONGRESS

DECEMBER 2, 1919

Making Two Lines Out of One

**Fifty Years' Experience in Barn Machinery
Develops a Demand for Overhead Factory
Equipment**

By ROY R. LOUDEN

Advertising Manager, The Louden Machinery Company

THIS business was established in 1867, and for almost fifty years we manufactured nothing but barn equipment, which includes such articles as steel animal pens, feed and litter carriers, power noists, mangers, hay tools, barn and garage door hangers, ventilators, and so on. The position we attained in this field is a very gratifying one, but the burden of our story here is the growth of an entirely new line of endeavor which grew out of the company's original idea.

During the past ten or twelve years we have received a great many calls for overhead carrying equipment to be used in factories, warehouses, garages, etc. These demands were entirely unsolicited and became so frequent that several years ago we ourselves installed the complete equipment throughout our entire plant. Even then none of us realized the great possibilities of the line. It was not until an accounting was made at the end of the season that it was found that the installation had resulted in the payment of over 100 percent dividends on the installation costs.

SOLD OURSELVES

Right then and there our eyes were opened to the possibilities of this line for other manufacturers and it is interesting to remark that the Louden Machinery Company enjoys the rather unique experience of having been unconsciously sold thoroughly on its own line before it ever attempted to introduce it to the industrial market. Our own satisfaction with the operation of the overhead carrying system for factory work coupled with the number of unsolicited calls referred to previously, prompted the thorough development of the line and the resolve to exploit it nationally in the most thorough manner possible.

It so happened that all these matters came to a head at a very opportune time—about a year ago when the labor shortage was so acute—and we agree that the timeliness



One of the typical Louden advertisements, showing the machinery in operation.

of the debut aided materially in the successful beginning of the campaign. But there can be no doubt but that the quality of the product has been the big influence, working hand in hand with advertising, which made it necessary for us to take this new line out of the hands of the barn fixture salesmen and build up an organization of technically trained representatives to handle the line of overhead carrying equipment separately.

Naturally, with such a big demand, our thoughts turned to the publicity end for the furthering of this line. Primarily the object of our national campaign is to make clear the wide range of usage that the Louden system might be installed for, and to show that it is not only economical in operation but that its first cost is very low when compared with the ordinary overhead system. Whether it is for forty pounds or two tons the Louden system can be made to show mighty big dividends on the investment.

Heretofore, the man with a small load to lift as a rule couldn't afford the expensive overhead carrying equipment that was on the market. For that reason a great many

factories are moving material by trucks that could well afford such a system but who know nothing about it. Our national campaign is to educate them along this line. And, secondarily, it is to establish in the minds of our readers the fact that we are not only manufacturers of barn equipment but manufacturers of factory equipment as well. Due to our long experience in the barn equipment field the executives of a great many factories who were really our prospects never thought of us as manufacturers of equipment other than that for barn use—and this is one thing national advertising is doing. It is firmly establishing us as the makers of a overhead carrying equipment for industrial work.

One salient feature in this drive is the need for the equipment we are nationalizing. If we could show you the questionnaires we have received from a number of users of Louden Overheads, showing the tremendous saving in time, speeding up of operation, elimination of congestion and prevention of injuries to workmen, you would easily appreciate the possibilities of the field.

BOTH GENERAL AND CLASS PUBLICATIONS USED

We are going after these prospects not only through the medium of their trade publications, but through the general magazines in conjunction with the trade press. That seems to be the logical thing. The men who read trade papers also read the general magazine: if they read our advertising in one, the chances are they see it in both. We reach them by two routes, so to speak, and we get them both at work and at home. Full page space is our rule in these media, consisting mostly of illustrations which give an understandable idea of the working of the system, usually by showing one large photograph of a factory or mill where it is in operation, plus several smaller pictures of other representative users working under different conditions entirely.

The copy is not exciting. It is plain, matter-of-fact, but convincing. I have an advertisement before me. It reads:

Whether handling coal and ashes for the boiler room or transporting materials, machinery parts or finished products in the factory, Louden Equipment is equally efficient—handles forty pounds to two tons with equal safety and expedition.

"Stars and Stripes" Preaches Americanism

Robert E. Ward, New York and Chicago publishers' representative, makes the following announcement regarding the *Stars and Stripes*:

"The *Stars and Stripes*, which was for eighteen months published by the Army in France as 'the official newspaper of the American Expeditionary Forces,' is now being published in Washington, D. C., by many of the men who published it in France.

"The *Stars and Stripes* is 100 percent American and its aim will be to preach Americanism and to keep ex-service men constantly in touch with their 'buddies,' with public affairs throughout the land, with the nation's capitol, with the yesterday of war, the today of peace and the tomorrow."

W. C. Bristor Joins Export Magazine

William C. Bristor has joined the advertising department of the *American Exporter*, New York. Mr. Bristor was formerly with the National Advertising Service, Chicago.

W. R. Hotchkin With Street and Finney, Inc.

W. R. Hotchkin, formerly advertising counsel of the New York *American* and formerly advertising manager of John Wanamaker, has become a member of the staff of Street & Finney, Inc.

Advertising Stirs Building in Indiana

Huntington, Ind., where an advertising campaign has been conducted two years to encourage home building, reports that during 1918 more new houses were built there in proportion to population than in any other Indiana city. The campaign was managed by the Huntington Community Development Club, formed by supply dealers, lumbermen and builders. Full pages have been used in the two dailies of the city.

N. Y. "News" Appoints Ad Manager

Arthur Nyhrun has been made advertising manager of the New York *News*. Mr. Nyhrun was formerly on the advertising staff of the Chicago *Tribune*.

Critchfield Gets France Milling Account

Critchfield & Co., Chicago advertising agency, has secured the account of the France Milling Company, Cobleskill, N. Y. It will be handled by the New York office.

Editor Says Press Is More Independent

Waldo L. Cook, editorial director, Springfield, Mass., *Republican*, addressed the recent fourth annual convention of the Iowa newspaper men at the University of Iowa. He said that the daily press of today is more independent than formerly of sordid influences of politicians and part interests. Mr. Cook denied the statement that many editors "don't dare tell the whole truth because the corner department store will withdraw its advertising if they do."

N. Y. Newspapers to Raise Price

As a result of the request of the House Committee on Postoffice and Postroads that newspaper publishers immediately reduce the consumption of newsprint paper 10 percent below normal in order to relieve the shortage, all New York news-

papers on or before January 4th, 1920, will raise the price of their Sunday editions to 10 cents in the country districts. It was announced also that the publishers of all but one New York evening paper had decided to issue no paper on New Year's Day.

London Papers Change Hands

A South Wales syndicate has purchased the following London publications: *The Daily Graphic*, *The Graphic Weekly* and *The Bystander Weekly*. The syndicate also owns, among other periodicals, the London *Sunday Times*.

W. R. Winter With Representatives

W. Rodger Winter, who has had long experience in newspaper and advertising work, has joined the selling staff of Payne, Burns & Smith, publishers, representatives. Mr. Winter was for many



W. R. Winter.

years associated with George Doane Smith on the *Morning and Evening Star*, Newark, N. J., continuing the connection after those dailies were merged into the *Star-Eagle* under the present management. He left the *Star-Eagle* to become advertising manager of the Newark *Ledger*.

H. I. Browne Joins Food Company

Horace I. Browne has been appointed advertising manager of Garrett & Co., food products, Brooklyn, New York, succeeding W. W. Cribbens. Mr. Browne was general manager of *Bonfort's Circular*, a beverage magazine.

C. J. Dockarty With Biscuit Firm

C. J. Dockarty has been appointed sales manager of the Sawyer Biscuit Company, Chicago. Mr. Dockarty was formerly with the Chicago Elevated Advertising Company.

Buys Interest in Simms Petroleum

A large interest in the Simms Petroleum Company has been acquired by the American International Corporation, which will be represented on the board of directors and the executive committee. Announcement has also been made that the directors of the Simms company have recommended an increase in authorized capital stock to a total of 1,000,000 shares of no par value.

New Name for Chicago Agency

Stavrum, Thomson & Bennett, Chicago advertising agency, has changed its corporate name to Stavrum & Shafer. No change of policy or management is involved.

Columbus Editor Dies

Colonel Edward S. Wilson, editor of the *Ohio State Journal*, died at his home in Columbus, O., December 18 at the age of 70. From 1865 to 1899 Colonel Wilson, who was a Civil War veteran, was owner and editor of the Ironton, O., *Register*. In 1905 he resigned as United States marshal of Porto Rico to become editor of the *Journal*.

Elliot-Fisher Head Resigns

P. D. Wagoner has announced his resignation as president of the Elliot-Fisher Company, makers of office machines, Harrisburg, Pa.

Additions to N. Y. Edison Staff

Joseph Pearman, recently discharged from government service, has returned to the advertising staff of the New York Edison Company. Mr. Pearson will be editor of *Edison's Weekly*. Other former members of the department who have come back after service are Norman Preston, now assistant advertising manager, and Romaine Benjamin. E. B. Hill has been added to the staff.

J. F. Barry Back from Amazon Trip

John F. Barry, former assistant advertising manager of the *Evening Post*, New York, has returned from a 10,000-mile journey on the Amazon River and its tributaries, where he collected information as to the means of developing the natural resources of the Amazon valley. Mr. Barry is now connected with the industrial department of the "Port of Para," New York, and is writing a series of articles on his trip in the New York *Commercial*.

Holiday Greeting on Cover Saves Paper

The Atlas Portland Cement Company, New York, whose custom has been to send holiday greetings to dealers and contractors on a special holiday card, this year issued its December house organs with a special cover and mailed them in the middle of the month. In this way the company helped in reducing the consumption of paper products and in keeping down cost of operation.

Wisconsin Ad Students Continue Club

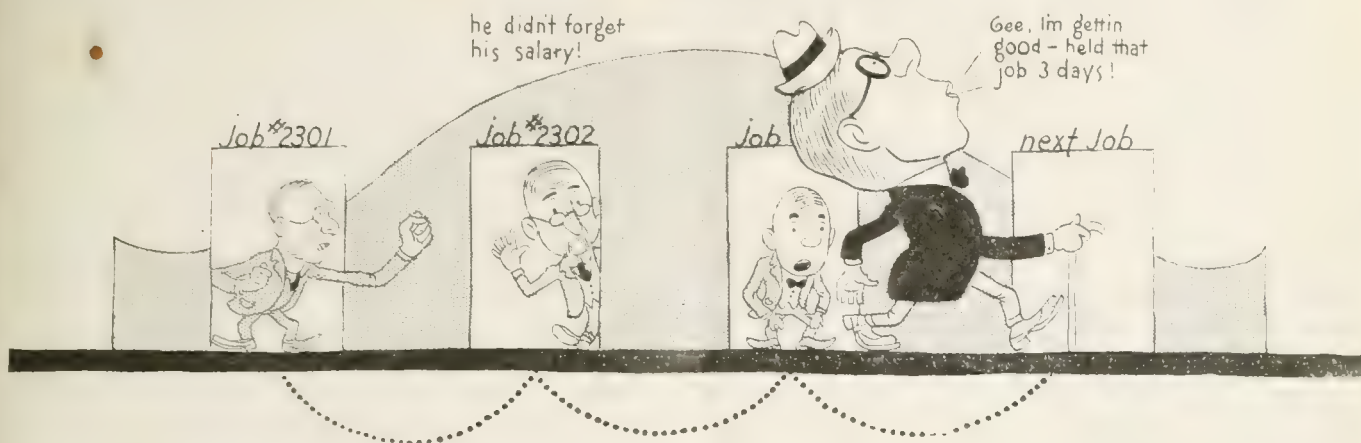
The Advertising Club, at the University of Wisconsin, has been reorganized with a membership of thirty. It was suspended for a year during the war. The club holds semi-monthly meetings, for which outside speakers are secured.

Camden, N. J., "Courier" Changes Hands

The Camden *Daily Courier* was sold December 11th by George A. Frey to J. David Stern who is to become editor and publisher. Mr. Frey has been the owner of the paper for 30 years.

Hubbell Gets New Farm Journal Advertiser

The House of Hubbell, Cleveland, O., has secured the account of a new advertiser, the Adjustable Spring Seat Company, Cleveland, for which it will conduct a campaign in farm journals and implement dealer publications. The company makes a tractor and implement seat with resilient features which, it is claimed, will revolutionize implement riding.



The Job-Taster

By
STICKLAND GILLILAN

You couldn't call him shiftless, for he shifted all the while.
Each year or so some new concern was captured by his smile.
A marvel he at mixing—couldn't list him with the snobs.
He simply was a genius—in the art of getting jobs.
The leather in his swivel chair was scarcely nice and warm,
His work was barely starting in at running true to form,
When wanderlust would seize him and he'd get a better place,
And ne'er again his erstwhile desk would see his sunny face.

The stuff he wrote was bully stuff; his language was a dream;
His hunches were so brilliant you could fairly see them gleam.
His front was ultra-jovian, his manner full of charm,
From off a wooden Indian he could talk an oaken arm.

A superficial knowledge of the thing he strove to sell
He'd gather at a sitting so he told it fairly well.
But right away some other job would sing its siren song
And off to it he hastened—but he didn't hold it long.

Result? Just what you might expect—he always had the name
Of being "quite a comer," but alas, he never came!
His head and hand were loyal to the cause he had espoused,
But owing to his flitting ways his heart was never roused.
He flashed about the surface of the many jobs he got,
But down within the depths of them you'd seek and find him not.
Some day he'll grow embittered o'er his failure to advance—
He doesn't stick 'round long enough to give himself a chance!

well, anyway there's
ONE job he'll hold
down!



Book Reviews



THE SCIENCE OF APPROACH FOR SPECIALTY SALESMEN. By Wilson M. Taylor. published by the author. 61 pages. Illustrated by fourteen diagrams.

This little booklet—for it is pocket sized—seeks to explain the scientific method of mind training which will enable salesmen to become successful specialty salesmen and to quote the foreword: “provides a system of mental drill which, if systematically applied, will increase your selling ability one hundred percent and broaden your intellectuality.”

The author is himself a successful salesman, and he has endeavored to bring down to a usable basis many of the current theories of sizing up prospects from appearances. One might be inclined to disagree with some of the rules set forth, but a thorough reading of the worth leads us to believe it is well worth its price for any man who is specializing in selling specialties, through an improved “approach.” The author also offers personal service to any purchaser in the way of answering specific problems and assisting in the application of the principles.

“The specialty salesman may know everything about his project, but, if he fails to understand his prospect and lacks tact in his approach, he will fail as a salesman,” says Mr. Taylor in the opening paragraphs of the work, adding that “specialty salesmanship is like a pod of P’s—power to persuade plenty of people to purchase your products at a profit.”

MERCANTILE CREDITS AND COLLECTIONS. By Charles A. Meyer. Published by the Macmillan Company, New York. 254 pages, illustrated with charts, diagrams and examples and supplemented by an appendix of valuable information about credit laws in different states.

This is an advanced course on the complex and interesting problem of credit management, touching on all of the ramifications of the mercantile procedure. The book is written by a man of practical experience in the work who approaches the subject from the proper angle of preventing loss to the maximum degree possible by being well informed beforehand. The book not only shows the student how to gather the knowledge necessary for credit and collection work, but also passes along to the experienced credit man much material which will be of service to him.

The volume covers such points as the fundamental principles of credit, methods of securing reliable information, obtaining customer and salesman good will, reading financial statements, passing judgment on orders, unique methods of preventing loss, and the bankruptcy law. It is strictly a business man’s book—not a thesis on economics or a primer of theories.

COMMON SENSE IN LABOR MANAGEMENT. By Neil M. Clark, Managing Editor, System. Published by Harper & Brothers.

Twenty years ago this book would have been misunderstood, but today it is not only timely but vital. It represents the findings of a man who, in his position as

the editor of a magazine devoted to management, is in close contact with the problems of business, and has seen first hand the results of the wrong and right methods of getting along with employees. Industrial unrest cannot be laid to any specific class, but to a general frame of mind, and when that mistaken attitude has been corrected, as it has been in the examples cited in this volume, the results are self-selling.

Mr. Clark says: “I have tried to bring into clear definition the more important relations between employers and employees with an appraisal of methods proved successful in harmonizing them. . . . I have gone to experienced managers . . . my task has been one of selection and formulation.”

The book is not a sob-sister tale about the oppressed workingman—it is a review of some cases where everybody is happy. The sooner our employers read it the better.

TODAY’S SHORT STORIES ANALYZED. By Robert W. Neal, A.M., author of “Short Stories in the Making.” Published by American Branch, Oxford University Press, New York City.

This is a companion book to the one reviewed just following this. It is an informal encyclopedia of short story art as exemplified in contemporary magazine fiction.

Twenty-two comparatively recently published narratives are taken and reprinted with a careful analysis.

For example, the first story in the volume, entitled “What the Vandals Leave,” contains only 99 words for the complete story. Yet that story epitomizes the plight of Northern France and most of Belgium as well as a twenty-minute playlet we recently saw, or as well as any of the many longer stories we have read on the subject. Mr. Neal’s analysis of this story is several times the length of the story itself.

This first story could well offer inspiration to a copy writer who had as the task the writing of a story for a fire-extinguisher that was to be published with some such title as “What the Fire Demon Left.”

Other stories are equally helpful to those looking for “outside” but relevant viewpoints.

SHORT STORIES IN THE MAKING. By Robert W. Neal, A.M. Published by American Branch, Oxford University Press, New York City. 269 pages.

This book is designed as a writer’s and student’s introduction to the technique and practical composition of short stories, including an adaptation of the principles of the stage plot to short story writing.

It is reviewed here, and its perusal suggested to all who would perfect their copy writing ability because of the ever increasing influence the matter of story-writing is having on advertisement composition. Almost every issue of a general magazine is replete with examples of

advertisements that have a story to tell—a very real story, and we are not hypercritical when we say all too often the story is spoiled in the telling—from a story standpoint.

“Plot is indispensable to the true short story” the author says in the introduction to the book. Plot in a slightly different sense is necessary for every well-planned story-telling advertisement. Of course not every advertisement is intended to be a story-telling advertisement, some are “special articles,” some are “history,” others are “news,” and so on paralleling the terminology of literature, but to those who have the production of story-telling advertisements as a part of their work we recommend Mr. Neal’s work.

The book is divided into four main chapters, which are in turn subdivided. Chapter I. takes up the theory of the short story type, covers its aim, type, dramatic qualities, singleness of effect, atmosphere, etc. Chapter II. takes up the theory and practice of plot. Chapter III. the compositional construction of the short story, and this chapter alone offers some good suggestions to copywriters. The closing chapter is devoted to other problems of fiction writing.

THE SELLING PROCESS. By Norval A. Hawkins. 364 pages, including appendix and questionnaires. Published by the author.

A handbook of salesmanship principles which, as the author says, “May be new to most readers, are not mere theories. They all have been demonstrated and thoroughly tested in actual practice during my twelve years’ experience as general sales manager of the Ford Motor Company, in the course of which time Ford sales were increased from 6,181 to 815,912 cars a year. The principles and methods I have used successfully in selling automobiles will work equally as well in any business, and will fit any salesman or saleswoman.”

The first three chapters of the book deal with SALES—the first factor—MAN—second factor—SHIP—or art, the third factor. The following nine chapters handle the various steps in selling: preparation, prospecting, approach, and so on, down to the get-away. The second portion of the book is taken up with questions on the preceding chapters.

Newspaper Has a Little Brother

Vol. 1, No. 1, of the *Amsterdam Evening Recorder*, Jr., has appeared, published by the Amsterdam, N. Y., *Evening Recorder*. Its object is to keep local merchants informed on advertising matters. The *Junior* is a four-page publication with newspaper make-up. On the first page is an interview with an Amsterdam merchant, who says that the advertising of his store has great influence on the *esprit de corps* of his personnel.

Directory Number Quite Valuable

S. F. BOWSER & COMPANY, INC.
Fort Wayne, Ind.

December 12, 1919.

ADVERTISING & SELLING.

Your letter of the 6th, also the Trade and Technical Paper Directory Number of November 15 reached me promptly.

The Directory is quite an aid to me at this time, and I appreciate your courtesy in forwarding a duplicate copy to replace the first issue that went astray.

Wishing for ADVERTISING & SELLING continued prosperity, and with the season’s greetings.

Most cordially,
C. H. DAVIES,
Manager Publication Dept.

Your Grocer Will Gladly Recommend Any Nationally Advertised Food Product
Many Food Products are Being Continually Advertised in The Macon News-Read These Advertisements

The newspaper page used to start the campaign pushing advertised food products in Macon.

A BIT of genuine cooperative service to national advertisers has been shown by the Macon, Ga., *News*, through its service department in the successful initiation of a Nationally Advertised Food Product Week—a period set aside for promoting a greater use of foods that are being advertised in national media.

The campaign was handled by S. C. Speer, Jr., director of the paper's Service and Merchandising department, and ran during November 23-29. Liberal space was given to the proposition in the paper, running from six inch, double-column insertions to full page advertisements, featuring the products and dealers carrying them.

During the week several windows were dressed by the Service Department, and a twelve-inch advertisement appeared each day in the *News* calling attention to the window and counter displays. The

full-page insertion ran on the last day of the campaign, Sunday, November 30, and showed how the dealers cooperated in boosting the goods. The entire expense was defrayed by the paper, and the necessary time and talent was supplied at its expense.

The angle from which the desirability of nationally advertised foods was approached was that they were naturally worthy of consideration by virtue of the fact that constant publicity compelled them to keep "up to scratch." The argument is best explained by the text of one of the advertisements which read:

What's the Big Idea? Why all this talk of: Buy Nationally Advertised Foods. No doubt you have asked yourself this question. Well! This is the big idea—

In order for Foods to be listed among the Nationally Advertised it is necessary that these foods possess qualities that are distinctive—qualities that can stand the “acid test”—for without these qualities the manufacturer would be using

unsound judgment in putting thousands upon thousands of dollars into creating a demand through advertising for a product he could not hope to remain permanently upon the market and enjoy an increasing rather than a decreasing demand.

Alexander Hamilton Institute Salesmen Outsell Their Competitive Ratings

Several years ago the enthusiasm of the sales staff of the Alexander Hamilton Institute, New York, prompted the establishment of the "Thousand Point Club" for the men turning in at least that number of points each year. According to John G. Jones, sales manager, the privilege of being listed in that body has always been regarded highly and fought for most keenly. The latest development is the organization of a Two Thousand Point Club, a Three Thousand Point Club, and a Four Thousand Point Club.

Fourteen men are in the Two Thousand class now; three are in the Three Thousand group; and two in the Four Thousand pointers. Mr. Jones says that 98 percent of the staff are now numbered among the One Thousand Point men, and at least 4 percent will be in the highest class this year.

The special significance of the added point organizations is that the men, by their own advancement and progress, have forced the later clubs on the institution of their own accord.

Others Are Asking This Same Question

LESLIE'S
225 Fifth Avenue
New York City

December 18, 1919.

Editor, ADVERTISING & SELLING.

I was simply delighted with that satirical morsel by George Morehill, December 12 issue. Please tell me who he is. He certainly has the knack of putting over delightful lines in humors and satire. And how he can bring in a series truth in a facetious garb!

Sincerely yours,

FELIX ORMAN.

Answers Protest Against Tourist Ads

Vice-president Howard K. Brooks, of the American Express Company, in an answer to the protest against European advertising made by the Northern California Hotel Association, calls its attention to the fact that the company's advertising which promotes European travel is only part of the American Express campaign to stimulate travel throughout the world. Mr. Brooks points out also that much money has been spent advertising the wonders of the West and that a great deal is being spent in European papers to promote travel to America from abroad.

"The American Express Company has

spent more money for the promotion of domestic travel than any other corporation or individual in the United States excepting the Federal Railroad Administration," according to Mr. Brooks' statement, "and has expended ten times as much money in advertising the Pacific Coast than all the hotel men of that section put together."

Bayless Joins von Poettgen Agency

B. H. Bayless, who served in the war as a Lieutenant in the Flying Service, has joined the Carl S. von Poettgen Agency of Detroit. Mr. Bayless's former advertising connections have been with the Proctor & Gamble Co., and the Champion Spark Plug Co.

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING. Riggs Building

Poindexter Asks for Reforestation

The staggering cost increase of 633 percent in 20 years and 159 percent increase in consumption of pulpwood for making print paper in the United States is shown in a statement issued by the American Forestry Association, which is urging the passage of the Poindexter Bill providing for a plan of reforestation of pulpwood lands.

"From these figures, says Charles Lathrop Pack, president of the American Forestry Association, 'the need of quick action on the newsprint situation is imperative and a policy in this regard will lead to a national forest policy. Our forests are like a bank. We must deposit in them if we expect to draw out.

"In 1899 the pulpwood industry used one million, nine hundred and eighty-six thousand cords (1,986,000).

"Ten years later, in 1909, four million (4,000,000) cords were used.

"For the last five years the average has been five million, three hundred thousand cords (5,300,000) per year, and in NONE of these years was the cut of domestic wood sufficient.

"During the last nine years the mills have used nine million, two hundred and sixty-four thousand cords (9,264,000) of IMPORTED pulpwood, an average in excess of one million cords a year MORE THAN WAS CUT IN THE UNITED STATES.

"While the total quantity of pulpwood used increased 159 percent from 1899 to 1918, the cost increased 633 percent."

Would Limit Paper Consumption to Last Year's Amount

Immediately following the appeal of the House Committee on Post Office and Post Roads to the newspaper publishers of the United States "to reduce consumption of newsprint paper by at least 10 percent during the next six months, thereby averting the threatened injury and obviating the necessity for repressive measures in the future," Congressman Homer Hoch, of Kansas, has introduced a bill to regulate the use of newsprint by newspapers and periodicals.

This bill differs from the Anthony measure in that it provides "that until July 1, 1920, no newspaper or periodical shall be carried in the mails at the rates provided for second-class postage unless the publisher shall have filed with the Postmaster at the postoffice where such newspaper or periodical is deposited for transmission in the mails, a pledge in writing that there will not be used in the publication of such newspaper or periodical during the period within which this Act shall be in force an aggregate amount of newsprint paper in excess of that used in the publication of such newspaper or periodical during the corresponding period of the preceding year. Provided, that any such excess due solely to an increase in circulation of such newspaper or periodical shall not be considered a violation of such pledge. Provided further, that in lieu of such pledge the publisher or pub-

lishers of any such newspaper or periodical not published during the corresponding period of the preceding year shall file a pledge in writing that every reasonable effort will be made to conserve newsprint paper in the publication of such newspaper or periodical."

Section 2 of the bill makes it obligatory upon all publishers to file, thirty days subsequent to July 1, 1920, with the Postmaster General a sworn statement showing the aggregate amount of newsprint paper used by the newspaper or periodical during the period within which the proposed law shall have been in force and during the corresponding period of the preceding year.

In case any such statement should disclose a violation of the pledge the third-class postage rate would be held to apply to the newspaper or periodical in question, and the publisher would be held liable for the difference between that which would have been due at the third-class postage rate and that which was paid at the second-class rate during the period in question.

Any publisher failing to file the statement provided for would be held liable in such amount as would have been due at the third-class rate in addition to any amounts that had been paid upon the newspaper or periodical at the second-class rate during the period of the life of the proposed law.

The bill authorizes and directs the Postmaster General to prescribe such rules and regulations as may be necessary for carrying these provisions into effect.

Japan Advertising Report Issued

A complete report, in which advertising methods in Japan are discussed at length, has just been received by the Far Eastern Division of the Bureau of Foreign and Domestic Commerce of the Department of Commerce from an American newspaper man in that country. Copies of the report have been made by the division, and will be distributed upon request. Persons interested in the matter may secure copies by referring to file No. FE-51.

Newspaper to Print on Wrapping Paper

Owing to the shortage of white newsprint paper the East St. Louis *Daily Journal*, according to an announcement of its publishers, will be forced to print on light brown wrapping paper until the white variety can be procured.

Has the Proper Spirit

RIVERSIDE CLUB
TICK-TALK
Waltham, Mass.

December 19, 1919.

Editor, ADVERTISING & SELLING.

Noting the request of the Goldwyn Institute for copies of your February 22 and August 23 issue, I have today mailed to them these copies.

As a rule I like to keep all back numbers of your valuable magazine, but believe that they will be of assistance to more people in this Institute than filed away for only one individual.

Yours very truly,

GEORGE F. BRIGDEN,
Managing Editor Tick-Talk.

New Orleans "Item" Breaks Ad Record

The New Orleans, La., *Item*, with the issue of December 14, published an edition of 116 pages. The edition contained 78 columns of advertising, breaking the previous year's record of 572 columns, and was called by the newspaper a "Complete Christmas Catalog."

A New Idea

A rather unique method of advertising is being done by a Texas flour company in carrying on a localized advertising campaign. They are reproducing line drawings made from photographs of the residences of well known citizens in whose homes they have ascertained their flour is being used.

Coal Strike Hits Christmas Trade

The coal strike cut heavily into the Christmas retail trade, according to reports from many sections of the country. Chicago retailers, for example, estimated that a loss of from \$2,000,000 to \$3,000,000 a day was suffered owing to the shortened hours of business made necessary by the scarcity of coal.

Novelty Maker Incorporates

The Star Novelty Manufacturing Company has been incorporated as manufacturers of novelties of all kinds at Wilmington, Del. The incorporation is for \$100,000.

Keeping Up With The Times

A FACT A WEEK

Stripped of all non-essentials, the Washington newspaper situation in the evening field, is this:

No one paper covers the field. If it did there wouldn't be a second paper.

The Washington Times covers so large a proportion of the field that it cannot be ignored by any advertiser who wants to sell his product in the Washington market.

Washington is a two-paper town and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

Canning The Inferior Canner

Organization of the Drive Recently Begun in the Newspapers to Popularize Canned Goods

By A. A. MANN

MANY of us will recall the old story, "Brewster's Millions"—in which was described the genuine difficulty of spending a million dollars without throwing it away. Advertising men who have occasion to handle large appropriations know the theme of that story could well be applied to their tasks, and when the figures run into several millions, the nature of the accomplishment becomes more complicated.

There are numerous possible outlets for the appropriation of the National Canners Association, which is a minimum of \$500,000 annually for a period of years. The trouble again is not in getting rid of the money, but in investing it most advantageously—with an eye to maximum returns. This organization of 1,140 canners has a definite objective

to attain in the quickest but most lasting manner possible. The objective is simply to present the truth of the industry to the American public in such a positive manner that the old and well-rooted prejudice against "tinned" products will be destroyed.

High scientific authority has said that "canned foods are the safest foods that come to the table," and the modern housewife should know of the wholesomeness and healthfulness of these commodities. The Association feels that the misunderstanding is so widespread that its correction would bring about a national consumption of canned goods fully twice as large as exists today. And to bring that about the Association is standing behind a he-sized advertising campaign (the preliminary de-

tails of which were described in our issue of August 9) that will reach every nook and cranny of the country for the coming four years in the most efficient manner available.

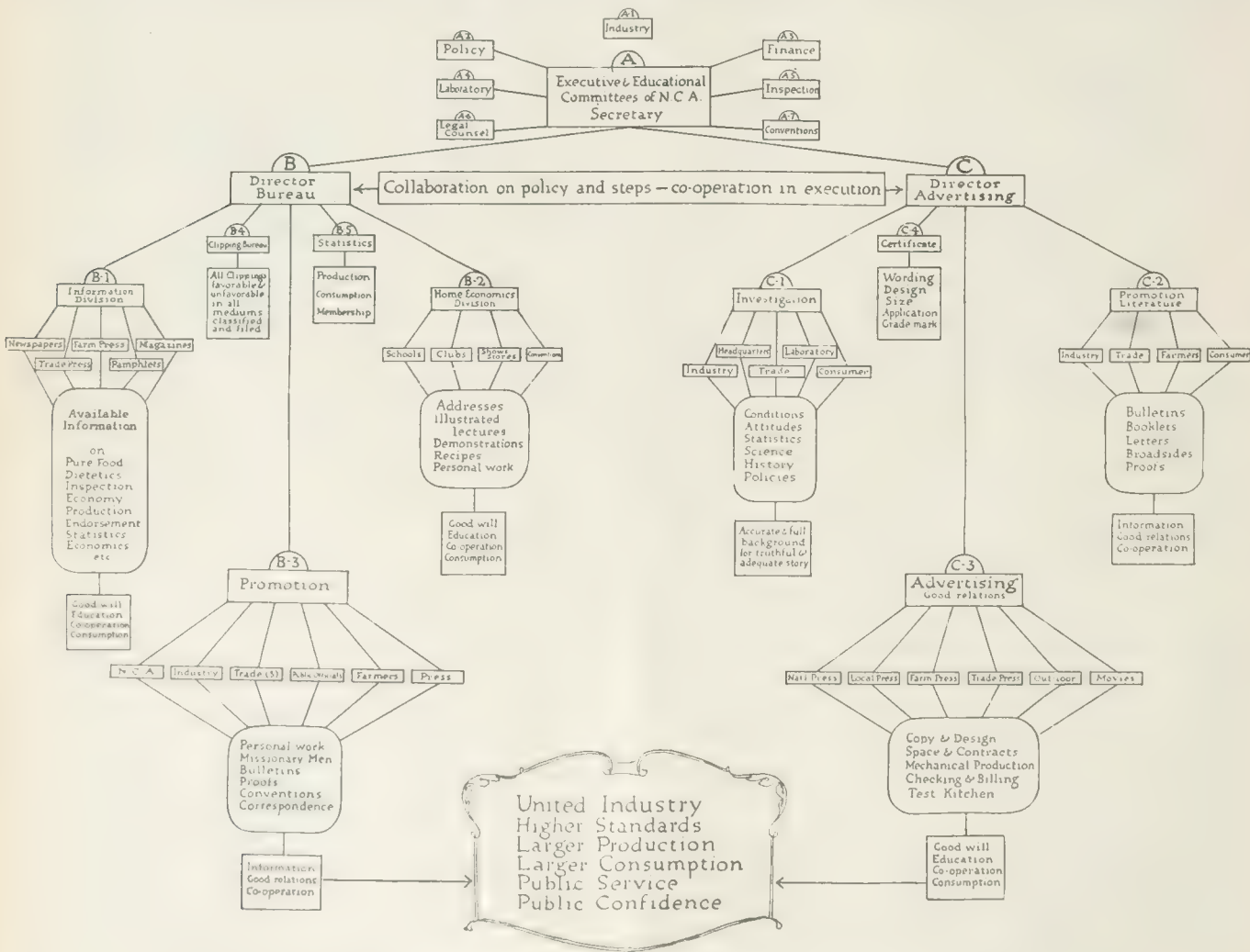
In establishing a working plan for the drive, an organization has been worked out that is best described by the chart reproduced below. Interpreting it we find:

THE EXECUTIVE AND EDUCATIONAL END

At the top (A) the Executive and Educational Committees of the National Canners Association with the Association's Secretary.

Sweeping around to the left is one line of activity, and sweeping around to the right is another; both leading to the same objectives—the objectives which have so long been before the leaders of this great industry, and which, when finally attained, mean a maximum in quality of product, in production and in public good will.

Looking at the chart, we find the Executive and Educational Commit-



The organization chart showing the distributed functions of the different divisions of the National Canners' Association, as explained in the accompanying article.

The Representatives Club

announces its

Thirteenth Annual Dinner

Friday Evening, January 9, 1920

at Seven o'clock

At the Waldorf Astoria

New York City



The year 1919 has evidenced a better understanding and a greater use of advertising than any previous year and we might properly call this our Victory Dinner. No matter what it be called the Representatives Club wishes all men in the advertising business to consider this affair as theirs. Therefore it is suggested that you feel free to invite to it those friends of yours whose presence will enhance your pleasure and ours.

The Waldorf will strive to seat all who send their acceptance and their check, but may we suggest that you form your party early and in making reservations state not only the number but the names of your dinner associates, so that the committee can make the seating arrangements with precision and satisfaction to you.

Send your checks and reservations to

Mr. GEORGE ALPERS

Metropolitan Magazine

432 Fourth Avenue, New York City

Tickets, Seven Dollars

Toastmaster: MR. GEORGE S. CHAPPELL

List of Speakers

GEORGE W. PERKINS
WILBUR D. NESBIT

DR. W. E. AUGHINBAUGH
ROBERT BENCHLEY

SPECIAL FEATURES

Do you know what is being done in Washington to Safeguard the American Table

YOU might pass it during of times, without suspecting that its occupants are hard at work serving humanity.

A simple building it is—on H Street, N. W., within walking distance of the Capitol, the White House, and that assemblage of structures which makes Washington a word to conjure with.

What is it, do you ask? The headquarters of an association representing an industrial investment of more than \$200,000,000 and of the most momentous importance to the American table today.

Let us step inside. The gentleman who offers to show us the wonders of the place is Dr. W. D. Bigelow—a better brand to American housewives than most of them realize. Dr. Bigelow is an expert chemist. Food is his forte—particularly that modern miracle food which finds its way to your table in cans.

Dr. Bigelow has had long experience in the form of specialized public service. Formerly he was engaged in research work in food for the Federal Bureau of Chemistry. He was closely associated with Dr. Harvey W. Wiley on the board of Drug and Food Inspection for the U. S. Government. Now he is doing the work for the National Canners Association—an association of canning companies—over eleven hundred of them—dotting the map from the Maine coast to the Golden Gate.

National Canners Association
Washington, D. C.

and the Great Lakes to the Gulf. Dr. Bigelow supervises the work which is carried on in the Association's research laboratories. Under his direction a group of scientists is constantly working on the scientific aspects of the preservation of fresh foods.

These research laboratories are operated for the benefit of American canners and hence for the benefit of the American people generally, to whom the products of the canners go.

The work conducted in the laboratories has been well designated as the "business of safeguarding the American table." While the actual work of analysis and examination is carried on at the Washington headquarters, much work is also done in the factories themselves. The policy of the laboratories is to keep its workers in intimate touch with conditions in the industry, as they actually exist. Hence the staff working with Dr. Bigelow is constantly on the move. They are continually traveling about from plant to plant—studying conditions at first hand and giving the canners practical co-operation, which means, better food for your table—and your neighbors' tables.

All this is interesting, you may say, but be more specific. What are some of the problems that these scientists pursue their brains with?

The work of the Association's research laboratories may be divided roughly

into the two main heads: Chemical and Bacteriological. The chemical work has particularly to do with the study of the container and its perfection for use with all kinds of food.

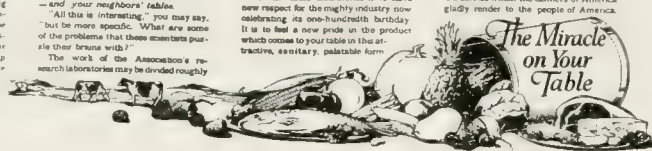
The bacteriological laboratory concerns itself with problems of food sterilization—the scientific basis of modern canning methods.

The findings are communicated to hundreds of canning plants throughout the country and become common property and it is interesting to note that many of the more progressive canning establishments maintain their own laboratories, which take a prominent part in the research work being done.

The work of the Association's research laboratories is like woman's work—it is never done. New problems crop up every day, and the answers to them are usually found right in the building which stands in the heart of the nation's capital.

To visit these laboratories is to have new respect for the mighty industry now celebrating its one-hundredth birthday. It is to feel a new pride in the product which comes to your table in this attractive, sanitary, palatable form.

Think of it! This very can of tomatoes which the grocer's boy just left at your kitchen door, literally represents a modern miracle! No other country in the world equals the United States in its wonderful accomplishments in the production of canned foods. And this applies to quality as well as quantity. Incidentally, no other country compares with our own in the safe shipment of canned foods. To guard (down), therefore, the conditions surrounding their manufacture, is a service which the canners of America gladly render to the people of America.



light before the classes of people indicated on this section of the chart. This work will be of an exceedingly active nature. It will serve to brush away existing misunderstandings, and prevent new ones. It will serve to make full capital out of the many strong assets surrounding canned food and the industry producing it. In short, this work represents the main channel of organized activity within the Association itself toward the main great objectives of the campaign.

Now, let us look for a moment at the right side of this chart.

Here we find another channel of activity (C), leading to the common goal. This represents the actual advertising campaign conducted for the Association by the Blackman-Ross Company, of New York.

The trend of all activity in this division is immediately evident, the provision for thorough investigation (C1) will at once be seen, the preparation of necessary literature (C2) has obviously been provided for.

(C3)

The campaign of advertising itself is plainly the main channel of action, with the other activities contributing as complimentary parts and providing a sound foundation for the campaign. There is involved, above all else, the necessity for clear vision in connection with the policy of appeal. It must so present the TRUTH concerning canned foods and the methods of producing them, that canned foods shall win in every home the friends they deserve.

Following this clear thinking, and consequent determination of advertising policy, there comes the actual producing of text and illustration designed to best carry out the general purposes in view. Furthermore, mediums must be selected which shall best carry these messages to the greatest number of people of the kind we wish to reach, and all the activity incident to getting the campaign under way and keeping it moving in an efficient, business-like manner along lines definitely decided upon at the outset, is involved in the work represented by this side of the chart.

So much for the whole organization. The activities of the Bureau at Washington will be of the greatest importance as that will be the point of contact for the entire industry.

THE MEDIA AND THE PRICE

Referring to the actual producing of the advertising material, we

One of the full page newspaper advertisements used in the campaign to popularize canned foods in the American home.

tees at a point supervising and approving all activities. They are surrounded by the interests of which they are center (A1, 2, 3, 4, 5, 6 and 7). They represent a definite position of responsibility towards the industry itself, and their hands are held up at every stage of proceeding of the campaign by a carefully planned organization.

What kind of an organization is this which translates into action the ambitions for the industry, of the Executive and Educational Committees?

In the first place, one secret of success in a great campaign of this character is thorough organization on the part of the Association itself. Success is only possible through the working out of the complete plan, and no plan can be complete without provision for those activities, which naturally center in the organization.

And so we find that the left of this chart is the organization of the Association, located at Washington, D. C., and with definite duties assigned to each division. There will be a responsible directing head of this Bureau (B), there will be a department for gathering all kinds of

authentic and interesting information, (B1), putting it in concrete form and having it available for the use of anyone who may be interested. There have been so many calls from members of the Association, from the general public, from editors and others for authentic information of this kind that it has become necessary to systematically provide for these calls, and have the information available whenever it may be asked for.

Another division of this work is the personal activity of a domestic science expert in a Home Economics Division (B2), who, through lectures, addresses, etc., will bring to the people of this country, with a note of authority, and through personal contact, a keener and keener appreciation of the value of these foods.

But the "corner stone," so to speak, of the activities of this bureau, looking to greater development of the industry, will be found in the general term—

PROMOTION (B3)

This work will be invaluable for putting the industry in the right

again approach an interesting phase of the job. The money, first of all, to pay for the campaign will be raised by the assessment plan—so many cents per case on all goods produced under the Association's inspection service. For at least three years it is contemplated that about \$500,000 a year will be invested.

NEWSPAPERS PAVE WAY FOR OTHER MEDIA

A second point is the media: the drive has begun in the newspapers, in order that quick action could be obtained, and will continue in the dailies until January, when space in national magazines will be used. This gives the papers a clean two months period in which to prepare the field for the general periodicals to come. In this group will be included prominent national weeklies and monthlies, particularly the women's papers; farm publications, to reach the growers of the country, but approaching them both from the standpoint of consumers and as producers of the crops which are the foundation of the canning industry. Class publications will be used to reach the hospital, dietetical and medical fields, and trade papers representing the canning industry will also be utilized.

The advertising will carry definite references to the inspection system maintained by the Association, which assures uniform practices of the most up-to-date, sanitary and in every way desirable kind. Standards of practice are set up, and the inspection system assures their observance. Ultimately there will appear on each can of food prepared by canners supporting this movement a certificate of character. It will be some months before the industry is ready to exploit the certificate, and in the meantime the advertising will lay a secure foundation for such exploitation so that, when the time is ripe, the one thing the housewife will want to know is how she can identify food produced under this modern system. She will then be told of the certificate, and it will be exploited in many effective ways. With the certificate and a knowledge of what it means firmly established, the advertising will develop into strong merchandising messages, backed by the increased good will already won.

HINGES ON A SLOGAN

The slogan of the campaign is, "The Miracle on Your Table," and this slogan crystalizes the thought

that will be behind all advertising. This thought is that canned food of today is literally a modern miracle inasmuch as it brings to us, wherever we may live, the finest products of the world's markets, gardens, dairies and fisheries which we are privileged to have on our table at any season of the year. It is believed that once canned food is really appreciated for what it is, the objectives of the campaign will come as a natural course.

Also, the scientific work conducted by the Association through fully equipped laboratories, staffed

by specialists, is at this time unknown to the public although widely recognized in scientific circles.

Therefore, this great advertising machine has been constructed, assembled, oiled and polished so that the power it generates will communicate these important things to the customers and prospective customers of the American canning industry.

London Office for Chicago "Tribune"

A new advertising office is being established in London by the Chicago Tribune.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



AN IMPORTANT ADVERTISING MESSAGE

is often overlooked in sending out your mail.

Some men know all about their product, but unfortunately in their work of selling they miss many sales—because—they credit prospects and customers as well as their salesmen with an equal amount of knowledge.

Many Sales Managers seldom allow a letter to go out that does not contain a simple yet forceful sales argument prepared in the form of a leaflet for an enclosure.

ADD PRESTIGE TO YOUR MESSAGE.

When you send out a sales message give it every chance to win. Do not send it on a letterhead or leaflet that will not be a credit to your firm.

Imagine the National City Company sending out a salesman, dressed in a ten dollar suit, to sell a million dollar issue of Bonds. It is just as important for your message to be well dressed as it is for any of your salesmen, and you will always be sure of this if you use SYSTEMS BOND.

Write us for samples of neatly designed enclosures printed on SYSTEMS BOND.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Sydney R. Clarke New Secretary for New York Advertising Club

Announcement is made by George W. Hopkins, President of the New York Advertising Club, of the election of Sydney R. Clarke as the club's new Secretary succeeding Frank L. Blanchard whose resignation is recorded elsewhere in this issue. Mr. Clarke has had a vast experience in the world of business and advertising.

New York Purchasing Agents Association Hold Dinner

The Executive Committee of the New York Purchasing Agents' Association held a dinner in the private dining room of the Bush Terminal Sales Building, December 23rd.



ELEGANCE

STERLING "ADPLATES" POSSESS THAT ELEGANCE AND BEAUTY WHICH ATTRACT THE ATTENTION OF THE PURCHASERS TO THE TEXT OF ADVERTISEMENTS. THAT IS ONE OF THE TWO BIG PURPOSES OF THE PRINTING PLATE.

THE OTHER IS TO ILLUSTRATE COMMODITIES. IN BOTH OF THESE STERLING "ADPLATES" EXCELL. TRY THEM



THE STERLING ENGRAVING CO
200 WILLIAM ST - 10TH AVE & 36TH ST - NEW YORK

The Way to Better Advertising

How Advertisers May Help to Upbuild
the Industry and Also Sell More Goods

By HARVEY W. WILEY

Director, Bureau of Foods, Sanitation and Health of Good Housekeeping.

I HAVE been in the advertising business now for about fifteen years. I think I have one unique distinction. My activity in advertising has not been in soliciting copy, nor in writing it, but in keeping advertisements from being printed. In that respect I have had great success, as you may easily find out by talking with some of our advertising solicitors.

Just the other day came a beautiful full page color advertisement of cocoa. This, measured by the rates charged by our magazine, meant a very tidy sum to the exchequer, which, indeed, would be very acceptable at the present time of strikes among the printers and the hunting of new places for printing the magazine. I have no objection to advertising cocoa or chocolate for the use of grown persons. This particular advertisement pictured a fond and happy mother holding in her left hand a delighted baby and in her right a spoon full of cocoa just ready to drop into the waiting and expectant mouth of the baby. I have perhaps a very foolish notion that milk is the only suitable diet for an infant and that a beverage which contains an active alkaloid particularly inimical to the nerves of an infant should be discarded from the infant dietary. It was "good-bye" to a big advertising fee.

My first work in this line was in helping to censor the advertising in the *Journal* of the American Medical Association. Some fifteen years ago it was decided by the directors of that magazine to appoint a council of pharmacy and chemistry for the express purpose of passing upon advertisements offered for the pages of the *Journal*. Nine experts were chosen on different specialties. I was the one chosen for the food advertisements. An extra copy of the *Journal* was sent to each of the nine members of the council with the request to blue pencil any advertisement they found therein which they thought was not up to the proper standard. The editor was amazed to find that practically every advertisement carried by them was blue pencilled.

It looked like a huge loss of revenue and the directors experienced for a time a severe chill in their pedal extremities. Nevertheless, they decided to take a chance. The result is today an advertising patronage three or four times as large as it was fifteen years ago, and every single one of which has passed the lynx-eyed council of pharmacy and chemistry.

WE LIKE GOOD COMPANY

Advertisers are human beings; they like to be found in good company. If you go into a city and build a beautiful house on its east side, for instance, or anywhere among the slums, you will find great difficulty in renting it to anyone or in selling it. The house is all right; it has marble steps, white enameled bath rooms, brilliant electric lights, polished oak floors and a pleasing exterior, yet no one wants to live there. The man who has something good to advertise does not care to see his advertisement next door to Dr. Quack's Vital Essence, with a certificate from one of his patrons which runs as follows:

"Dear Dr. Quack: My mother-in-law was at death's door; she took two bottles of your remedy and it pulled her through."

The man therefore, who has a good thing to advertise seeks good companionship for it. When he finds a newspaper or magazine that refuses to print lying or deceptive advertising, there is the place he wants to go.

The great trouble with food advertising is not so much that the foods are not good, but that such wholly extravagant and impossible claims are made for them. Almost every food proprietor has a little "Way to Wellville" all his own. The strong point in all this extravagance is to decry all competitors. I, for one, am not in favor of giving coffee to children, and especially to infants, but if a grown person desires to take a little excellent aromatic coffee or tea I should not like to deprive him of seeing an advertisement which would lead him to get what he wants. When I see a man trying to sell another beverage by knocking coffee or tea I consider that

Abstract of an address to the Poor Richard Club, Philadelphia, at their November meeting.

his literature is unethical and should not be countenanced. We have two fundamental rules which we apply to all food advertisements in our magazine. The first is, the advertisement should tell the truth. The second is, that he should not denounce any competing product.

The very worst form of advertising, in my mind, is that which strikes at the very citadel of life, health and welfare of the individual. I have not looked through the Philadelphia newspapers this morning, but I did cut a lot of disreputable advertisements out of the newspapers that I read on the train. Knowing the town from which I came, I need not tell you where these newspapers were printed. I have here a double hand full of them, every one of which is untruthful, deceptive and harmful to the victim. I have here four different advertisements to promote digestion each one of which claims to be the only remedy for acid stomach or gas on the stomach known to humanity. Here is an advertisement which seeks to convince the reader that he is ill. It is a typical one. I will illustrate it by saying, as if I was the advertiser of the medicine:

"If you have a dark brown taste in your mouth on rising in the morning it shows that your liver is jazzed. Then you must take Dr. Bull's Essence of Bouillon three times a day until healed. Do not be discouraged if the first bottle does not effect a cure; your trouble is so deep seated that the second, third or fourth bottle is needed, but if you keep it up long enough you will be well. Price \$1.00."

When I read these which I hold in my hand, insuring you against influenza the matter begins to be pathetic. Not so much this year as it was last, when so many thousands were dying daily of this terrible and unknown disease which had baffled the most skilled, wisest and best of the medical profession. How utterly absurd it is to assume that someone who is probably not even a physician has discovered the sovereign remedy.

Just a few days ago I had a letter from a correspondent in Seattle. He told me he had discovered the real cause of influenza. It was formaldehyde joined with another chemical. He said, "If you will only discover what that other chemical is you and I will rid the world of this dreadful plague and make untold millions of dollars." The other chemical which he wanted me

to seek for was simple plain lye.

Even the religious press is not free from crimes of this particular. Some of the most deceptive patent medicine advertisements I have ever seen have been in the farm and religious journals. Naturally the harvests which are gathered by quacks in agriculture, religion and politics depend altogether on the crop of suckers, of which it has been said that one is born every second.

THE DUTY OF THE PRESS

It is the duty of the press to set its face firmly against being a party to this deception. It is bad enough when it leads to empty pocketbooks on the one hand and full pocketbooks on the other, but it becomes a crime of the deepest dye when the victim is led to neglect proper medical treatment in the vain hope of securing relief from the quack remedy. It is a thousand times worse to sacrifice human life for gain than it is property.

The advertising clubs of the country have done much to remedy this harmful practice. There are many magazines and newspapers that refuse to carry certain kinds of advertisements for sexual diseases. Just now there is a great recrudescence in the advertisement of remedies containing alcohol. Alcohol is deemed by a great body of physicians as an entirely useless remedy and generally a harmful one. It has been left out of the present edi-

tion of the U. S. Pharmacopoeia on the ground that it is no longer sufficiently used in medicine to warrant its retention. Until the regulations for the enforcement of the prohibition act are in full force there will be a fertile field for selling alcohol under medicinal auspices. Fortunately there is also a very large number of newspapers and magazines which refuse to carry medicinal advertisements of alcoholic preparations.

In many cities the advertising club has a board of censors, whose duty it is to look after the advertisements carried in that city and to carry to the proprietors of the newspapers their objections to the printing of such advertising material. The clouds which obscured the ethical sun from the advertising fields of newspapers are gradually fading and many patches of blue sky are already visible.

I congratulate the advertising clubs of America on the great work they have already done and have tried to point out some of the tasks which are still unperformed.

Ad Women "Break" Girls Into Advertising

A "junior league" for girls of New Orleans, who are interested in advertising, has been formed by the Women's Advertising Club of New Orleans. The members are being formed into classes for talks on advertising and for advice as to the choice of subjects in school. Junior members are admitted to all general sessions of the club.

The Indianapolis News is a man's paper. It is read by the men of Indianapolis. It is used by those advertisers who want to get their message to the men of the Indianapolis Radius.

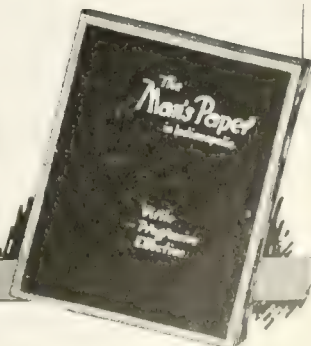
Send for a copy of "The Man's Paper of Indianapolis." It will interest you. Copies available at New York or Chicago offices or at The Indianapolis News.

THE INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
Tribune Bldg.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
1st Nat'l Bank Bldg.



Advertising Methods and Mediums in Italy

By Trade Commissioner H. C. MacLEAN, Rome

THE success or failure of an advertising campaign is governed by the same principles whether it is conducted at home or abroad, and there is no fundamental reason why America's genius for advertising should not produce results in Italy as well as in the United States, provided the methods adopted are based upon a comprehensive understanding of the Italian character and of Italian social and commercial life.

Advertising is essentially a psychological problem and must be studied objectively rather than subjectively. The all-important factor is the reaction produced upon the person to whom the advertising appeal is directed, and in the case of foreign countries this reaction may be quite the reverse of that produced upon the person by whom the advertisement was originated. Neither ideas nor phrases can be translated, and, consequently, the very best, straight American advertising will probably lose most of its effectiveness when pushed out from its home atmosphere into strange company. Successful foreign advertising must be preceded by a painstaking study of the temperament and habits of the people whose interest it is desired to stimulate,

and having this basis to work upon, there is no reason why effective copy and pictures cannot be produced.

MOST PROGRESSIVE ITALIAN CONCERNS ARE ADVERTISERS

Generally speaking, advertising in Italy is still in an elementary stage of development. At the same time, there is an increasing tendency on the part of important firms to advertise, and there is every reason to believe that this tendency will gather momentum as time goes on. Peculiar as it may seem from the American point of view the great Italian commercial banks are among the largest advertisers, and on the billboards and in the newspapers and magazines their advertisements are ever present. In the industrial field advertising activity is by no means confined to a particular class of products. While certain popular brands of shoe polish are constantly kept before the public by means of advertising, the same is true of the output of the Ansaldo Co., the largest industrial organization in Italy, whose products, ranging from raw steel to finished steamships, are hardly adapted for popular consumption. In Italy opinions differ—some firms advertise and some do

not. It is believed, however, that among the advertisers will be found the establishments which are most aggressive, and those which are making the greatest progress.

In Italy, as elsewhere, it is of course, impossible to lay down any general rules for advertising which would apply alike to machinery and patent medicines. Presumably each article to be sold is designed to fill a particular human need and to possess certain advantages over similar products in the satisfaction of that need. Each advertising campaign must be considered on its own merits, after a careful study of the psychological factors involved in the distribution of the particular commodity under consideration, and of the advertising mediums which are available.

POSTERS EXTENSIVELY USED—NEWSPAPER ADVERTISING

In comparison with other forms of advertising, posters are extensively used in Italy. In many cities billboards have been erected by the municipal authorities at favorable locations, including the railway stations. In addition, the walls of many buildings are covered with posters extolling the merits of a new brand of vermouth, the ubiquitous shoe polish, or whatever it may be. These commercial appeals appear side by side with the numerous official and political pronouncements, which are read by the great majority. For articles of popular consumption, it is believed that poster advertising can be made very effective, and this method has even been extensively employed in the campaign for placing a large bond issue of the Ilva Co., the steel trust of Italy.

The Italians are newspaper readers (although it must not be forgotten that a large percentage of the population is illiterate)—and many of their papers have a large circulation. In Italy, however, as in most continental European countries, the newspapers bear little resemblance to those that we are accustomed to in America. Composed of four or in some cases of six pages, they contain little of what we would consider real news and much of what we would classify as editorial comment. The amount of advertising carried is small, but covers a wide range of commodities, from patent medicines to railway cars. Although it is a difficult matter to estimate the tangible results to be obtained from newspaper advertising, for general publicity

Ninety Per Cent Renewals

For the fourth consecutive year over ninety per cent of the advertising contracts with THE ROTARIAN have been renewed. Could anything indicate more clearly the great advertising value of The Magazine of Service? When an advertiser becomes sold on THE ROTARIAN he stays sold

because he has learned that the circulation of THE ROTARIAN is a one hundred per cent buying power circulation—51,000 copies of the January issue are being printed. THE ROTARIAN is growing rapidly in circulation and in the esteem of National Advertisers.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs
CHICAGO

Eastern Representative, WELLS W. CONSTANTINE
11 E. 37th Street, New York

Advertising Manager, FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Great Britain, THOS. STEPHENSON, 6 So. Charlotte St. Edinburgh, Scotland

MEMBER AUDIT BUREAU OF CIRCULATIONS

such publications as the *Corriere della Sera* of Milan should be valuable, or, where it is desired to reach commercial circles, *Il Sole*, of Milan, which is the standard daily devoted exclusively to business interests.

POPULAR PERIODICALS AND TRADE JOURNALS—CIRCULAR LETTERS, ETC.

The American weekly or monthly magazines, which are so widely used as advertising mediums, find no real counterpart in Italy. Among the weeklies, *L'Illustrazione Italiana*, *Il Secolo Illustrato* and *Il Mondo*, circulate among the upper classes while *La Domenica del Corriere*, and similar publications selling for the equivalent of 2 cents a copy, are widely read. The monthlies are decidedly inferior, both in their make-up and in their reading matter, and occupy a position of little importance. On the other hand, there exists a well-developed trade and technical press, among which most of the principal branches of industry are represented — agriculture, machinery, electrical goods, textiles, chemicals, etc. These trade publications carry a considerable volume of advertising, and there is every reason to believe that this advertising is worth while where it is desired to reach the dealer rather than the consumer.

Direct advertising by means of circular letters, folders, etc., is not widely used, and perhaps for that reason it might be especially effective in certain cases.

ILLUMINATED SIGNS AND WINDOW DISPLAYS—ADVERTISING AGENCIES

Illuminated signs, so popular in America, are still for the most part unknown in Italy, and it seems doubtful whether they will ever find a place. So far, moving pictures have not been used to any great extent, but might well be; and this is also true of window displays, which should prove especially effective. After all is said and done the article itself should be its own best sales developer. Furthermore, the Italian likes to see what he is buying, and the more attractively an article is presented the better the chance of arousing his interest.

The machinery for the preparation and distribution of advertising material, which is provided in the United States by the advertising agencies, does not exist in Italy. One firm, *L'Impresa Moderna*, at Milan, specializes in the scientific study of advertising problems and

in the preparation of pictures, copy, etc. It does not, however, undertake to distribute the material which it prepares. There are a few agencies that control the privilege of soliciting advertising for small groups of publications, among which may be mentioned the *Unione Pubblicità*, which represents a long list of newspapers throughout Italy. But for the most part, the various periodicals receive their advertising direct, without making use of intermediaries.

Advertising an American specialty, can render valuable service

in connection with the introduction and establishment of American merchandise in Italy. However, as is also true with reference both to goods and to selling methods, it must meet the local requirements, no matter how peculiar they may seem from the American point of view. One must be prepared to learn from his prospective customers and to give them what they demand rather than to assume that what is good enough for the United States is good enough for the rest of the world.—From Commerce Reports.



THEY DIDN'T KNOW

NATURALLY as we receive a raft of business from the agents we must admit that we think they know all there is to know. Yet an agent wrote us the other day asking if certain equipment having to do with steam could be sold to the paper manufacturers. **HE DIDN'T KNOW** that this stupendous industry is the second largest user of steam power in the country; and we bet a flock of our advertisers don't either. Yessir! the paper crowd sure use a bunch of steam and all the junk that goes with it. If you advertise boilers, stokers, pumps, packing, valves and the million and one other items that are used around a power plant you should certainly join our personally conducted tour to the buyers of this stuff in the paper mills. Write us for all the dope.

PAPER

131 EAST 23 ST., N. Y. C.

Up to Jan. 1st you can buy 420 inches of advertising space for \$210. A good investment, say we.

Successful Salesmen Are Saving Salesmen

(Continued from page 4)

ceived a telegram reading: "*Where is my salary check of last month?*" To this telegram we made no reply. Finally, one day when I went to my office, I found this salesman waiting for me. He was very red in the face. Before my arrival he had been to the cashier and asked about his salary, but as I had posted the cashier he had answered him smilingly without giving him any definite information. I let him tell his story about how he had been inconvenienced by the lack of money. Finally, when he stopped to catch his breath, I cast the remark: "*Our cashier is just like you. He is a good cashier, just as you are a good salesman, but sometimes he is just a little careless about sending out salary checks, just as you are careless about replying to letters, even from the president of the company.*"

WHY THE CASHIER FORGOT

He looked at me and then he said slowly: "*Did you tell that cashier not to send my salary?*" I answered very slowly and gently that I was accustomed to getting answers when I wrote our salesmen asking questions and that when the answers did not come, then the cashier forgot to send checks.

"*I'm on,*" he said. "*I will go out and answer your letters and tell that cashier to give me my check.*"

We never had any trouble with this salesman afterwards. He not only continued to sell a large volume of goods but he managed somehow to answer all the various letters from the several departments.

Procrastination is one of the worst bad habits any business man can have. Always being late is simply a bad habit. A salesman who is late in keeping his engagements with people in the house does not keep his engagements with his customers. Being tardy is a bad state of mind. It is carelessness of the rights of others. Have you ever seen a committee or a board of directors sit waiting for a tardy member (and it is always the same member who is tardy)? I remember I was on one board of directors where a certain man was always late and then he had the

nerve when he came in to take out his watch and remark: "*Well, gentlemen, let's get down to business.*" He happened to be a large stockholder in the company, but one day the chairman of the board "blew up" and said a few things that would not look well in print.

Practically all houses of any size these days send their salesmen General Letters. These letters should be read and studied on the trains. You should carefully study the policy of your house. You should try to figure out why they are doing certain things. Every salesman should keep himself in training to be a sales manager himself and best way to do this is to *carefully study* all the letters, pamphlets, booklets, catalogues, General Letters and other literature you receive. You should even memorize good sentences and paragraphs for future use.

KEEP YOUR ENGAGEMENTS

A habit that the salesman should form early and one that he should stick to all the time that he is on the road is to try if possible to keep his postal card engagements with his customers. If for any reason you are delayed you should immediately write your customers another postal card advising them of the delay and making another calling date. Nothing is more irritating to a merchant than to hold an order for a salesman and have this salesman delay his call or never turn up.

Some salesmen dodge the settlement of claims. The handling of claims, of course, is disagreeable work, but often a salesman can settle claims with less danger of losing the account than there is in having the customer correspond with the house on the subject. Unfortunately, differences between the house and the customer will arise and it should be part of the equipment of a good salesman to settle such differences. The manner in which a good many salesmen settle claims is, of course, a joke in the house. They can only see the customer's side of the argument. When this is constitutional with the salesmen it shows a decided weakness. A salesman should always remember that he is the representative of his house. He should not conduct himself so as to merit the definition

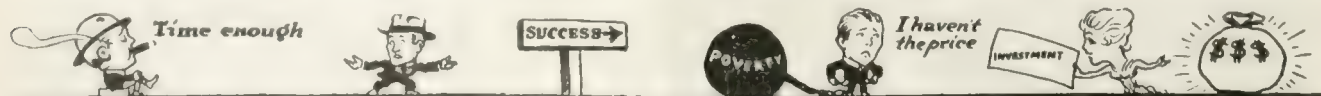
of salesmen as given by a certain merchant. He called them "an organized army of purchasing agents for their customers."

WE DON'T WANT TO WORK

Let me conclude by saying that my experience leads me to believe that the average man does not want to work and will not work unless he is compelled to do so, either by want or ambition. This fact is borne out in all history. In the ancient world, most of the work was done by slaves. The best people were warriors and hunters, but they would not do any work. They captured their enemies and made them build such works as the pyramids. In Rome, only bond-men worked. This idea in regard to work went all through the Middle Ages. In Russia the serfs did the work. In England it was the fashion to go into the church or into the army, but you could not keep your social standing if you went into trade. All aristocracy in the history of the world has been based on the idea of letting the other fellow do the work. Of course, in modern times, there has been a change. We have found out that our greatest happiness comes from work. We have learned that to be idle sooner or later means trouble. The nations in the last hundred years that worked are the nations that have made progress. The United States has progressed because we have been a nation of hard workers. We have had no humorous aristocracy and almost everybody has had work to do.

Now, of course, the pendulum is swinging back. Labor is getting tired of working. Labor wants shorter hours. As a matter of fact what is back of this is the age-old desire of man to shift the work on somebody else. The Indians let the women do the work. The cannibals in the South Sea Islands lived a most delightful life, their hardest work being to be massaged about three hours every day. Curious— isn't it—to read that the Marquesans, who were the most beautiful race physically that the world has produced, were massaged for several hours every day with cocoanut oil?

One of the best ways I have found to make work easy is to turn work into a game and then have everybody playing the game to win.

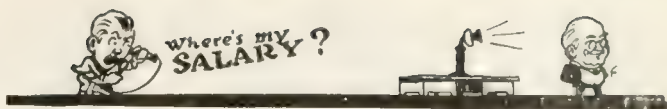


The roads to success are not run by the R. R. Administration.

Truly, not chains of enchantment.



Some intermediary, he is.



"There's a reason" why the sales manager sometimes fails to write.

The way to apply this to salesmen is to compare the results of each salesman every month with other salesmen. This means competition and when you get a force of salesmen competing with each other then there is a lot of fun. Of course, in addition to the fun there should be substantial rewards for the successful men. When tired salesmen with bad habits are put up against a real competitive system, they either change their habits or they resign.

We are all complaining of the high cost of living. Work is the only thing that can possibly reduce this cost; yet we all want to do less work, thinking that through some form of economic alchemy, we can without hard labor obtain that which all human experience has proved can be obtained only through hard labor. A current writer has summed up the present situation succinctly thus:

"Imagine a family living in 1880. There is a father, a mother, two sons, and a daughter. The parents each work twelve hours a day, and the children each ten. In a week the family has accomplished what would be 374 hours of work for a single person. Their recreations consist in going to church on Sunday, in occasional walks or buggy rides on a moonlight evening, or in a little skating, coasting, and sleighing in the winter, with a limited amount of sweethearting for the young people on Saturday and Sunday nights only. All this costs practically nothing. Here is a typical picture of today: In a similar family the father and older son work forty-four hours a week, the mother forty-two hours a week, the younger son and daughter not at all. Their total weekly output amounts to 130 hours of work for a single person, or a little more than a third that of the 1880 family. Their usual diversions are expensive clothes, dining out, theatres, movie shows and automobile trips, costing them weekly the pay for about thirty-five hours of work. This leaves some ninety-five hours of work to support them, or about one-fourth as much as in the case of the other family. In the main they are happy, but they are very much worried about the high cost of living."

Magazine Absorbs Bates Service

The Bates Advertising Service, New York, well known among retail advertisers, has been taken over by the retail advertising department of the *Dry Goods Economist*, New York, and will be issued as a part of the Economy and Merchant Services of that magazine. The announcement says that the Bates service has succumbed "to the greatly increased cost of printing, engraving and electrotyping."

Apropos of the Shortage of Newsprint Paper

One explanation for the shortage of newsprint paper may be had in the claim that a large percent of the "silk" stockings now being sold in the United States and exported at the rate of 15,000,000 pairs a year to foreign countries are made out of woodpulp, the same substance which forms the basis of newsprint paper.

Productive Advertising

A Logan, Utah, furniture dealer states that by placing a popular make of graphophone in a barber shop and by so doing furnished entertainment to customers, resulted in a \$30,000 business in his phonographic department.

Others Should Take This Tip

THE INTERNATIONAL DISPLAYS CO.
CLEVELAND, OHIO
Chicago, Ill.

December 16, 1919.

Advertising & Selling Co.

Please enter my subscription for ADVERTISING & SELLING, starting with the first issue of 1920: Roy McGee, Room 614, 333 So. Dearborn St., Chicago, Ill.

I find ADVERTISING & SELLING of great value to me in my work selling Cardboard Window and Counter Displays, and having missed a few issues because the newsstand had sold out, I take this means of insuring receipt of every copy.

Please send me the bill and I will remit.

Sincerely yours,
ROY MCGEE.

The Important Part Business Papers Can Play In an Advertising Campaign

As Evidenced by the Leshner, Whitman & Co. Campaign Which Used the Domination Method

By HAROLD A. LEBAIR

IN studying and planning the advertising and merchandising problems of any manufacturing or selling organization, one of the three, and usually the primary one of the three general classifications to consider, is the trade side of the problem.

The presentation of your message to the trade, the supplying of helps to the trade through which they can present your message to the consumer, and your direct messages to the consumer, are all very important parts of a big National campaign.

But there is nothing more fundamental than the carrying of your message to the trade, and many small advertisers, those just starting, must use this method before they are ready to take on the problem of consumer advertising.

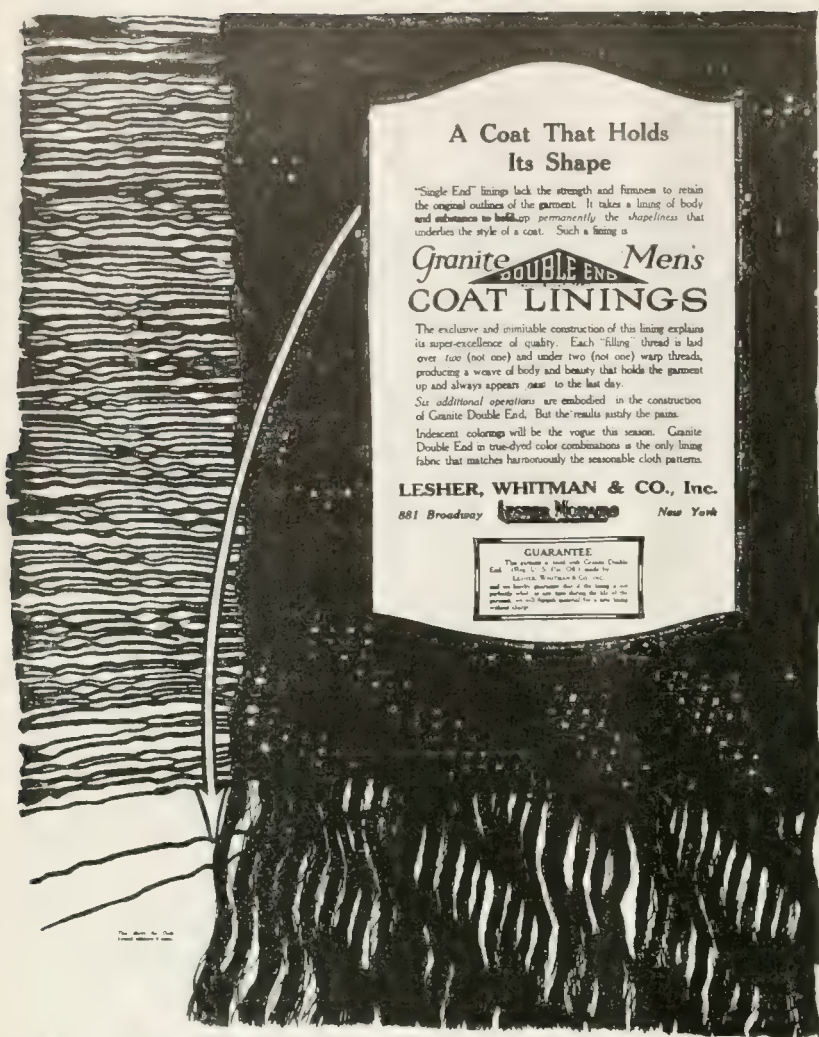
Firstly—the better and more representative business paper publishers in their respective fields are able to be of material assistance to advertisers and advertising agencies in supplying them with helpful information and cooperation regarding fundamental sales details when

studying their problem in a preliminary way. The work that has been done by the Associated Business Papers and the American Association of Advertising Agencies is more and more making the up-to-the-minute business paper publisher place the knowledge and experience of his organization at the disposal of advertising agencies and advertisers in a cooperative way with the result of more advertising for the business papers because they are getting better advertising when it is prepared by a representative agency, and hence more fruitful advertising with the final natural increase in volume.

The campaign of Leshner, Whitman & Co. on their Granite Double-End Men's Lining Fabrics is a concrete evidence of the above general statements.

Leshner, Whitman & Co. have for some years manufactured lining fabrics for men, as well as fabrics for women's garments and draperies, upholstery, etc.

Beginning in 1919 a careful study of conditions in the men's lining field was made.



A Coat That Holds Its Shape

"Single End" linings lack the strength and firmness to retain the original outlines of the garment. It takes a lining of body and substance to hold up permanently the shapeliness that underlies the style of a coat. Such a lining is

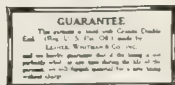
Granite Double End Men's COAT LININGS

The exclusive and inimitable construction of this lining explains its super-excellence of quality. Each "filling" thread is laid over two (not one) and under two (not one) warp threads, producing a weave of body and beauty that holds the garment up and always appears new to the last day.

Six additional operations are embodied in the construction of Granite Double End. But the results satisfy the pants.

Indecent colors will be the vogue this season. Granite Double End in ready-dyed color combinations is the only lining fabric that matches harmoniously the seasonable cloth patterns.

LESHER, WHITMAN & CO., Inc.
881 Broadway New York



Greatly reduced full page trade journal advertisement of Lesh, Whitman & Co. An unusual illustration is secured in this case by enlarging a swatch of cloth six times, though the striking effect is lost in the reduction.

As a result many interesting facts were developed through the cooperation of certain members of various business paper organizations, as well as through independent investigations of our own. This united investigation enabled the manufacturers to find market possibilities for their double end men's linings, and a keynote argument was found in the construction of the fabric, setting forth as their goal the making of this lining fabric the universal men's wear lining.

A campaign of dominant space with technical messages that the trade understood, talking in the language of the trade in leading publications in that field was planned.

DOMINATION IN TRADE PRESS

Right here, I wish to emphasize the fact that domination and sufficient use of advertising space is just as vital, if not more vital, in advertising in a trade publication, than in consumer publications.

The leading trade publications were chosen and it was figured out

how much space was necessary to dominate in the second paper on the list, in the third paper on the list, and they went as far as their appropriation would permit in the number of papers used, but in every instance insisted on using dominating space.

For example, a series of page advertisements in one daily trade publication was ordered—the publisher of this paper came to see the advertiser and asked if he did not feel that it was proper to use the smallest units possible with greater frequency, as he felt it was too wasteful to use pages in his publication, it had never been done.

As they were desirous of getting the smashing effect of this dominant advertising, however, they retained their page schedule, with the result that the publisher of the paper himself was dumb-founded at the immediate response which was received.

While the unique copy and illustration which took the trade into full confidence as to manufacturing

details, was a very important contributor to the success of this campaign, I believe that the fact that the goal which it was not anticipated could be reached in two years' time was reached in less than six months, is due in a large measure to the use of page space in this one publication and big units of space in all of publications used.

THE RESULTS

In less than six months' time every clothing manufacturer in the United States (with a few exceptions) were using Granite Double End Linings in their garments. Apart from the mercantile success of these linings, two very tangible results were achieved by this campaign—one is a new and better appreciation of advertising on the part of those connected with the campaign; the second is the better appreciation of the value of his own publications on the part of the publisher and his organization as evidenced by the number of other advertisers, who, as a result of this campaign, are now using a page, or in any event, large space units in this publication with tangible results.

A study of the reproduction shown herewith of one of the page advertisements in this campaign is self-explanatory as to the way the copy thought was handled in this campaign.

One point that I have not mentioned, but which should not be overlooked, is the fact that it is also not only possible but very desirable to use even consumer publications from a trade standpoint in the Lesh-Whitman campaign. A large national weekly was one of the publications on our list used primarily for its trade influence and only secondarily for its consumer influence, but the results from this publication have been just as tangible in their trade results as have been the results from out and out trade publications.

Look What Santa Brought Us.

CHARLES C. SPINK & SON
St. Louis

December 17, 1919.

Editor, ADVERTISING & SELLING.

It so happens that very little recognition is shown at times of one's efforts.

After looking over a copy of your issue of December 13, and having noticed the tremendous improvement and development of the interesting articles contained in your publication, may I extend to you my bit of congratulation on getting out such a fine paper. I am sure that you are going to enjoy the success that you justly deserve.

Respectfully yours,
CHARLES C. SPINK & SON.
J. G. Taylor Spink.

As to Women Readers

"WE recognize the fact," said the Advertising Agent, "that Leslie's is especially interesting to the man of action."

"That is true," replied the Leslie's representative. "A very considerable proportion of the subscribers to Leslie's are business and professional men."

"But it is also true," added the Leslie's man, "that over 90 per cent. of the copies of Leslie's issued every week go direct into homes, which means that a news and pictorial journal like Leslie's is read by *every member of our half-million families.*"

"Leslie's is being read more and more by women—not the 'hammock' variety of women, but thinking women, the kind of women who are heads of families, who influence other women, the type of women who would be interested in the advertising of reliable merchandise."

"With the changing status of woman, there is a great need of a publication that interprets public policies, current events and trends of thought. Intelligent women who want to keep abreast of the times are reading Leslie's. Since the passage of the Federal Suffrage Amendment, the number of Leslie's women subscribers has materially increased."

"With its many informative articles and reports from staff correspondents, and with its far-famed Pictorial Digest of the World's News, Leslie's has a forceful appeal to intelligent men and women readers, and is used as a text-book on current events in many schools."

Leslie's

Illustrated Weekly Newspaper

A Blue List Circulation in a Half-Million American Families

T. K. McILROY, Advertising Manager
225 Fifth Avenue, New York

P. F. BUCKLEY, Western Manager
Marquette Building, Chicago

An American Woman Captain in Syria

Steelworkers' Wives Want No S. L.

Typical pages from recent issues of Leslie's having a direct interest for women readers.

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Working Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters

You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

Training for Authorship

How to write, what to write, and where to sell.

Cultivate your mind. Develop your literary gifts. Master the art of self-expression. Make your spare time profitable. Turn your ideas into dollars.

Courses in Short-Story Writing, Versification, Journalism, Play Writing, Photoplay Writing, etc., taught personally by Dr. J. Berg Esenwein, for many years editor of Lippincott's Magazine, and a staff of literary experts. Constructive criticism. Frank, honest, helpful advice. *Real teaching.*

One pupil has received over \$5,000 for stories and articles written mostly in spare time—"play work," he calls it. Another pupil received over \$1,000 before completing her first course. Another, a busy wife and mother, is averaging over \$75 a week from photoplay writing alone.

There is no other institution or agency doing so much for writers, young or old. The universities recognize this, for over one hundred members of the English faculties of higher institutions are studying in our Literary Department. The editors recognize it, for they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The Writer's Monthly*, especially valuable for its full reports of the literary market. Besides our teaching service, we offer a manuscript criticism service.

150-page illustrated catalogue free
Please address

The Home Correspondence School
Dept. 37 Springfield, Mass.
ESTABLISHED 1897 INCORPORATED 1904

Retail Advertising Percentages

The Alert Syndicate Service, Chicago, has issued a 64-booklet called "Reprints," which is a collection of articles on retail advertising, written by I. R. Parsons, advertising manager of Carson Pirie Scott & Company, Chicago, and reprinted from the subscribers' portfolios of the Alert service. Following are excerpts from the booklet—

"What are the rules for good copy? There are none but these—First have a thought, then put it in a few well-chosen words. Think much, write little."

"White space and typography, copy and illustration are concrete considerations in an advertisement by which to measure results. The advertiser who crowds into a given space item upon item until the sides of the advertisement seem almost to burst pays for his 'economy' in the lessening of good effect, one of the biggest elements of pulling power any advertisement can have. You can't put two quarts into a one-quart measure."

The booklet includes a chart of percentage figures which are based on the gross retail sales and include newspaper advertising, direct-by-mail and other forms, as well as donations and display window expense. The chart is to be used more as a guide than as an iron-clad list of advertising costs on which appropriations should be based. Local conditions and individual needs and aims will affect the percentages given. The chart as given in the booklet is as follows—

Yard Goods and Accessories	Advertising Percentage
Department	
Silks and Velvets.....	1½
Dress Goods	2
Wash Goods	1¾
Laces and Embroideries.....	1
Ribbons	1
Trimmings	1
*Notions and Dressmakers' Supplies..	1
Dress Accessories	
Veilings	1¾
Gloves	1½
Handkerchiefs	1¾
Women's Neckwear	1

Hosiery	2
Knit Underwear (cotton or wool)...	2
Knit Underwear (silk).....	3
Parasols and Umbrellas.....	3
Jewelry	3
Hair Goods	4
Leather Goods	3
*Toilet Articles	2
Household Lines	
Furniture (including pianos, etc.)....	5
Linens	1¾
Carpets and Rugs	3
Blankets, Bedding, etc.....	3
Lace Curtains	3
Art Needlework	1½
Silverware	3
China and Glassware.....	3
Trunks and Bags.....	4
Housefurnishings	4
Books	3
Ready-to-Wear Apparel for Women and Children	
Women's and Misses' Suits.....	3
Women's Dresses	4
Girls' Apparel	3
Women's and Misses' Coats.....	3
Shoes	3
Waists	3
Separate Skirts	3
Millinery (in season).....	3
Petticoats	2½
Lingerie	2½
Negligees	3
Infants' Wear	2½
Corsets	3
Furs (in season).....	3
Ready-to-Wear Apparel for Men and Boys	
Men's Clothing	5
Boys' Clothing	4
Men's Shoes	3
Men's Furnishings	3
Men's Hats	4
Restaurant	1½
Groceries and Meats.....	1

Total Advertising Cost.....2¾

This figure, being reduced by business done by departments not advertising, will undoubtedly come within the 2½ percent limit. Departments marked with an asterisk (*) are often used for promotion purposes. In this case any definite advertising percentage would be hard to estimate. Such departments as restaurant and groceries are really promotion and service departments. They seldom make money. The advertising percentage depends, therefore, on how far a store wishes to go to attract attention through these departments in the theory that they will bring business to the store generally.

Spark Plug Campaign Expands

The Porter Spark Plug Company of Chicago is to extend its advertising campaign into other cities, following a very successful campaign which has been conducted in Chicago. Cleveland is likely to be the next city to be included in the Porter advertising list. The advertising is placed through the Brandt Advertising Company, Hartford Building, Chicago.

Gives Hotels Advertising Advice

Harry C. Moir, president of the Hotel Morrison, Chicago, in an interview in the *New York Hotel Review*, summarizes that hotel's publicity method and offers his advice to other hotels. "Advertise," he says, "only what you can deliver. Use good mediums and turn down all others. Choose your advertising manager as carefully as you do your chef, and then leave it to him."

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

SELLING *to the* WHOLE WORLD

THE THEORY THE PRACTICE THE RESULT

TOPICS

AMERICAN FOREIGN TRADE

(Series of articles by Clayton Sedgwick Cooper—Author of "Understanding South America," "The Brazilians and Their Country," "The Modernizing of the Orient," etc.)

1. Present Condition and Growth of American Commerce Abroad.
2. Why Advertisers and Advertising Men Should Study the Foreign Trade Field.
3. The Different Methods by Which a Manufacturer Can Begin the Sale of His Products in Foreign Markets.
4. The American Traveling Salesman in South America.
5. The Training Needed for Managers of Foreign Trade Posts Abroad.
6. The Importance of Securing the Point of View of People in Foreign Countries, With Whom We Wish to Do Business.
7. Advertising in Latin-America.
8. Method of advertising in China.
9. The American Bank as a Factor in Foreign Trade.
10. Export Financing and Trade Acceptances, Credits, etc.
11. The Export Merchants: His Problems and His Service to Foreign Trade.
12. The Latin-American Peace-Contrast With the North American Newspaper.
13. India as a Market for American Goods.
14. Cable and Telegraphic Service as an Adjunct to Foreign Business.
15. The American Consul and Other Government Agencies as Assistants to the American Manufacturer.
16. The Automobile in South America and Growth of Possibilities of Business.
17. American Shipping and Our New Merchant Marine.
18. Language Requirements for Foreign Trade Success.
19. The Spanish Language and Advertising.
20. China's Interest in American Trade.
21. The Opening for American Commerce in Russia.
22. Economic Conditions in Central America.
23. Politics As a Factor in Latin-American Business.
24. American Trade Openings in the Near East.
25. The German Influence Upon Trade in S. A.
26. The Market for American Machinery Abroad.
27. What the Latin-American Thinks of the North-American Business Man and His Methods.
28. The Railways and Transportation Problems of S. A.
29. South-American Products—Coffee, Cocoa, Mate, Rubber, etc.—Finding a Market in the U. S.
30. Foreign Trade Merchandising.
31. The Various Ways by Which Successful Foreign Trade Firms Advertise Their Products.
32. The South Sea Islands as an Opening for American Commerce.
33. American Investments Abroad, Necessary Changes in Consequence of the War.
34. Co-ordination Between Government and Business in the United States.
35. Mutual Markets Between America and Japan.
36. Organization of Future American Trade for Concerted Action. Tariffs, Commercial Treaties, etc.
37. Trade and Marine Insurance.

You, in common with thousands of other American manufacturers, have long dreamed of the day when your products would find their rightful place in foreign markets—when you would help make American products familiar to every merchant in the civilized world.

You KNOW that now is the time to make that dream a reality!

You KNOW that your product is right for foreign consumption—or can be made right!

You KNOW that at last, America has a Merchant Marine plying the Seven Seas!

But—

Do you know the conditions to be encountered in these alluring new markets—the buying habits of the people, their commercial ethics, their merchandise requirements?

Do you know how these conditions will affect the marketing of your own particular product?

Do you know what American Manufacturers have already accomplished in these markets, so that you can benefit by their experience?

All these things you **must** know, for the golden opportunity is **ONLY** for the man who knows how to take advantage of it.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising

will tell you all these things. Never before has such a fund of practical, authentic, up-to-date information on Foreign Trade been available to the American Manufacturer as this great magazine of American business has provided for its readers.

"HOW TO BREAK INTO FOREIGN TRADE ALL OVER THE WORLD"

is a title none too comprehensive for the series of thirty-seven (37) vital articles written for Advertising & Selling by

CLAYTON SEDGWICK COOPER

Noted Writer, Investigator and Foreign Trade Expert

Mr. Cooper is the author of a dozen standard works on Foreign Countries, among them "Understanding South America," "The Modernizing of the Orient" and other books of such recognized authority that the United States Department of Commerce recommends their study by American Consular Agents.

In the course of his investigations, Mr. Cooper has twice circled the Globe. He writes from first-hand information. As Editorial Director of W. R. GRACE & COMPANY, he receives every week hundreds of letters and cablegrams reported the changes in business conditions throughout the World. He tells what those conditions are **TODAY**.

Mr. Cooper's articles will appear every other week in Advertising & Selling, beginning with the issue of January 3rd.

Their wide scope is indicated by the following list of subjects which will be covered:

FOREIGN MARKET POSSIBILITIES OF SPECIFIC PRODUCTS

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc.

Former Chief of U. S. Bureau of Foreign and Domestic Commerce

Dr. Pratt, who recently resigned his position with the Government in order to engage in the Export Business, will discuss the **PRACTICE** of Foreign Merchandising. Probably few other men in America today can speak so authoritatively upon this subject. His articles will be based upon specific questions submitted by the subscribers to Advertising & Selling. He will tell **YOU** how to solve **YOUR** problem.

Dr. Pratt's articles will appear every other week, alternating with and supplementing those of Mr. Cooper.

WHAT AMERICAN MANUFACTURERS HAVE ALREADY DONE

will be told in frequent issues by the well-known writer, JOHN L. BINDA, who was for many years engaged in Consular and Diplomatic Service and is a world-wide traveler.

Mr. Binda will describe in detail the methods used by those American Manufacturers who have already successfully penetrated foreign markets. He will show how these methods can be adapted to meet the new conditions resulting from the war.

It is hoped that Mr. Binda's articles will develop into a **FOREIGN TRADE FORUM**, which will be a regular weekly feature of Advertising & Selling.

Advertising & Selling Company, Inc., 131 E. 23rd St., New York

CLASSIFIED ADVERTISING

An important national magazine published in New York City is looking for a live and aggressive advertising man to relieve its advertising manager of certain duties which the increasing demands of his position make it difficult for him to handle.

A younger man who is "coming" rather than one who has already arrived is desired.

This job calls for real advertising ability along magazine promotion and selling lines. An abundance of personality, tact and executive ability is requisite. The man who secures this position will be paid all he is worth and will have a real future before him. Box 215, ADVERTISING & SELLING.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1 for 6 mos. POSTAGE, One Madison Ave., New York

LOS ANGELES

EVENING HERALD

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

THE EVENING NEWS Buffalo, N. Y.

The newspaper that voices the thoughts of over 80 per cent. of the English speaking families in Buffalo and vicinity — and is therefore the recognized power in its home town. Advertisers, general and local, give it marked preference and they get wonderful results.

Value of Montgomery Ward's Good Will

Montgomery, Ward & Company, Chicago, which was established in 1872 as the first mail order and catalog house in the United States, estimates that its good will is equal to the entire assets

of the company, though no actual value is placed on the good will in the firm's balance sheets.

An announcement signed by the president, Robert J. Thorne, "that the company has been in business for nearly fifty years without interruption and that millions of dollars have been expended in advertising and in distributing catalogues, and that hundred of thousands of customers have dealt with us continuously for years, it is clear that the good will, the catalogues distributed and the list of customers (more than 6,000,000) are of immense value.

Five hundred and ten thousand shares of common stock, having no par value, are being offered to the public. The company manufactures good products, harness and saddles, toilet preparations, stock foods, candy, lubricating oil, paints, wallpapers, gas engines, and many other lines at economical cost. It has a large business in a territory that is being served by all its existing and proposed plants, and upon their completion will have balanced facilities for distribution that will cover the entire country economically and efficient.

Wayne Thomas Joins Jacksonville Agency

Wayne Thomas, who recently retired as publisher of the Pensacola, Fla., *Journal*, has become field representative of the Thomas Advertising Service, Jacksonville and Tampa, Fla. Although he is not related to Jefferson Thomas, founder and head of the agency, Wayne Thomas has long been a close friend of the former.

Edwin S. Wadworth, of the Thomas Advertising Service, has been made assistant general manager; Charles F. Downum, assistant to the treasurer, has been made head of the forwarding department. Frank Key Anderson is now devoting his full time to the agency's Tampa office, having sold the Bartow, Fla., *Courier-Informant*.

A. W. Pinnell Joins Corn Belt Dailies

A. W. Pinnell, formerly at the Kansas City office of the *Capper Farm Press*, and more recently with the Beckwith Special Agency, has joined the advertising staff of the Corn Belt Farm Dailies, covering the Western territory.

Better Letter Trophy Offered By La Salle Extension University

In order to stimulate the interest in and to further the development of business letter composition the La Salle Extension University, of Chicago, has offered a bronze trophy in a contest open to all which will end on the 30th of June, 1920.

Hon. Philip B. Kennedy, director of the Bureau of Foreign and Domestic Commerce, Department of Commerce of the United States, formerly a professor on the faculty at New York University, and more recently U. S. Commercial attaché to Australia, has been elected judge. He will be assisted by the governors of the Direct Mail Advertising Association.

The trophy is the work of one of the pupils of the renowned Rodin, the creator of the internationally famous

"Thinker." It depicts Opportunity presenting the tools of his profession to the one who has proved master of it, and was done by Antoinette B. Hollister, exhibitor in the Paris Salon of 1907 and winner of several notable awards.

The rules governing the contest are as follows—

Award to be made to the one who produces the most effective business letter during the year ending June 30, 1920. RESULTS balanced by conditions to decide the contest.

Letters to be addressed to Department of Business Letter-Writing, LaSalle Extension University, 4046 South Michigan Avenue, Chicago, Ill., U. S. A.

Letters submitted to be accompanied by sworn statement of RESULTS, signed before a Notary Public by the author of the letter and by one other responsible individual, wherever possible the head of the house for which the letter was produced.

Letter to be accompanied by statement giving a complete account of the plan in which the letter was a part and the precise purpose which it was intended to accomplish.

Everybody, without regard to race, sex, creed, or color to be regarded as eligible.

Vulcan Detinning Earns 95c. a Share

The Vulcan Detinning Company has earned for the quarter ended September 30, 1919, after charges deducted, \$14,277. This is an equivalent of 95 cents per share on the \$1,500,000 preferred stock. Net income in the corresponding period of 1918 was \$30,367.

Stromberg Shares Earn \$2.04

The Stromberg Carburetor Corporation has returned for the quarter ended September 30, 1919, a surplus, after charges and Federal taxes, of \$102,342. Dividends of \$50,000 have been distributed. The earnings were equivalent to \$2.04 share on 50,000 shares of capital stock.

Francis J. Best Leaves Macy's to Go to Franklin Simon and Company

After four years service with R. H. Macy & Co., New York, as advertising and sales manager, Francis J. Best will discontinue his service this week, and after a vacation in Cuba, will take up his new duties as advertising director of Franklin Simon and Company on January 12th. F. W. Cawlishaw for ten years private secretary to Jesse Isidor Straus, will assume Mr. Best's duties.

After studying at the University of Michigan, Mr. Best came to New York. Shortly thereafter he became advertising manager for Bonwit Teller & Company, remaining with that department store for three years. He then became advertising and sales manager for Lord and Taylor, remaining there a year, and then joining Macy's in the same capacity. During the war Mr. Best served as a first lieutenant in the Motor Transport Corps.

Illegal Signs Removed from State Highways

The Pennsylvania Poster Advertising Association has expressed its approval of the order of the Pennsylvania State Highway Commission relating to signs along the state highway, and has pledged its cooperation in the removal of those

"GIBBONS KNOWS CANADA"

signs which are construed as illegal. This does not refer to billposters and billboards, but to wooden, metal, cloth and painted signs which are put on walls, fences, rocks and poles. Boards within the property line do not come under the classification of illegal advertising. A report of the state highway department shows that the law has been obeyed to the letter.

Agents Appoint Committees

The Association of American Advertising standing committees:

Agency Service—Chairman: Mac Martin, Mac Martin Advertising Agency, Security Bldg., Minneapolis; E. M. West, Calkins & Holden, Inc., 250 Fifth Ave., New York; A. E. Greenleaf, The Greenleaf Co., 41 Mt. Vernon St., Boston; Herbert M. Morris, Herbert M. Morris Advertising Agency, 400 Chestnut St., Philadelphia; Mac Martin, Mac Martin Advertising Agency, Security Bldg., Minneapolis; Jefferson Thomas, The Thomas Advertising Service, 219 Heard Bldg., Jacksonville.

Agency Systems and Forms—Chairman: Newcomb Cleveland, The Erickson Company, 381 Fourth Avenue, New York; Newcomb Cleveland, The Erickson Company, 381 Fourth Avenue, New York; Walter B. Snow, Walter B. Snow & Staff, 136 Federal St., Boston; Charles Blum, Charles Blum Adv. Corporation, 608 Chestnut St., Philadelphia; David C. Thomas, Husband & Thomas Co., 56 E. Washington St., Chicago; St. Elmo Massengale, Massengale Advertising Agency, 17th floor, Candler Bldg., Atlanta.

Mechanical Production—Chairman: Ben S. Nash, Frank Seaman, Incorporated, 470 Fourth Avenue, New York; Jos. A. Hanff, Hanff-Metzger, Inc., 95 Madison Ave., New York; A. W. Ellis, A. W. Ellis Company, 40 Central St., Boston; Edward S. Parry, Tracy-Parry Company, Lafayette Bldg., Philadelphia; E. G. Cramer, The Cramer-Krasselt Co., O-K Bldg., Milwaukee; Thomas E. Basham, Thomas E. Basham Company, Inter Southern Life Bldg., Louisville.

Circulation—Chairman: A. W. Erickson, The Erickson Company, 381 Fourth Avenue, New York; Perry Walton, Walton Advertising & Printing Company, 141 Milk St., Boston; Eugene McGuckin, The Eugene McGuckin Co., 1211 Chestnut St., Philadelphia; Geo. H. Schofield, The E. H. Clark Advertising Agency, 28 E. Jackson Blvd., Chicago; Thomas E. Basham, Thomas E. Basham Company, Inter Southern Life Bldg., Louisville.

Magazines—Chairman: William H. Johns, George Batten Company, Inc., 381 Fourth Avenue, New York; George N. Merritt, George Batten Company, Inc., 10 State St., Boston; John H. Hawley, Hawley Advertising Company, Inc., 19 West 44th Street, New York; George W. Edwards, Geo. W. Edwards & Co., 328 Chestnut Street, Philadelphia; Carl P. Johnson, Johnson, Read & Company, 203 So. State Street, Chicago; John H. Cecil, Cecil, Barrete & Cecil, Inc., Mutual Bldg., Richmond, Va.

Newspapers—Chairman: Collin Armstrong, Collin Armstrong, Inc., 1463 Broadway, New York; Collin Armstrong, Collin Armstrong, Inc., 1463 Broadway, New York; Cleveland A. Chandler, Amsterdam Agency, Inc., 35 Congress St., Boston; Wm. B. Tracy, Tracy-Parry Company, Lafayette Bldg., Philadelphia; Ernest I. Mitchell, Mallory, Mitchell & Faust, 180 W. Madison St., Chicago; Morton Caldwell, The Chambers Agency, Inc., 616 Maison Blanche Bldg., New Orleans.

Agricultural Press—Chairman: H. H. Charles, Charles Advertising Service, 23 E. 26th Street, New York; H. H. Charles, Charles Advertising Service, 23 E. 26th Street, New York; C. A. Pike, Hoyt's Service, Inc., Little Building, Boston; Wm. W. Matos, Matos Advertising Company, Inc., Bulletin Bldg., Philadelphia; F. William Thurnau, Vanderhoof & Co., Marquette Bldg., Chicago; H. L. Staples, Staples & Staples, Inc., 6th floor, Mutual Bldg., Richmond, Va.

Business Papers—Chairman: Robert Tinsman, Federal Advertising Agency, Inc., 6 East 39th Street, New York; Robert Tinsman, Federal Advertising Agency, Inc., 6 East 39th Street, New York; H. B. Humphrey, H. B. Humphrey Company, 581 Boylston St., Boston; W. R. McLain, McLain-Hadden-Simpers Co., 210 W. Washington Sq., Philadelphia; Walter W. Hoops, Hoops Advertising Company, 7 S. Dearborn St., Chicago; L. D. Wallace, Thos. E. Basham Company, Inter Southern Life Bldg., Louisville.

Outdoor and Street Car Advertising—Chairman: G. C. Sherman, Sherman & Bryan, Inc.,

79 Fifth Avenue, New York; R. P. Clayburger, Calkins & Holden, Inc., 250 Fifth Avenue, New York; E. E. Ayres, Horace E. Ayres & Company, 164 Federal St., Boston; H. R. Whitcraft, Clark-Whitcraft Company, 527 Penfield Bldg., Philadelphia; W. D. McJunkin, McJunkin Advertising Company, 5 So. Wabash Ave., Chicago; W. R. Massengale, Massengale Advertising Agency, 17th floor, Candler Bldg., Atlanta.

Finance—Chairman: C. R. Erwin, Erwin & Wasey Company, 58 E. Washington St., Chicago.

Export—Chairman: Bayard W. Barton, Critchfield & Company, 223 W. Jackson Blvd., Chicago.

Membership—Chairman: Paul E. Faust, Mallory, Mitchell & Faust, 189 W. Madison St., Chicago.

DID you ever consider exploiting your proposition before the 6,000 retail cutlery and hardware dealers who read the official exponent of the cutlery makers of America?

Live, progressive, studious merchants. Consider the low cost per capita.

Sample Copy on Request

THE AMERICAN CUTLER
15 PARK ROW NEW YORK

With best wishes—

Martin Ullman
Managing Artist

GOTHAM STUDIOS INC^D
1133 Broadway, New York

Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.



"Gotham for Art Work"

Glenn Muffly Joins Lees-Bradner

Glenn Muffly has been made sales manager of the Lees-Bradner Company, Cleveland, O., manufacturers of gear hobbing machines. Mr. Muffly formerly sold this line by mail for another manufacturer.

War Prisoner Likes Our Articles

An Austrian prisoner of war in Belgium, William Fuhrop, has written to Saunders Norvell, whose articles have been appearing in ADVERTISING & SELLING. Mr. Fuhrop, who was at one time managing director of the Austrian Export & Import Company, Europe, Asia and South America, said that he likes Mr. Norvell's articles very much.

Newspaper Man Goes with Motor Firm

Theodore Metcalfe, former newspaper man, has been appointed advertising manager of the Douglas Motors Corporation, makers of pleasure cars and farm trucks, Omaha, Neb.

Says Importance of Foreign Trade Is Better Understood

Foreign trade has now come to be better appreciated by the people of this country, said Edwin F. Sweet, acting Secretary of Commerce, before the Southern Commercial Congress held at Savannah, Ga., December 8. "At the beginning of the war in Europe," said Mr. Sweet, "when our foreign commerce was temporarily interrupted, we had a taste of what would happen without foreign outlets for the surplus products of our farms and factories. The object lesson was so convincing that we will never again fool ourselves with the belief that all we need is our home markets."

Takes Issue with an Advertiser

CHARLES SCRIBNER'S SONS

New York

Fifth Avenue at 48th Street

SCRIBNER'S MAGAZINE ARCHITECTURE

November 1, 1919.

President, ADVERTISING & SELLING.

In a recent issue of ADVERTISING & SELLING there appeared an advertisement of Leslie's Weekly, entitled "The Significance of Leadership." From this advertisement we quote as follows:

"... Leslie's Weekly occupies the pre-eminent position of leadership in financial investment advertising in all weekly and monthly periodicals."

In support of the above claim, Leslie's advertisement contained a list of 15 periodicals and indicated the lines of financial investment advertising carried by each of them for the first six months of 1919. The tabulation showed Leslie's Weekly first with 12,096 lines and SCRIBNER'S MAGAZINE fourth with 7,384.

As a matter of fact, for the first six months of 1919, SCRIBNER'S MAGAZINE carried 14,857 lines of financial investment advertising, more than twice the amount credited to us by the advertisement of Leslie's Weekly and nearly 3,000 lines more than Leslie's claimed that they carried. The accuracy of our figures can easily be proved by referring to the financial columns of SCRIBNER'S MAGAZINE for the first six months of this year.

Cordially yours,

CHARLES SCRIBNER'S SONS,

CHALLISS GORE,

Manager Financial Department.

U. S. Rubber Ad Manager Resigns

R. W. Ashcroft, advertising manager of the United States Rubber Company, resigned from that position December 1.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD, New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 3/4 x 12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8 x 11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Classified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATIONS

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley Advertising Agency, Inc.

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battymen, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA.

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$3.50 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG,

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ, "More Pep."

CLASS TRADE AND TECHNICAL

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,900 copies. Member Associated Business Papers, Inc.

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER EXPORTER, Boston

For 61 years the most influential and intensive paper in an industry rated as fourth in the country's business. Carried 147 more pages of 1917 advertising than its chief competitor and at higher rates. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER,

with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matters of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS, Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

THE ROTARIAN, Chicago (The Magazine of Service)

The official publication of the International Association of Rotary Clubs, with a paid-in-advance circulation of 45,000 leading business and professional men in 550 principal cities, with a combined personal income of 500 million dollars annually, representing unusual buying power. Over 35,000 automobile owners. Gross advertising rate 45¢ per line.

ELECTRICAL RECORD, New York

"The Business Paper of the Electrical Field," 114 Liberty street, New York, published 1st of each month for central stations, industrial and other isolated plants, electrical jobbers, dealers and contractors, manufacturers and consulting engineers; advertising forms close 20th preceding month; type page size 7x10 1/2 inches; 100% more advertisers than any other electrical paper. Subscription price, \$3 per year. Member Associated Business Papers, Inc.

THE BLAST FURNACE AND STEEL PLANT, Pittsburgh, Pa.

The only monthly technical publication devoted exclusively to the operating officials of the Iron and Steel Industry and is reaching just the men your salesmen have to call on in all the blast furnaces, steel mills, rolling mills and steel foundries in this country and Canada, circulating upwards of 4,500 copies per month. Rate per page \$65.00 one time, \$50.00 per issue on a twelve-time contract.

PENNSYLVANIA FARMER, Philadelphia

The only farm paper devoted exclusively to the local needs and conditions of the farmers of Pennsylvania, southeastern New York, New Jersey, Delaware and eastern Maryland. Combination rate with Ohio Farmer and Michigan Farmer.

Praise Indeed!—from John E. Kennedy

JOHN E. KENNEDY,

The Commodore, New York City.

December 6, 1919.

Editor, ADVERTISING & SELLING:

The continuous improvement in ADVERTISING & SELLING, notwithstanding the serious handicaps of the printers' situation, is a matter of much satisfaction to one who is as interested as I am in its success and in the good fortune of its President and Editor.

Sincerely yours,

JOHN E. KENNEDY.

A. N. A. Elects New Members

Firms which have recently been elected to membership in the Association of National Advertisers are;

The Duplicator Manufacturing Co., Chicago, Ill., makers of "DITTO—The Quickest Way to Duplicate." R. K. Russell, general sales manager, represents his company in the Association.

The Service Motor Truck Co., Wabash, Ind., will be represented by Rolfe C. Spinning, advertising manager.

The Standard Oil Company of New Jersey. Charles L. Bowman, general manager of the Nujol department, is the representative.

The Rubberset Company, Newark, N. J., a subsidiary of the Rubber and Celluloid Products Co., makers of Rubberset brushes of various kinds, will be represented by the manager of sales and advertising, William M. Neal.

H. E. Weissberger Addresses the Baltimore Advertising Club

H. E. Weissberger, president of the Advertising Artists, Inc., recently spoke before the Baltimore Advertising Club. Mr. Weissberger explained the principles of Advertising Art and club members confessed it to have been the most interesting talk given for some time.

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

- January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.
- January 14-16—Convention of the National League of Commission Merchants of the United States, Hotel Statler, Cleveland, Ohio.
- January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.
- January 16-17—Convention of the Western Paving Brick Manufacturers' Association, Kansas City, Mo.
- January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.
- January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.
- January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.
- January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.
- January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.
- January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.
- February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.
- February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.
- February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.
- February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.
- February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.
- March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

Argentine Trade Discussed at Luncheon

"Our Future Trade Relations with the Argentine," was the subject of discussion at the luncheon-conference held under the auspices of the American Manufacturers' Export Association at Hotel McAlpin, New York, December 17. Dr. T. A. LeBreton, the Argentine ambassador, said that the principal factor in securing and maintaining regular foreign trade is a powerful merchant marine. "Of the steamers that entered the port of Buenos Aires in 1918," said the ambassador, "only ten percent were under the American flag. Up to the present time not a single packet boat has been plying between New York and Buenos Aires. The United States Shipping Board has just announced the first ship for this purpose."

Arthur H. Titus, vice president of the National City Bank, New York, in charge of Latin-American branches, said that in November, 1919, a higher proportion of American goods was imported into Argentina than of European. In five years, he said, a product can be well established there.

Philip B. Kennedy, director of the bureau of foreign and domestic com-

merce, Department of Commerce, who was also a speaker at the conference, said that whatever our country is behind in at the present moment, it is going ahead in the export business.

L. H. Mason Represents Movie Paper

L. H. Mason has been made Chicago representative of the *Motion Picture News*, in charge of advertising and editorial work. Mr. Mason was recently editor of the *American Coal Journal*, Chicago.

R. W. Johnson Leaves Shoe Firm for Agency

Roy W. Johnson, for a year advertising manager, Ames, Holden, McCready, makers of shoes, Montreal, has been added to the copy and service staff of Collin Armstrong, agency, New York.

N. Y. Agency Appoints Canada Representative

Adam F. Smith, of R. C. Smith & Son, Toronto agency, has been appointed Canadian representative of Murray Howe & Co., New York advertising agency.

Will Advertise Jewelry Cleaner

The Green-Lucas Company, agency, Baltimore, Md., has secured the account of the Jem Kleno Company, Washington, D. C., makers of a scientific jewelry cleaner, and will conduct an initial test campaign in Washington and Baltimore.

H. E. James Gets Three Accounts

The H. E. James Advertising Agency, New York, has secured the three following accounts: the Bauer Chemical Company, makers of Sanatogen and Formamint; the Woman's National Publishing Company, Atascadero, Cal., publishers of the *Illustrated Review*, and the Elkhart Carriage & Motor Company, Elkhart, Ind.

Parrott Water Heater to Advertise

The P. T. Gould Advertising Agency, Detroit, has obtained the account of the Parrott Automatic Instantaneous Gas Water Heater, Detroit.

W. M. Riddick With Rubber Company

William M. Riddick, former assistant advertising manager of the Spotless Company, Richmond, Va., has been appointed sales and advertising manager of the Diamond Holfast Rubber Company, makers of auto accessories and rubber goods, Atlanta, Ga.

O. S. Annable Joins Franko Flashlight

O. S. Annable, formerly of the Butterick Publishing Company, New York, has been appointed advertising manager of the Interstate Electric Novelty Company, makers of Franko flashlights and batteries, Brooklyn, N. Y.

E. A. Adler Rochester's Historian

Elmer A. Adler, advertising manager, L. Adler Brothers & Company, Rochester, N. Y., manufacturers of Adler-Rochester clothes, has been appointed city historian by the mayor of Rochester.

Two New Accounts for Scovill

E. Medley Scovill, advertising agency, New York, has secured the accounts of the Anglo-South American Bank, London, and of the Merchants' Shipbuilding Company, Harriman, Pa.

More Business for Canadian Agency

The Hamilton Advertisers' Agency, Hamilton, Canada, has secured the accounts of the John Deers Manufacturing Company, Welland, Ont.; Canadian Foley Traction Rim Company, Toronto, Ont.; Canadian Wax Paper Manufacturers' Association.

South Dakota Papers Merge

The Aberdeen, S. D., *Daily American* has absorbed the *Daily News* of that city. The *News* will continue as the afternoon edition of the *American*. The *Sunday American* will continue to be issued and the *Weekly News* will come out on Thursdays. The rising cost of business was given as the reason for the merger.

Boston Bureau Gets Investment Account

The Boston Publicity Bureau, Boston, Mass., has obtained the advertising account of A. B. Durell & Co., investment bankers, Boston.



Being Sure You're Right

On that offset job, check your copy, your type, your art-work, your colors—of course, they're all important. Whether it's a catalog, a folder, a broadside, a calendar, or a booklet, you know your PAPER will run true to form—for you've specified

Equator Offset

"Made as a Specialty"

You know that the first and last sheets—and all those in between—will be of the same close, even texture.

You know edges will be smooth, even, easily counted, simply opened.

You know that you'll get a clean, uncrumpled job, for the printers won't have trouble with Equator.

You know that your cuts will stand out, that no details of type or ornament will be lost, that no color values will be smudged, no matter how big the run is.

Equator is your clean, smiling, well-groomed Mail-Salesman.

Equator has proved its case and has become standard practice.

For the man who isn't yet acquainted, we've striking samples of results. Cheerfully, sir, in the next mail.

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

St. Louis

St. Paul

Minneapolis

Philadelphia

Milwaukee

NEW YORK

200 Fifth Avenue

Buffalo

Cincinnati



The Season's Greetings



Advertising & Selling



THE NEWS

New York's newest daily
paper, announces that its
net paid circulation has
now reached and exceeds

100,000

Starting from nothing on
June 26th last, this tabloid,
illustrated, d a i l y news-
paper has already passed
in circulation five of the
great dailies of New York
a n d B r o o k l y n.

Read it and you'll see why.

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Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

JANUARY 3, 1920

Number 28

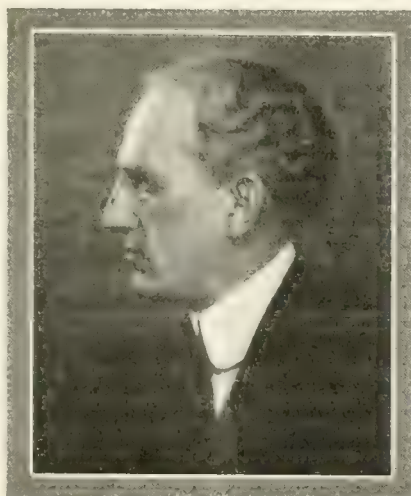
Foreign Trade Requirements

The First of a Series of Thirty Articles on How American Manufacturers Can Sell Their Products to the World

By CLAYTON SEDGWICK COOPER

WARS have had direct and far-reaching influence upon American foreign trade. It was during the Napoleonic wars, lasting upwards of twenty years, that young America obtained and accepted her first opportunity to enlarge her trade to world proportions, building up her mercantile sailing fleet until between the years 1800 and 1830 we carried in American ships upwards of 90 percent of all our foreign trade products. The Civil War, or rather the sectional differences between the South and North preceding this war, was largely instrumental in demolishing the Government subsidies given to Trans-Atlantic shipping and in fettering Northern shipbuilding and giving an open door to the competitive trade of foreign shippers in our markets. Our war with Spain not only gave us new interests in Cuba and the West Indies but it extended our trade responsibilities in the Orient and served as an entering wedge to new commercial adjustments with Asia. The European War just closed, even more decidedly than any former conflict, has served to break the traditional geographical and industrial isolation of the United States, accomplishing in such lines as shipbuilding, finance and scientific industry, results that have amazed our own countrymen and placed us under direct obligation and necessity for a very greatly enlarged foreign commerce.

What years of propaganda, literary and political have failed to ac-



CLAYTON SEDGWICK COOPER

complish in the way of building up a new merchant marine, the war has accomplished at a single stroke, and American ships again are being found upon the "seven seas." Our country through the exigencies of war has become the creditor nation of the world and by reason of our characteristic material accomplishment in technical and industrial construction we are now involved responsibly in organizations entrusted with the reconstruction of large portions of Europe. Our greatly enlarged activities in Latin-America during war time, and particularly now in view of the greater shipping facilities about to be utilized with our Southern neighbors, have brought about a new era of trade opportunity on this continent, while

in a manner never known before the widening of the horizon of our people by reason of knowledge and experience, particularly in the European conflict, has brought us into new trade relationships in Africa and in the Far East.

It is unnecessary to go further into a statement of our opportunities, or to emphasize the fact that this new after-war period is to furnish the arena in which the United States is to prove for many years to come whether she is to become a leading world factor in trade, or is to drop back to her original position of third or fourth or fifth place among nations in foreign business.

Livingston on returning to London from his notable experience of exploration and discovery in Africa, gave this message to England: "The end of exploration is the beginning of enterprise."

ON THE THRESHOLD OF FOREIGN TRADE

Today our men of affairs, manufacturers, merchants, political leaders, financiers, and mariners, are becoming conscious of the fact that we are at the threshold of a great enterprise in American foreign trade. The ground has been cleared for action but the battle has not been won; indeed it has hardly been begun. During the next decade the United States will be challenged to prove her ability to add to her achievements at home quite as great achievements in extending her gen-

ius and talents for trade and industry abroad.

In view of the momentous issues it is well to have in mind the essential requirements which we shall be called upon to meet to successfully compete with other foreign traders.

First: A knowledge of foreign peoples and their methods of doing business.

Whether a man be a manufacturer, an advertiser or a banker, a salesman or a manager in a foreign office, it is essential to remember that no ingenious methods or tactics of trade can possibly substitute for a broad knowledge of foreign peoples and an ability to adapt our plans to the requirements of business in these lands. This will require brain power as well as activity. We are inclined to emphasize in this country physical activity and hustle at the expense of ideas and mental leadership. We are sometimes like the old jockey's horse of which his master said: "He is all action and no go." It is possible to be ever so energetic and yet lose our customers because we fail to think in their terms.

WE LACK GEOGRAPHICAL KNOWLEDGE

Our geographical knowledge is lamentably scant. During a visit to South America not long ago we discovered an American automobile firm about to establish its central office for South America in Quito, Ecuador, under the apprehension by looking at the map, that this would be a suitable place for reaching all ports of the West Coast. Another manufacturer cabled his agent at Buenos Aires to run up to Para, Brazil, *over the week-end* for the purpose of closing a business deal, thinking that the agent could easily get back to Buenos Aires the middle of the next week. This somewhat juvenile ignorance of distances did not take into the reckoning the fact that the agent would consume by the speediest process not less than two weeks simply in travel one way between Buenos Aires and Para. This ignorance of places and distance was almost as impregnable as that of a certain young would-be trader who asked the writer a few years ago if Thibet were in Egypt.

A letter came to us not long ago from a man wishing to go to Brazil to engage in the chemical line. He stated that he had a knowledge of Spanish and French but that he understood German was spoken to

The Man Behind the Series— Who He Is

CLAYTON SEDGWICK COOPER is a graduate of Brown University and Columbia University and is a distinguished journalist, author, traveler and student. Few writers have so intelligently interpreted and described Latin American affairs as has Mr. Cooper in his books: "Understanding South America" and "The Brazilians and Their Country." He is also the author of "American Ideals," "The Man of Egypt," "Modernizing of the Orient," "Why Go to College," and other books.

He has also contributed for many years to many periodicals, such as the "Century Magazine," New York "Sun," New York "Times," Boston "Transcript," etc. His works have that standing which caused them to be recommended by the United States Department of Commerce to their consular agents for study.

Mr. Cooper has traveled twice around the world studying industrial, trade and social conditions in Japan, China, the Philippines, the Malay Peninsula, India, North Africa and Europe. He recently spent a year in South America in preparation of material for his books. Mr. Cooper's business connection is with W. R. Grace & Co. as editorial director, where he has charge of various interests—advertising, publishing, and publicity lines connected with that house.

The second article in this series appears in "Advertising & Selling" for January 17, and the articles appear every week thereafter until the series—thirty in all—is completed.

THE EDITOR.

a considerable extent in Brazil, enquiring whether we thought he should master German before going to this country. Upon enquiring whether he knew Portuguese which, of course, is the language of Brazil, we discovered that this matter had never occurred to him.

Furthermore, no trader is fitted to build up a business in a foreign country unless he has studied somewhat the historical background of that country. What is the temperament of the people due to racial or hereditary influences? What kind of methods and what sort of persons using these methods are acceptable in their eyes? What competition must be met? How about commercial treaties, social customs, methods of payment and political stability of the country? To lunge into foreign trade without such knowledge is suicidal. It would be like the manufacturer who sent a large shipment of pocket-knives to China only to learn later that the Chinese had no pockets in their clothes. An old college president

once said to a prospective graduate about to engage in business: "Your first asset is the ability to get the point of view of your customer. Without that everything else is secondary."

THE FIRST PRINCIPLE—MENTAL HOSPITALITY

A first principle for successful business abroad is what Confucius used to call "mental hospitality"—the faculty of projecting your imagination into the viewpoint of the people with whom you are to deal. This means the doing away with preconceived prejudices and suggests the acquiring of what President Butler of Columbia University has called the "international mind." A generous hospitality of mind and spirit toward people with traditions and ideas quite different from our own, a striving to be "simpatico" as they say in Latin-America—these are indispensable conditions of success in foreign enterprises.

SECOND: RECIPROCAL TRADE

Furthermore, foreign trade means something to sell and also something to buy. Trade is what the word signifies—a reciprocal process, importing as well as exporting. It has two sides and there are two parties involved; the rights and needs of both must be taken into consideration. The necessity of buying as well as selling is brought to our attention vividly today when our export trade balance is piling up at the rate of upward of four billion dollars a year with all the dangerous consequences attendant upon this one-sided arrangement.

THIRD: SHIPS AND TRANSPORTATION

The war has startled us into the realization of the vital necessity of sea power. Transportation is the twin brother of trade. A country may have mines and products of the soil in abundance but without railroads and ships may be only slightly profited by this fact. In the Philippines we met an expert in the lumber business who had been sent out there to investigate the field for a large syndicate in view of the investment of a huge sum of money in the lumber business in these islands. This expert was amazed to realize that despite the large timber reserves which he found, he could make no favorable report to his syndicate since there was no possible means of getting this timber to a market port. Brazil, for example, has exhaustless riches of

(Continued on page 34)

Rescuing a Mechanical Scoop by Advertising

How Modern Publicity Saved a Prize Invention From a Slow But Sure Death

An Authorized Interview by J. F. Cremer with

H. M. LEE

President and General Manager The Duplex Truck Company

PERMIT me to align myself with the ever increasing throng of today's citizens who take emphatic exception to Ralph Waldo Emerson's only known dip into the field of advertising and marketing. When the renowned man of letters voiced the sentiment that the chap who built a better mousetrap than any one else would be flooded with orders, he was poetically or theoretically correct.

Perhaps, in his day, with no perceptible competition, and with a big demand for mousetraps always on the rise, prospective users would stampede the "tall grass" to the manufacturer's door.

In these later years of Our Lord things are different. Escaping from the mousetrap analogy, we find that it is not alone in one line or in one activity where genius, unassisted, is doomed to failure, but in every pursuit of man. The individual or the firm who manufactures the "best" in its line is bound, under the pain of financial damnation, to see to it that everyone knows about his or its ability and capacity to create that particular thing to the satisfaction of the multitude.

Advertising has been the redeemer of many an idea that, as use eventually proved, developed into an indispensable feature. Publicity has been the savior of scores of inventive conceptions, even if one only accepts that statement from the slant that a maximum profit was made possible by telling the greatest number of available people about it.

So, R. W. E., to the contrary notwithstanding, the man who conceives a perfect commodity will absolutely be disappointed if he still hangs lovingly to the idea that the world is going to mow his lawn for him unsolicited. The weeds will not only flourish, but they will literally grow high enough to hide the shanty from the gaze of searching eyes!

EARLY HISTORY OF THE IDEA

The premise is that the one and only original weed killer is advertising. If the experiences of the army of disappointed aspirers to

fame and fortune are not sufficient evidence in support of the argument, consider the case of the Duplex Truck Company, of Lansing, Mich. And to begin at the beginning:

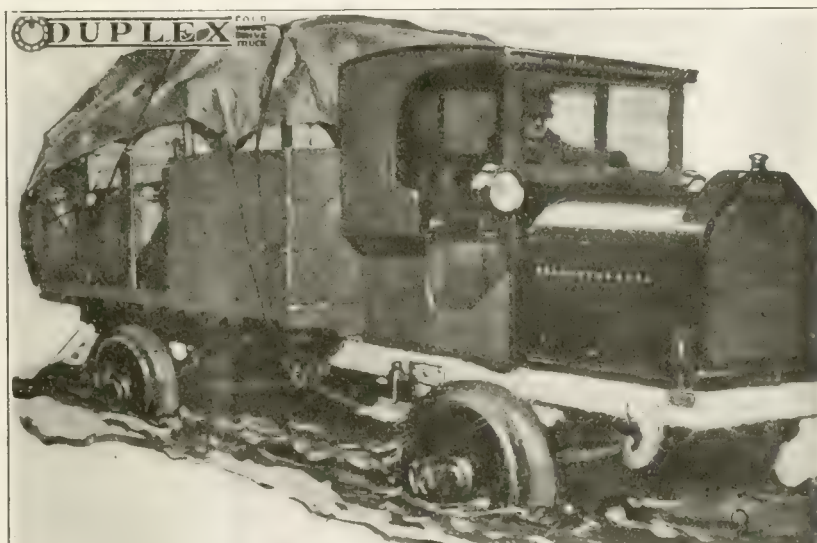
In 1906 there was invented an automobile truck which operated on the practical theory of distributing the power to all of the wheels, instead of limiting it to the two rear wheels as was the prevailing custom. It was found, from the very first, that this method was the most economical and the most efficient

system of commercial locomotion, heavier loads being carried under more severe circumstances at less cost than by the rear-wheel drive method.

Consequently, the first four-wheel drive truck corresponded in every respect to the qualifications Emerson demanded of the mousetrap which would draw the world out of its course.

In 1908 the manufacture of the new truck was begun in a small way in the little town of Charlotte, Mich. For nine years, under the direction of the company's founders, the business continued, but aside from the excellent mechanical idea, these men had practically nothing else in the way of commercial ability. There was no marketing or advertising experience behind the organization and as a result it remained dormant and unknown until 1917.

No paths were beaten to the front yard of the Charlotte factory. No



The Duplex Always Saves

We can learn of no single instance wherein the Duplex 4 Wheel Drive has not reduced hauling costs.

Its savings run as high as 60 per cent. The lowest figure is 20 per cent.

But there is always a saving. That is the point that interests business men.

When we say Duplex ton-miles average 20 to 60 per cent less, we are simply reporting the net experience of Duplex owners.

The Duplex costs less in comparison with horses and mules. It costs less in comparison with other trucks.

It costs less in comparison with mules and horses.

In the sand deserts of Florida the Duplex has reduced our hauling expense 50 per cent," writes G. C. Fringle, Betts Naval Stores Company, Panama Lake, Fla. "It takes the place of 12 mules by day, and at night we make one or two round trips."

The Duplex has four times the pulling power of a horse and with two instead of four driving wheels.

That means continuous haulage; tire saving; power economy all contributing to its lower ton-mile cost.

"We have never had less than 3 1/2 tons of green lumber on our Duplex truck," says Reckley Bros. & Co., St. Clair, Pa., "and frequently haul seven tons. We have never had it stall, no matter how bad the roads nor how deep the snow."

Uplink costs are lower because driving strains are evenly distributed. That is another factor in Duplex lower cost per ton-mile.

"The savings over teams and wagons replaced by three Duplex trucks will pay for the trucks in less than a year," writes W. C. Hill, superintendent of the Department of Parks and Public Works, Lansing, Mich.

Our saving per yard of gravel is practically 70 cents; on 18 yards a day's work for a Duplex, approximately \$12.60, or over \$3,125 for a 250-day working year."

Duplex savings are positive. They have been proved wherever the Duplex has gone. They average 20 to 60 per cent.

This can be counted on with the same certainty that Duplex four wheel pulling power can be counted on to take the load through.

Business men can do no less than ask a Duplex dealer for a comparative demonstration, and comparative figures.

We can tell them beforehand that the Duplex "saves" - and that the figures are sure to show a lower ton-mile cost.

The Duplex dealer is ready and anxious to visit you.

The Duplex Company, Lansing, Mich.

Duplex Truck Company, Lansing, Mich.

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Duplex Truck Company, Lansing, Mich.

DUPLEX TRUCKS

Cost Less Per Ton-mile

Have you ever had a good idea and then "slept on it" to wake up one bright morning and find some one had "beaten you to it"? That is the position of the Duplex Truck Company, and Mr. Lee tells in the accompanying interview with him how they used advertising to overcome this disadvantage.

visible commotion had been made on the engineering world by this prize idea.

At least not until the weed destroyer was applied!

That happened two years ago when H. M. Lee, an executive with the Reo company, perceived the possibilities of the four-wheel drive theory if properly made and modernly marketed. So Mr. Lee organized a new company to take over the old business; the concern was moved to an up-to-date plant in Lansing, and from 1917 until the present moment the Duplex Truck Company has grown and prospered in leaps and bounds to the position of acknowledged leader in its particular field.

There is no secret about the accomplishment. No Alladin's Lamp was brought into play; no forces were "vamped" and utilized except the perfectly natural, every-day commercial powers, mixed with common sense. Instead of waiting until the world *happened* to notice this new mechanical idea, with its economy, efficiency and practicability, the new organization was bent on going out after the world and compelling it to look. Instead of letting these prospects beat their way to the door figuratively, the new minds behind the new truck decided to build the path first of all—a broad, inviting asphalt road—down which the customers could come without any difficulty.

THE FIRST STEP WAS INVESTIGATION

The first step was to investigate the product and its possibilities. If this mousetrap were the best, in what respects did it differ from the others; where did it have the "call" on the competing products; how should these points be brought out; to whom should they be brought; and in what manner?

The developments showed that the engineering idea *was* a big idea. Big enough to warrant merchandising ideas of equal proportions.

And so a red-blooded campaign was eventually mapped out by which the obvious and natural advantages of the "better mousetrap" would be told—and sold—to the world. The media comprised such periodicals as *The Literary Digest*, *Motor*, *The Saturday Evening Post*, the *Commercial Car Journal*, and many representative and influential papers in the oil, mining, road construction, export, and lumber fields. It would not suffice to tell, for instance, a lumber man about Duplex merely through the particular periodical or periodicals he read devoted to the

subject of lumbering. Through those pages, of course, he would learn that this four-wheel drive vehicle was proving the most efficient truck in his own line—in fact, his own competitors were benefiting by the increased facilities it afforded them. But through the pages of the general magazine, which he reads for entertainment, he runs across the same story, dealing perhaps with other lines which may impose even a more severe task upon a truck than his own. If he is interested in automobiles, he finds the story



20 to 60 Per Cent Less
Per Ton-Mile With Duplex

DUPLEX TRUCKS
Cost Less Per Ton-mile

Typical copy used to convince big executives

again in the motor publications; if he is interested in other fields of industry—mining or road building not being entirely foreign to lumbering—he is approached again.

Really, he can't get away from the constant statement of the fact that Duplex Trucks "Cost Less Per Ton-Mile." That is the outstanding feature the investigation of the mechanical idea emphasized, and that is the slogan adopted by the company with which the whole economy story is told.

He reads the constant repetition. "We can learn of no single instance wherein the Duplex 4-Wheel Drive has not reduced hauling costs. Its savings run as high as 60 percent. The lowest figure is 20 percent."

THE STYLE OF COPY USED

That is the outstanding argument, and it is backed up substantially in most of the copy by the statements of users who have proven these figures by actual usage. There is no room for doubt and no room for discussion. Photographs and text tell over and over: in the sand deserts of Florida, in the mountains of Virginia, in the forests of Ore-

gon, in the mining country of Nevada—through streams, up terrific grades, over terrible roads. The result is always economy—saving!

I am not trying to sell you a Duplex, mind you. I'm not advertising its advantages to you as a prospect. I am simply showing you how the brains behind the idea are establishing that idea in the minds of the people who ought to know all about it. These facts make up the message which is scattered broadcast to the busy world so that the path to the door may be used.

This is the story that is being told to those who should hear it. And it is the essence of the "weed killer" which is used to make the "front door" available.

I reckon it works! Just a little while back I was in the Duplex factory at Lansing. They told me that they had shipped during that month more than twice as many trucks as had been shipped during the same month in the preceding year. And it was only the 20th then!

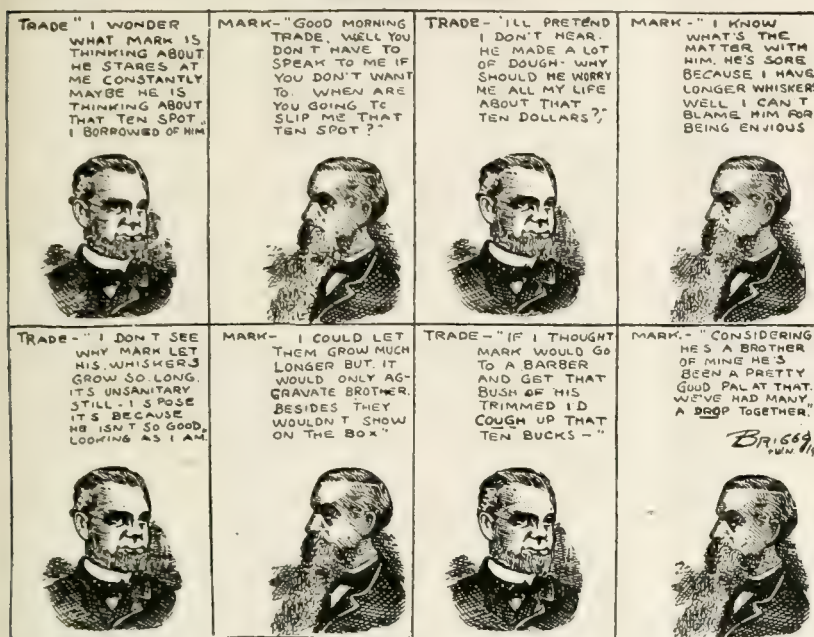
Once upon a time, maybe, Emerson might have been right. But today it's different. No matter how supreme your mousetrap may be, the world won't even look in the direction of your shanty unless you stand on the door-step and make a noise that sounds like "profit" to the other fellow.

Consumers Make the Profiteers

According to Miss Edith C. Strauss, who was appointed recently by the Department of Justice of Washington to organize women to fight the high cost of living, this country is having a wave of extravagance and now a wave of economy is needed. Miss Strauss has come in contact with her problem from three sides, namely, the retailers, the manufacturers, and the consumers, and finds much in each one. On the retailers side of the question, Miss Strauss says that many merchants have told her that the only way to sell their goods is to raise the price. This sounds contrary to reason, but the explanation they offer is that the average customer will not buy an article that is moderately priced, but ask for a more expensive article, regardless of the fact that the cheaper article may equal or surpass the more expensive. From the manufacturers side it is said that owing to the demand of high wages and shorter hours that the manufactured article could not be sold for less than it is now being sold until the question of higher wages and shorter hours is settled. From the consumers side the question is being taken up with the women of the country, for it is figured nine out of ten retail buyers are women. The women are being urged to buy the lesser priced articles and only the necessary articles. Also to establish throughout communities Fair Price Committees, which committees have been very successful in reducing the high prices in many cities in this country.

Wonder What the Two Brothers Think About : : : : By BRIGGS

(Copyright, 1919, New York Tribune Inc.)



Again does that inimitable cartoonist Briggs seize upon a well-known advertiser for one of his "Wonder What They Are Thinking About" series

Toys to Build Patriotism

How Another Cooperative Campaign was Planned—Its Aims and Purposes

By A. A. MANN

IN 1918 the Toy Manufacturers of the U. S. A. found themselves confronted by an unusual situation. The war had upset many long established ideas and prejudices, and among them was the widespread feeling that German toys were somehow superior and that only foreign workmen could make playthings that expressed the real spirit of childhood. As a result the incredible had happened. American toy makers were actually producing 97 percent of the toys that American children loved and played with, instead of the 30 percent that was their share in 1915.

In this crisis the Toy Manufacturers' Association of the U. S. A. showed that they were capable of handling a novel situation in a big constructive way. The association saw that two principles were involved. First, they conceived it was the duty of the toy manufacturers to show that Americans could make toys that appealed to boys and girls just as well as any European workmen, and in addition that these toys would be more instructive because more ingenious and diversified. Second, that this duty was confined to no single toy

maker or dealer, but that it vitally concerned each and every man engaged in the toy business. The proposition, as they saw it, was as broad as America, and it touched every family in the land.

A BUSINESS FOUNDATION FOR A CO-OPERATIVE CAMPAIGN

Out of those two principles the association, with the co-operation of Hoyt's Service Inc., as advertising agents, has developed a nationwide co-operative campaign, based on broad patriotic and businesslike foundations. It emphasizes not only the patriotism developed by the war, the growing feeling that Americans owe their country every possible support, even in small matters, though that is a large and effective part of the appeal. In addition it also develops the practical point of view. American toys are better because better made, because they are standardized and easily repaired, and because they are more ingenious and instructive. Moreover, plans are all laid to help the retailer build a bigger business on American toys if he will co-operate and tie his store to the national advertising.

It is easy to see that the toy manufacturers' campaign is designed to embrace the three chief factors in the selling of toys, namely, the children, the parents and the dealers. To reach the children great emphasis is laid on the patriotic appeal, the idea that American children should play with toys made in America by Americans. And this is driven home by a little verse:

American—the Workman's Hand
American—'twas Built and Planned
American—in Spirit, too
America's Toy Gift to YOU

But the copy does not neglect to explain that American toys are really handsomer, better made and more amusing than the best that can be imported from abroad.

A NEW THOUGHT IN COPY

A new thought is touched upon when the parents are told that the proper choice of toys is really as important for the best development of their children as the choice of playmates. There are no playthings made anywhere that can bring out the qualities of inventiveness, of ingenuity and the love of beautiful things any better than toys made in their own country.

But all arguments, no matter how convincing and well presented, will fall flat without the co-operation of the dealer. The real sales depend on the displays in the dealers' windows and the enthusiasm shown by the dealer and his clerks in pushing American made toys. The point is developed through the dealers mail pieces that toy dealers have a certain responsibility towards the children whose playthings they provide and that they should see that their toys are of the best. It is also explained in detail what national advertising is being done, what the big objects of the campaign are, what dealer helps and displays are provided by the toy manufacturers, and just how it will increase the dealers' profits to tie up with the advertising campaign. It is easy to persuade the public that American toys are good enough to exclude foreign toys from American homes, but to get sales there must also be complete dealer interest and enthusiasm.

DIRECT ADVERTISING USED

To secure the dealers' co-operation a mail-piece was sent out on September 1st to 5,000 dealers. It described in enthusiastic terms the purpose of the campaign and its size, and gave full information as



Buy American-Made Toys

SANTA CLAUS—the good American that he is—this year has turned to Uncle Sam for his toys. In fact the pair of them have been working together for months and months for our American kiddies.

They have planned and arranged and built really wonderful things. They are original—there is a host of new toy ideas.

They are conceived and built by American men and women—they are not the thoughts or work of foreign countries.

American-made toys are best for the children because each toy is perfect. The design is right, the craftsmanship is careful—there are more to pick and choose from. They are educational—they are amusing.

This Christmas make children happier with American-made toys.

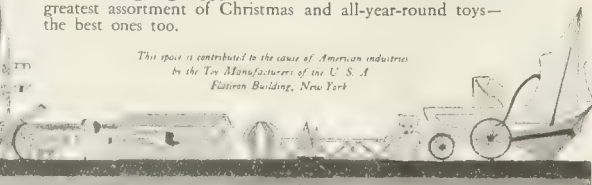
This season—this coming New Year—resolve to support American industries—to protect American trade.

Patronize the toy store that shows the circle of Uncle Sam and the laughing happy children. You will find there the greatest assortment of Christmas and all-year-round toys—the best ones too.

Patronize the
toy store that
displays this sign



This space is contributed to the cause of American industries
by the Toy Manufacturers of the U. S. A.
Flatiron Building, New York



A somewhat different cooperative campaign is the Toy Manufacturer's campaign described in the accompanying article by Mr. Mann

to how the dealers might co-operate with it. Enclosed with the mail-piece was a sheet illustrating seven newspaper advertisements ranging in size from 5 to 60 inches, electrotypes for which would be sent free to the dealer at his request.

Perhaps the dealer was attracted by the appearance of the advertisements, which were undoubtedly very pleasing, or perhaps the list of seven national magazines with a circulation of over 5,700,000 which were to be used in the campaign impressed him. Perhaps he felt that the seventy-two toy manufacturers whose names were listed as contributors to the campaign placed him in good company. At any rate the response from the dealers was more than encouraging, at least 10 percent of those addressed writing for electros, display cards, or both.

On October 23rd the second mail-piece went out, with the purpose of stimulating still more the dealer co-operation which the first mail-piece

had begun. It urged dealers to write for the newspaper advertisements if they had not already done so, in order to get the benefit of them before Christmas. It showed a reproduction of a handsome colored window card that was offered free to those who cared to write for it. In addition it reproduced two full page advertisements appearing all over the country in November and December and offered the dealers enlargements of them (size 27x37) to post in their windows as a direct tie-up with the magazine advertising. Once again the list of toy manufacturers subscribing to the campaign was shown, this time with additional names, and once again the response was considerably better than the average.

The campaign in the magazines is beginning this year with three months intensive advertising during the holiday season, when from 70 to 90 percent of the annual toy sales are made.

There will be full pages in the *Saturday Evening Post*, *The Ladies'*

Home Journal and *The Literary Digest*, besides smaller space in *Popular Mechanics* and several boys' publications. There are no typical girls' magazines corresponding to the *American Boy*, so the effort to reach them is made through the *Ladies' Home Journal*, read by their mothers. It is felt that this list of publications will very nearly cover the field of prospective toy purchasers.

So much for the origin and mechanism of the toy manufacturers' campaign. What are its objects? Its more general purposes are best expressed in a dealer's window card, which reads as follows:

THIS SIGN—ITS MEANING

To hope for—to stand for—to work for 100 percent "Americanism" is our active aim.

Because we believe we can be of greatest assistance through co-operation, we are concentrating this work in our own field—the toy industry. There we are in direct contact with our country's greatest asset—the coming generation—the most fertile field for planting the seed of "Americanism."

And so we are associated with the toy manufacturers of the U. S. A.

This association is more than commercial—it is patriotic. By advocating the purchase and sale of only American made toys—by carrying this message into every home in the land—by spending its time and its dollars to accomplish this—it is a public benefit.

For the association is assisting and will continue to assist parents and schools in the education of children—to a finer, sweeter regard for their country.

The toy manufacturers of the U. S. A. are assured of our hearty co-operation and our enthusiasm this season and for seasons to come.

THE AIMS

The toy manufacturers have three very specific aims as well.

First, they hope to improve the retail merchandizing of toys by educating the dealer to analyze toys more carefully, so that he will have the right quantity of stock for the varying ages of the children who buy from him—and so that he will be able to recommend the kind of toys which are best adapted to the child of a certain age.

The second object is to extend the selling season for toys by means of an all year educational campaign, thus stabilizing the toy business, both in its manufacturing and selling ends.

Last but not least, the aim is to hold the tremendous increase of business which came when the business of seventy-one members of the association grew from \$8,500,000 in 1914 to \$12,500,000 in 1918. The resumption of foreign competition

brought about by the ending of the war means that only by aggressive constructive effort can this business be retained. But the toy manufacturers plan to do more than hold what they already have. They are

aiming to cover their whole potential market of 24,000,000 white boys and girls, and when that goal is attained it is not beyond the bounds of possibility that America will become the world's market for toys.

Let's Give Paper a Chance

Or "The Importance of Giving Careful Consideration to the Quality of Paper in the Production of All Direct Advertising, House Organs and Business Letters"

By AMOS PARRISH, Jr.

Advertising Manager, William Taylor & Sons Co., Cleveland, O.

PHRENOLOGISTS will tell you that a bump here or a flattening there or a hollow spot some other place on your head will indicate whether you should be a bank president or a barber. And sometimes the bump-readers are right. And sometimes they are wrong, as a city directory will agree.

Tailors will tell you that the clothes make the man. And sometimes they are right. And sometimes they are wrong, as any stage-hand will agree.

The girl at the serve-self restaurant who takes the score of eatables on your tray as you pass will tell you that, judging from the tray's burden alone, she can inform you to a well-done steak, exactly your disposition. Sometimes the lady is right. Sometimes she is wrong, as divorce records testify.

No, you can't always tell what's inside a grip from the outside, but there is one thing you generally *can* tell, and that is—

You can tell the "pep" and the power and the things behind a piece of direct mail, house organ or business letter advertising by the paper that advertising is printed on.

Let's look this paper job squarely in the eye. Let's admit its importance.

Let's give paper a chance to help put our advertising where we want it.

Let's consider—

THE PAPER SENSE

To what sense does Direct Mail Advertising appeal? "The sense of seeing," you answer. Right. But wrong! That's just part of the sense appeal. You forget old Mr. Feeling Sense, exactly as important as any sense that ever went under eyebrows.

Take yourself back to this morn-

This Article Won a Silver Loving Cup

IN a recent issue we announced that Mr. Parrish was the successful contestant in the "Eagle A" Trophy contest held in conjunction with the recent Cleveland convention of the Direct Mail Advertising Association.

Feeling that our readers would be interested in reading the prize-winning paper, for there was a keen interest in the contest and many prominent and well-known contestants competed, we arranged with the American Writing Paper Company, donors of the cup, to reproduce Mr. Parrish's prize-winning article herewith in full.

THE EDITOR.

ing's mail. There's a pile of it this morning. Busy day, too. Here's a letter from the Jones Company. Wonder who they are. You tear open the envelope. And something down in your fingers tells your thinker, "Cheap, cheap, cheap."

You're half sold against that something inside the envelope before that something is half-way out.

"The booklet is just as bad as the envelope," your fingers keep talking. Your seeing sense is forced to agree.

"Your Kind of Inks," say your eyes.

"Bunk!" answer your fingers. "They can't be my kind of inks. They're sleazy and shoddy and run down at the heel just like this paper is."

"Ouch!" says the wastebasket, "not so rough up there."

"This isn't bad," say your eyes as they choose another letter from the heap.

"And not so good, either," say your fingers. "It's just average, and anything I hate is the ordinary."

"The Writer Typewriter," says the type to your eyes.

"Is an ordinary typewriter," says the paper to your fingers.

"I haven't time for the ordinary," says your head.

"Say, up there, be careful," hollers the wastebasket.

"There's strength here," say your fingers as they lift a dignified-looking envelope.

"You're right," agree the eyes.

"Doesn't tear easy," say the fingers.

"Investments that are secure," say your eyes.

"And a company that is strong," say your fingers. "A company that will stand behind you. Turn over that page, brothers, and give the eyes a chance to know more about this strength. I'm sold right now. Here are your securities, boss. The paper says so and paper never lies."

And fingers know what they are talking about. Paper does tell the truth. And it tells startling truths, too.

THE VOICE OF PAPER

Paper tells in an undownable voice the real story of the advertiser. It tells he is careless. It tells he is canny. It tells he is ignorant. It tells he is canny. It says in just as loud and lasting a voice as the type the things behind the scenes.

Yes, paper is the secret service man sent to your desk, advertising man, to find out all about you. Once outside your door he shouts to his chief—the world—your real story. And he is ever heard.

USE A PAPER MIRROR

Ever see a millinery department in a department store without many, many mirrors? Never. Ever buy a hat for yourself without looking to see whether it looked like you? Never. No more should the live advertiser—the advertiser who is in this great advertising game to get the most out of it by putting the most into it—no more should he think of putting out a single piece of advertising without holding the paper of that message up to a mirror of the prospective customer's paper sense.

And paper can be such a wonder if given the chance. Paper, by being right to the feel, can hitch up with the rightness of the message as it appeals to the eye and make up a team that can pull orders and pull them double quick. And the pull up the selling-grade with the right paper for the right message is a steady, even and speedy pull that knows no backsliding.

A HEAVYWEIGHT JOB

You can't put over an eighty-pound job with a sixty-pound paper. Ever see the paper used by the B— truck advertising? Big and strong and trucklike it is. It helps get you into a truck state of mind. It tells of the long, hard drives through sand and mud and ruts. It tells of the great force behind that B— pull. The writer has no more chance of buying a truck than buying a crown, but if he had, he'd feel dead sure that if the B— truck is as strong as its paper, that truck would get a load there and bring another back.

PAPER OWNS POWER!

Paper is the background. Ask a painter. He'll tell you a sooty background can't tell the story of a bright day. Paper is the backbone. It must be the nerve center of the advertising system. Paper is the backing. Without good paper, without paper telling the story you want it to tell and telling it the way you want it told, your message has nothing to hold it up. Proper paper is surely an advertising prop.

Paper is the atmosphere. If Belasco were an advertising man, he'd buy good paper, for Belasco knows that human beings like beautiful things—like beautiful atmosphere.

Yes, paper texture is an important thing in an advertiser's life. Paper is the setting. It is the drawing-room of beauty or the parlor of gaudiness and harshness. Yes, paper color is an important thing in an advertiser's life.

Paper is the mountain path of beauty or the mountain crag of severity. It is the fertile soil of the garden or the barren soil of the desert. A great paper company can play all the notes and tones on the scale of harmony if given a chance to show its wares.

ABOUT A MEAL-TICKET

No, you never saw a person tear up his meal-ticket because he didn't like the paper it was printed on. But you have seen meal-tickets torn up by persons who couldn't be sold the big and powerful and ever-paying idea that a direct mail advertisement is just as strong or just as weak as its paper.

Who has ever sent his salesman out wearing a blue shirt and overalls? Who has asked his salesman not to shave for a couple of days before he goes after a big order? Either is just as sensible as asking a piece of direct mail advertising your salesman—to go out and get

business for you without being properly clothed in paper. Yes, good paper for advertising is good clothes for advertising. And it's just as big a job to know paper for an advertiser as it is for him to know his product and the way to get his message over in words. The paper is the music of those words. If there is a false note it is often the paper's fault. Often times paper speaks louder than words—always it speaks just as loud.

AND IT'S TRUE, TOO, OF—

And what is true of the bigness of paper in direct mail advertising is surely just as true in house organs and business letters. A house



AMOS PARRISH, JR.

organ selling the heart-beat of a business as it does, must be properly dressed in paper that is in tune with that business and the rhythm of that heart-beat.

"Give us a chance," say the half-tones of the men, let's say, who captain rival ball teams in your shop. "We want to show the fellow workers of our owners who we are."

Yes, let's give the halftones a chance because the mother of Mary Jane—Mary Jane who is the daughter of the foreman in Division A—wants Mary's picture printed so she can sell the woman next door the big idea that your plant is the best place to work in, in the world. And good paper will help the halftones do their job well.

AND LETTERHEADS

Here is a letter that comes on—let's be "big leaguers" and say—a high grade bond. This letter makes you feel as if the president of something big and strong and trustworthy is going to take you into his confidence and ask you to be on his board of directors. This let-

ter makes you feel as though you were eating off the new White House china.

This letter is a "big league" letter paper. And it tells a "big league" message in a "big league" way. And the result of that paper's realness takes care of itself. You'll be sold all right, if there is any chance in the world.

Yes, letterheads every one of them—cheap, ordinary, and excellent—tell their story and your story before a word of your printed message is touched. And before a message is written—before some brain is asked to write something that you hope will bring you business—let's get good paper to go along with that message—a letter paper that will get up there on your prospect's desk and fight for you.

Let's give paper a chance to fight for us always all ways. Let's give paper the chance it deserves. Let's go to paper—not as a cure-all—not to help along a weak message—but as a strong help to a strong message. Let's give paper a chance. And paper will come through. For paper always has come through!

One Place Where the Use of the Word "Best" Does Not Displease

Ordinarily the use of the word "best" displeases us. It displeases many writers of advertising copy. As we look over the current December issue of the *Writer's Monthly*, however, we note a use of that word which surely does not displease us.

It seems they run a regular department called "The Best Things from Printland." This, we find from examining other recent issues, is usually made up of short quotations. In the current issue, however, more than two full pages, used as the leading article, made-up of a reprint of the Edwin Balmer personality story about Ray Long, editor of the *Cosmopolitan*, formerly of the *Red Book*.

While we are mentioning the subject, a recent issue of *The Editor* reprinted in full the Bruce Barton story of John M. Siddall, editor of the *American Magazine*.

This series seems to grow in popularity with each succeeding issue and arrangements are being made to continue the series far into the future.

More Praise for Series on Foreign Trade

PERIODICAL PUBLISHERS' ASSOCIATION
OF AMERICA
200 Fifth Avenue
New York City

December 11, 1919.

Editor, ADVERTISING & SELLING.

The great progress which you and your conferees are making with ADVERTISING & SELLING must be apparent to publishers and all those identified with either the buying or selling ends of advertising. The series of articles which you announced, which will cover the selling of American products to the entire world, will make a strong appeal to the readers of your publication. I personally shall look for them with great interest.

Very truly yours,
JOHN ADAMS THAYER,
Executive Secretary.



Best at the Blackstone

IF you inquire at the newsstand in the lobby of the Blackstone Hotel, you will find that *Cosmopolitan* is their best selling magazine.

This is additional evidence that the guests of America's leading hotels prefer *Cosmopolitan* to any other magazine.

More important still—it proves what we have always known and have often said — “nearly everybody worth while reads *Cosmopolitan*.”

Cosmopolitan

“America's Greatest Magazine”

*This is one of a series of advertisements showing the unprecedented demand for *Cosmopolitan Magazine* at the newsstands in America's leading hotels.*

The Men and Women Who Make Our Mediums

LAFAYETTE YOUNG, SR.

**One of a Series of Informal Visits With the
Leading American Editors and Publishers
With the Object of Interpreting What They
Mean to Advertisers.**

By CHESLA C. SHERLOCK

AS I remember it, it was a chilly, rainy night, the first time I ever saw Colonel Lafayette Young. He was to speak at the Presbyterian Church, in the little Iowa town where we lived. My mother thought it best to remain at home that night, but my father—why, he wouldn't miss it for a month's pay.

He hinted gently to me that the speaker might have something to say about Roosevelt and the Rough Riders, as he had just returned from Cuba. Well, the "ayes" had it and we went.

Lafayette Young, Sr., is the first platform speaker I remember out of the dim memory of those first years of my life. Close crowding upon it is a recollection of Bryan speaking beside a smoky oil lamp on the west side of the Court House, and of 'Bob' Cousins, Iowa's pride, thrilling us with his eloquence in the Opera House.

But Colonel Young! I do not remember what he told us that night. The rawness and the rain and the cold stuck with me. I have a lingering recollection of a voice speaking, as out of the darkness. It was a voice one could never forget.

Years passed, and I moved to another community outside Old Iowa, and grew to manhood. In those years, I casually became acquainted with Colonel Young through the daily press. One day, we came to Des Moines to live and I entered the West High School auditorium for the first time. Some girls back of me tittered among themselves. I caught a brief statement, given as with relief, that there was to be some exercises that morning, and maybe it would last until second hour!

After a bit a speaker was introduced. He got up and commenced to talk. I sat bolt upright, the chords of memory running backward through the years, five, ten, fifteen, sixteen, seventeen years. It was the voice! I felt like rushing up to the platform and grasping his hand, for it was like getting back to old faces, familiar scenes.

I recall what he had to say that morning. It was a heart-flung appeal for reverence for the flag and for the country. It was a typical "Lafe" Young speech, the sort that might easily move the stones of Bolshevism to rise and mutiny.

HIS VOICE PENETRATES AND STICKS
IN YOUR MIND

Such was my introduction—past and present—to Lafayette Young, Senior, publisher of the Des Moines *Daily Capital*, and yours! Some of you have had a little different chronology in your introduction to him, perhaps, but those of you who know

him, and those of you who will meet him as the years go on, will agree that the things your memory preserves of the first meeting is his voice, and his intense sense of patriotism.

Des Moines, although it is suffering lousy growing pains just now, is really nothing but a good-sized country town. If you are awake and have occasion to do business at all and keep out of jail, you can't help knowing most everyone else.

Being still young and ambitious, I have had the fortune to see a lot of this man. I suppose that two public meetings out of five that I have attended in the last seven or eight years in my home city, I have sat back and listened to "Lafe" Young, with that sort of happy inward feeling that you have when you know that you have a neighbor and fellow townsman who generally has something to say, and can say it as well as the distinguished guest of the evening.

He is Des Moines' official introducer of public men and women,



LAFAYETTE YOUNG, SR.

WHICH

FOR SALE
AT ALL
DEALERS

FOR SALE
AT
JOHN SMITH'S
291 MAIN ST.

OR

WRITE
FOR A
CATALOGUE

We beg to offer our customers
the best line of SHIRTS
JOHN SMITH
291 MAIN ST.

*AS IN THE GENERAL
MEDIUMS*

*AS IN THE LOCAL
DAILY NEWSPAPER*

***Why Spend Money to Encourage
Substitution When It Can Be Used
to Produce Direct Sales***

John Smith is very much more apt to take on your line if you will spend a few dollars in his local papers to bring trade to his shop.

John Smith has grown tired of the bunk represented in stocking up on the strength of general medium advertising which cannot be made to lead directly to his shop.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

Member
A. B. C.

180,000
A DAY

who have something of value—actual or doubtful—to impart to her citizens. This is because he always delivers the goods and for the further reason that he usually knew the distinguished person before said person knew for sure whether Des Moines was the county seat or a cross-roads tank station.

Running over my mental filing system, I recall that in the last three years he has introduced Colonel Roosevelt, James W. Gerard, Leonard Wood, William H. Taft, and, I suppose, William J. Bryan, for who else is there in Des Moines that could do it? And dozens and dozens of lesser lights.

MUCH LIKE ROOSEVELT

Speaking of Roosevelt—ah! there you have it! Somehow I never think of Colonel Young but that I think of Roosevelt. They were like two peas in a pod. They were the warmest of personal friends. They were in Cuba together, and therefore hangs a tale.

Both were at San Juan Hill. Roosevelt, as most everyone knows, led a certain famous charge and took a blockhouse. But had you been a little removed from the fracas, off to one side a little, and on another hill where the whole San Juan business was spread out before you, there you would have found one Colonel, a newspaper correspondent, taking in the whole show.

"I used to think that it was a terrible battle," he said, the other day. "It wasn't a war, it was a summer's excursion."

He shook his head, slightly. I knew that he was mentally comparing it to the late unpleasantness overseas—for he was there, too. Not that he depreciated in the slightest the work our boys did in Cuba, but he was merely making the point that it wasn't the sort of a war those of the present generation might imagine.

"Everything seemed to go dead wrong in that campaign. I do not believe that there was ever a campaign in history, even a little campaign, in which every element was so set against us. Our boys were poorly armed, poorly fed, poorly trained. But they won out in the remarkably short time they did, just as our boys did in the war with Germany, because they had made up their minds before they went in to do the job, and being Americans, they did it in the shortest possible time!"

Roosevelt came back to public

life. Colonel Young returned to Des Moines, eventually to go to the Republican National Convention at Philadelphia in 1900 to nominate Roosevelt for the Vice Presidency. And in accomplishing this feat, he had the honor to really usher that most wonderful American into the Presidency.

ALWAYS IN THE MIDST OF THINGS

For the past twenty-five years he has been in the midst of world events. I challenge you to name any important happening in that time that he was not mixed up in.

He was with the Taft party in the Orient in 1905. Those of you who have newspaper clippings of that memorable excursion will recall a picture of the party on a steamer deck. Judge Taft sits in the center; behind him to his right you recognize Nicholas Longworth. Alice Roosevelt is there, too, and over on the right stands Colonel Young.

If you chanced to be a Republican and attended any of the national conventions, or happened to be a newspaper man and was sent, you will remember that Colonel Young usually came down to those conventions as a delegate-at-large.

The first volley had hardly been fired in the Balkan War when he was off. For six weeks he marched with the Serbian army, carrying a pass personally granted by King Peter.

Then he came back home, more thoroughly American than ever, and to prove it he toured the United States from end to end. His letters to the *Daily Capital* served to awaken us more than ever to the realization that we have a country second to none, in scenery, in beauty and in worth, as well as along the usual governmental distinctions drawn.

That done, he returned to Iowa and commenced to interest himself in good roads. He organized and established the first cross-state road association in Iowa, the river to river road. He actively interested the farmers and the cities along this route in the cause of good roads and this soon caught fire and other roads were organized.

The European War was about twenty-four hours old when he was heading in that direction. He had a trip across in the *Lusitania*. The captain raised the American flag when he entered the sub-infested waters, a course which doubtless saved her from being torpedoed—on that trip.

He was in France, Belgium—all

along the allied front. He sent us back letters that gave us more intimate glimpses of the horrors of the front than most of us would have seen, had we been there ourselves.

He got into Germany, I do not know how. But it does seem to me that Ambassador Gerard got him out of jail—or something. And like most Americans in Germany at the time, he ran the gauntlet of sneers and insults.

When we entered the war the Colonel was back home. He became Chairman of the Iowa State Council of Defense. And throughout that war there was no voice more penetrating, more insistent, more forceful than his for Americanism—unless it might possibly have been Roosevelt's and they were so much alike that you couldn't tell them apart.

A PREACHER OF AMERICANISM

Those who read the *Daily Capital* during those strenuous times recall that the Colonel had a dose of patriotism, of Americanism, for them every day, rain or shine. He belongs to the school that demands America for Americans in no uncertain tone. He sees room but for one flag, one language, one country and that is his creed.

A few days ago I saw a little letter which he had written to his brother in 1866. It was unimportant as to content, except that it revealed the ambition of the average American boy; but the ending of that letter, it seems to me, comes nearer telling what "Lafe" Young has been to his friends and to his ideals all through his life. It ended: "Yours till death, Lafe Young."

That's "Lafe" Young, as his friends and neighbors know him—and, perhaps, his enemies!

"Yours till death!" In his friendships he has been that way. I am not too young to remember that he stood by political friends through thick and thin, because they were his friends, when others in his party were ready to forsake them.

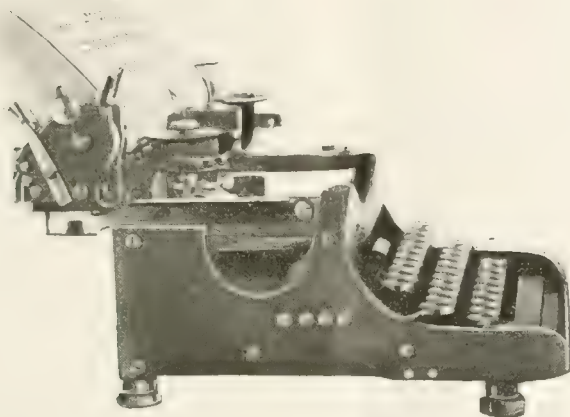
In his principles he has been that way. I remember not so long ago there was a question raised in Iowa as to whether we could tolerate more than one language or not. "Lafe" Young stuck to his guns without a flinch and he hammered us so unmercifully over the head that we went to the polls and did our duty.

In his ideals he has been that way. Others might charge him with moss-covered political tendencies, but he "preferred to fight it out on

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Corona and Collier's

THE Corona Typewriter Company, Inc., has used more space in Collier's than in any other general publication to advertise "the personal writing machine."

"Watch Collier's"

this line" and he did fight it out.

One time I heard a man say: "'Lafe' Young is one of the few good, old-fashioned Americans left. Thank God, you know where he stands, and where he always will stand!"

It is hardly fitting or proper to close a personal sketch without giving a few biographical facts concerning the subject. So here goes.

BIOGRAPHICAL FACTS

Lafayette Young, Sr., was born May 10, 1848. He learned his trade in Des Moines in the old firm of Mills & Company. In 1871 he went to Atlantic and founded the *Atlantic Telegraph*.

He published this newspaper until 1890 when he came to Des Moines and purchased the *Daily Capital*, then an obscure newspaper, with a circulation of barely 2,000. He has been the publisher continuously until the present time.

He has always been actively interested in politics. He served twelve years in the Iowa Senate

from Cass County. He has also been United States Senator from Iowa. He was Chairman of two Republican State Conventions and has been delegate or delegate-at-large to numerous National Conventions.

Like the Kentucky colonel he takes his politics "strong," and has always been intensely partisan, but Colonel Young has never been partisan in the sense that he put party before country.

He is as his photographs reveal him, although photographs seldom portray personality. If there is any one characteristic predominate in him it is the Rooseveltian brand of intense Americanism.

And, as he wrote when a boy in 1866, he is "yours till death," and you can count on that, as you do on government bonds!

New York Concern Accused of Unfair Competition Methods

The Federal Trade Commission has issued a formal complaint against the Himes Underwear Company, of New

York, a corporation engaged in the manufacture and sale of shirts and underwear, charging unfair methods of competition.

The complaint alleges that the respondent advertised and branded certain lines of underwear, manufactured by it and composed partly of wool, as "Fine Natural Wool," and that such advertisements and labeling deceive the trade and general public into the belief that the underwear is composed wholly of wool.

The respondents have been given forty days in which to file answer to the complaint, after which the case will be tried by the commission.

Albert Frank & Company Moves

The Albert Frank & Company, advertising agents, who have been located for the last nine years at 26 Beaver street, have purchased the four story building at 14 Stone street for their new home. The entire building will be occupied by the company and will undergo complete alteration and improvement before occupancy. The change of location was necessitated not only thru an increased volume of business, but also thru a desire of the Albert Frank agency to increase their facilities in order that they may be of greater service to their numerous clients.

Tint Block and Line Plates A Pleasing Combination

(What Can Be Learned From Our Front Cover)

The popular belief is that to have a "color" job it is necessary to go to the expense of process plates, with at least three colors, more if possible. As a matter of fact, there are many occasions when an entirely satisfactory effect can be secured with black and one color, from line engravings, thereby greatly decreasing the cost.

In point of fact, these simple, clean-appearing jobs are a relief from the tendency to use too much color—and color is often overdone.

Our cover, drawn for ADVERTISING & SELLING by Mr. John Flanagan, globe-trotting artist, and famed for his shrewd handling of the pen, is an excellent example of this quiet method of introducing one color and we believe you will agree that it is quite as effective as a far more elaborate rendering. Mr. Flanagan works with a very fine Gillott's pen, 290, and his originals are approximately same size. This is made necessary by the closeness of the technique, which will not admit of too great reduction.

The color-scheme, then, was merely a

matter of washing in the desired color on a tissue overlay, the artist later designating where pure whites were to be cut out on the design. The latter expedient relieves the monotony of the flat tint block.

These tint blocks are mere flat areas of metal, on which an expert engraver tools or routes out those portions which are to be free of color. It is a simple, rapid and economical process.

Mr. Flanagan has selected as his theme that exciting hour in a far tropic country, when a cargo boat from American shores, has put into port, and U. S. goods are being unloaded by the ebony-bodied natives. The timeliness of the cover is obvious, since, already the long arm of Uncle Sam is reaching out for new world markets to conquer and her business envoys are en route to important trade centers. Mr. Flanagan has lived the pictures he draws, having sketched his way from Australia to the South Sea Islands and back again, on a wanderlust tour that took him around the globe.

JANUARY 3, 1920

Advertising Matter to Canada Dutiable

The Canadian Customs officials have made the statement that a large volume of advertising matter mailed from the United States to Canada is not covered as to the duty placed on it. All advertising matter mailed to Canada is dutiable at 15 cents per pound, and all matter on which the duty is not covered is held by the Customs Department, who informs the sender of the amount of duty required and on its receipt forwards the mail to its destination. This is a great inconvenience to the Custom Officials, as well as to the sender, owing to the delay. The following procedure will considerably help all parties concerned: The consignor can compute the amount of duty required at 15 cents per pound and can send a money order for the amount to the Customs Officer or to the Postmaster concurrently with or previous to the mailing of the matter, or the consignor can purchase Custom Duty Stamps from the Commissioners of Customs, Ottawa, and affix these stamps to the reverse side of the article mailed to the amount of the duty required. Permission of the Postmaster General of the United States has been given to affix these Custom Duty Stamps, but they must be put on the reverse side and not on the address surface of the article mailed.

Advertising Field in Mexico

According to a report just received by the Department of Commerce from Vice Consul Myers, advertised articles have created such an interest in the Mexican population that it is making the newspaper advertising a very successful field in that country. The Spanish language, says Mr. Myers, should be used in the preparation of all descriptive catalogues, price lists and general advertising matter and suggests that duplicates of all advertising matter circulated in Vera Cruz be furnished the consulate at that city and the Chambers of Commerce in Vera Cruz, Orizaba, Cordoba and Jalapa. Rates in the Vera Cruz papers are: One insertion, one inch, one peso (about 50c U. S. currency); by the month, 50 centavos (about 25c U. S. currency) per insertion. An insertion covering a quarter page and published monthly costs 25 pesos (\$12.50).

Labeling Exports in Foreign Language

In a report of Trade Commissioner Brady of the Department of Commerce it was pointed out that in exporting to Latin American countries goods should bear labels printed in the language of the country to which they are sent. This is to avoid the possible losing of good reputation by American firms, which might result from the failure of the consumers in these countries to fail to understand the proper directions and thereby become dissatisfied with the American product. As an instance it was stated that all canned goods from Europe offered for sale in Chile and other South American countries always bear directions in the language of the country, usually Spanish.

Texas to Stamp Out False Advertising

A campaign has recently been inaugurated by the Associated Advertising Club of Dallas, Texas, with a view to stamp out "unclean advertising" in that State.

The campaign is to receive the support of State Senator Harry Hertzberg, who announced his intention of introducing in the next Legislature a bill to prohibit all forms of false or so called "unclean advertising" in the State.

Increased Business for Rankin

Wm. H. Rankin, head of the Chicago advertising agency bearing his name, announces that the advertising appropriation for the Kellogg Toasted Corn Flake Company of Battle Creek will be doubled for 1920. The list will be made up shortly in the Rankin office.

The 1920 schedule for the Cheney Phonograph Company and the Athena Underwear account of Marshall Field & Company, wholesale, are also being sent

out by the Rankin Co. Both accounts are considerably larger than the 1919 appropriation.

Who Can Help Out With Back Numbers?

ALEXANDER HAMILTON INSTITUTE
Astor Place
New York City

Advertising & Selling Co.

We should like very much to obtain copies of ADVERTISING & SELLING for June, 1915, and October, 1917. We wish to bind the back numbers of this magazine, but find that these two issues are missing. Would it be possible for you to supply us with these.

Hoping that you will be able to grant us this favor.

Very truly yours,

ESTHER WRIGHT, Librarian.

Philadelphia

is the third largest market
in the U. S. for Automobiles

Best
Wishes for
A Happy
New Year

Now that you have been to the Automobile Shows, you are surely more determined than ever that 1920 shall be your big year.

Let your advertising policy for 1920 be the plan of constant and regular use of space (the year round) in carefully selected dominating newspapers.

Philadelphia holds wonderful possibilities for you and if consistently worked, will help you hang up a big record.

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper
"nearly everybody" reads—

The Bulletin

The daily circulation of The Bulletin is the
SECOND LARGEST in the United States.

November
Circulation

450,509

Copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

Advertising is the Greatest Single Educational Force in the World

One of a series of statements by prominent advertisers in response to the direct question "What Advertising Means to Us in Our Business."

By HARRY R. MORRISSEY

of the Baird-North Company, Providence, R. I.

(EDITORIAL NOTE: The Baird-North Company are the world's largest mail order jewelers, handling diamonds, watches, jewelry, silverware, leather goods and novelties, so Mr. Morrissey's statement is particularly interesting, as it shows the vital part advertising now plays in the economic fabric of our civilization.)

You have given us a comparatively easy question to answer.

Baird-North Co. has been in business for 25 years and there has been nothing that has made it a success but advertising. Today we have a list of hundreds of thousands of names, every one of which has come directly from national advertising or as an indirect result thereof. Previous to the War we had customers in every civilized country in the world. Today we do business in every part of the globe where we feel the hazard is not too great for our shipments.

Advertising has been the cause for many successful Mail Order houses, and the Mail Order house is firmly established as a necessary part of our distribut-

ing system. Through these Mail Order houses the latest styles and economically priced merchandise reaches the remotest parts of this country which offer no facilities for the inhabitants to purchase this merchandise locally.

In the matter of merchandising, I claim that advertising has done more to educate the small town inhabitants in the ways of the work than all other mediums put together.

The Legislator who refuses to consider newspapers and periodicals as having a vital educational nature must be narrow indeed. Such a type of representative would not, perhaps, scorn the offer of an influential newspaper to back his candidacy for office during his campaign.

Caleb M. Van Hamm of New York "American" Dies

Caleb M. Van Hamm, managing editor of the *New York American*, and formerly managing editor of the *New York World*, died December 27, 1919, at Miami, Fla., where he had gone to spend his usual mid-winter vacation. Mr. Van Hamm had been ill for two months previous to going to Florida, but he was considered as having been out of all danger and his death was unexpected. Mr. Van Hamm first practised law in his native city, Cincinnati, and then gave up his law practise to enter newspaper work. His entry into newspaper work was in 1882 in Cincinnati, and he served on the papers of that city for ten years, and then came to New York as editor of the *New York Journal*. His career then carried him to the *New York World*, *New York Evening Journal*, the *Chicago Examiner*, and then to the *New York American*.

Moving of Chicago Advertising District Indicated by Recent Events

That the principal advertising interests of Chicago may move out of the congested, high-rent district known as the Loop, is indicated by the trend of recent events. The opening up of the North Michigan Avenue business district by the broadening of Michigan boulevard from Randolph street, northward, has afforded an outlet to this line of business.

The *Chicago Tribune* is erecting a building for its principal offices in this section, and the Erwin & Wasey Co., an important Chicago agency, is also planning the early erection of a building in that vicinity to house growing business.

A late announcement is to the effect that the Husband & Thomas agency, at present located in the Garland building, is to move into the newly opened business section, a three-story residence to be made over for their office needs.

On top of all this comes a very well defined report that a combination of advertising interests will finance a twelve-story office building to be located at Michigan Boulevard and Grand Avenue, to be devoted exclusively to advertising. Plans are already being drawn for this structure which will cost \$1,500,000. Six large Chicago agencies will occupy the principal offices of the building, but there will be space to let to other high-grade advertising companies. It is likely that the building will be known as the Advertising Exchange.

Mrs. Glover of Dallas Changes Jobs

Mrs. Robert C. Glover, advertising manager of the *Dallas Saturday Night*, has resigned to take up a similar position with the *Beau Monde*, a pictorial weekly of Dallas. Mrs. Glover will also act as representative for *Nugents Garment Weekly*.

Canada Cancels Money Orders to U. S.

The Post Office Department of Canada has announced that because of extreme fluctuations in the prevailing quotations for New York exchanges it has been decided to suspend "for a short period, until conditions are somewhat more stable," the issue in that country of money orders on the United States.

Boy Scout Campaign

The week of February 8th to 14th has been designated by the Boy Scouts of America in connection with the celebration of their Tenth Anniversary to put on a campaign, not for membership and not for funds, but to spread thru the country the practice of the Golden Rule. The slogan for that week will be "Do a Good Turn Daily—Ask a Boy Scout. He Knows."

This campaign is an appeal for mutual helpfulness and a "drive" for national unselfishness and deserves the whole hearted approval and cooperation of all.

New Client for Powers-House Co.

The Powers-House advertising agents of Cleveland have added the account of the National Pressed Steel Co. of Massillon, Ohio, to their list of clients. An advertising campaign is being prepared for the company, who are manufacturers of steel lumber sections.

THE PITTSBURG PRESS

in 1919

BEAT ITS OWN WORLD'S RECORD

Of the preceding year, by publishing during the year just ended a total volume of paid advertising of

24,562,048 Agate Lines

Exceeding its unequaled lineage of 1918 by

4,880,792 Agate Lines GAIN

In Addition, THE PRESS

Omitted Nearly One Million Lines

Of advertising offered, on account of restriction on size of paper in the interest of newsprint conservation.

REASON: Greatest Result Getter—Largest
Daily and Sunday Circulation

MEMBER A. B. C.

Oliver S. Hershman, President and Publisher.
Harry C. Milholland, Vice President & Adv. Mgr.

L. A. Klein, Mgr., New York office,
Metropolitan Tower, New York.

John Glass, Mgr., Chicago office,
Peoples Gas Bldg., Chicago, Ill.

What American Business Needs In Way of Education

A General Study of Economics Is Vital to
the Future Business Success of Our Country

By FRANK A. VANDERLIP

I BELIEVE one of the things that this country needs almost more than anything else is enlightenment on economics, on the economics of business, a better understanding of business affairs from a scientific point of view. We need it from every aspect; just the material one, if you like.

I remember a conversation I had with one of the very greatest of English bankers a few months ago, when I asked him if England was going to keep its lead as the financial head of the world. It was off a gold basis and the country had been almost crushed with the great financial weight of the war. They were inflated. They had every sort of handicap, while we had become the great storehouse of the world's gold and the reservoir of credit for the world. Could England, in the face of those conditions, hold her supremacy? Was it not natural that we would take that leading position which England had held so long? He said, no, that Englishmen were not concerned about that. "Well, why not?" He said, "You have got every element but one, and that is knowledge. 'You do not know how to take a position of financial world leadership.' And if we have not demonstrated in these months that we did not know how to take the world leadership in finance, then I cannot read the Signs of the Times right. It did me good to hear what Professor Kemmerer had to say about inflation, about the need for the Federal Reserve Bank to put a brake on this constantly growing credit structure. We have not seen it; business men have not seen it; statesmen have not seen it. They have not seen this tremendous inflation going on that has clipped and clipped and clipped the dollar. They do not understand what the evils of inflation are. But take a prudent man who started to save some money twenty years ago and put it in a savings bank. Suppose he got a very good rate of interest, and he let it all accumulate there at compound interest, he could not buy so much today with his accumulation of principal and interest, as

he could have bought when he made his first deposit. Now that is a terrible thing. It makes me think of the automobile trip I took once, when I was trying to make a town. There were no signs; it was getting late. I inquired how far it was and a small boy told me it was about twelve miles down the road. I went on a while, was not sure that we were right, and stopped to inquire the way and asked how far it was to this town. Well, it was twelve miles. I repeated that process for quite a while, and again inquired. Well, it was about twelve miles. My companion said, "Well, thank God, we are holding our own." The prudent, economical savings bank depositor has not been holding his own. He has been slipping back, and you can illustrate in a thousand ways the people do not think of what this evil of inflation is and how many tentacles it has.

PRINCIPLES CAN BE TAUGHT

Now you can teach these principles. I believe we will see the day when we will teach political economy, not the dreary science of political economy but some of the fundamental principles that have got to govern our thinking, if we are to think right about the great questions of the day. You will see them taught in the public schools. They are not abstruse; they are not so difficult to understand that eager minded children cannot be made to comprehend them and build up a public opinion, and the only kind of public opinion that will ever give us sound legislation and sound government on these things that have such desperately intimate relation with our lives.

INFLATION CAUSES THE TROUBLE

I think Professor Kemmerer said that no small part of this great labor unrest had come from inflation. I am sure of it, and there is an unrest that is of profound injury to this country. We curse profiteers and we propose a hundred remedies that do not touch the question, and when we come to propose the remedies that really do, a deflation, some way of getting this airplane down, we are going to

be met with a hundred specious arguments, none of which really grip the situation.

The great questions of the period we are facing are going to be economic questions, questions that require correct, intelligent, lucid economic thinking and we have not got very much of it. Just as we have not had that training which has enabled us to take the place of world leadership that has been laid at our feet, we may lack the comprehension that will enable us to grip these problems that are gripping us and will grip us with an increasing force, that must be settled on sound principles and that we can only settle by an intelligent, educated public opinion, so that whatever you are doing in that direction, may make you a good livelihood—and that is one thing—but I believe it is going to make a great contribution to the formation of the sort of political opinion that we must have if we are to avoid in any degree the vast dangers that are lurking in the financial questions that are going to be presented for settlement.

From an address before the annual convention of the salesmen of the Alexander Hamilton Institute.

R. Wentworth Floyd Promotion Manager of N. Y. "Evening Post"

Z. L. Potter, business manager of the New York *Evening Post*, has added R. Wentworth Floyd to its staff with title of promotion manager.

Up to the outbreak of war Mr. Floyd was secretary of the Hawley Advertising Company; his withdrawal at that time was not made public, since his services were given in aid of the Department of Justice—acting in the New York territory as Chief A. P. L. Bureau of Military Intelligence and Passport Vise.

This bureau covered character and loyalty investigations on commissions and "overseas service," as well as those seeking admission to the Port of New York from overseas.

Before the Hawley Co. was organized Mr. Floyd spent about seven years in the magazine field, having been manager of promotion and trade aid first for the Butterick Publishing Company and later joining Thomas Balmer on the *Woman's World*.

His previous experience included several years each as purchasing agent of the Savage Arms Co.; assistant to John Brisben Walker and sales and advertising manager of Stollwerck Brothers (food products).

Electric Firm Finds Trade Mark in Contest

A desirable slogan is being sought by the wholesalers' and jobbers' section of the Minneapolis Civic and Commerce Association to head a definite advertising campaign which this section will conduct to extend the prestige of the Minneapolis market. Slogans already suggested by members are "The Western Trade Center," "The Billion Dollar Market," "The Square-Deal Market" and many others.

The Farm Journal

*The Best Crop
on the Farm*



3 Million Trucks Instead of 64 Million Legs

The farm market for trucks is almost unlimited—3 million are needed. Farming will require more trucks than any other business. Tractor farming is uneconomic without trucks. Of The Farm Journal's recent truck report, compiled by our own Research Department, a western agent says:

"Last week I had the opportunity to go over the survey of the motor truck as applied to the farm, and to say it

is the best I have ever seen is not stretching the truth, as I was in the field four months of this year on tractors and trucks."

The Farm Journal also has Research reports on automobiles, roofing, farm lighting, fruits, water systems, farm power, country merchants, etc., all of which are available through our various offices.

The Farm Journal

15 E. 40th Street
New York City

Washington Square
Philadelphia

Peoples Gas Bldg.
Chicago, Ill.

New Account for Richard S. Rauh Co.

The Ridgway Dynamo & Engine Co., of Ridgway, Pa., has placed its advertising in the hands of the Richard S. Rauh Co., of Pittsburgh, Pa.

Joseph Burnett Company Advertising with Hoyts Service, Inc.

The Joseph Burnett Co., of Boston, Mass., makers of Burnett's Flavoring Extracts, has placed its advertising account in the hands of Hoyt's Service, Inc. The 1920 campaign will start in February with page space in women's magazines.

The account of Farmworth, Hoyt Co., Boston, owners of Red-Line-In Shoe Lining, is also added.

Bakers Paper to Be Semi-Monthly

Beginning with January 1, 1920, *Bakers' Helper*, the oldest paper for bakers published in this country, will be a semi-monthly publication, appearing on the 1st and 15th of each month instead of once a month as formerly.

John Hart Resigns from London "Opinion"

John Hart, who, for a number of years, has been advertising manager for the London *Opinion*, has resigned his position. Mr. Hart is succeeded by E. R. Roberts.

New York "Tribune" Increases Advertising Rates

The New York *Tribune* has issued a new advertising rate card, effective March 1, 1920, and is accepting contracts on a two-rate basis in view of the rate card issued November 1, 1919. Their plan is to accept contracts between now and March 1 at the rates shown on the rate card issued November 1, and from March 1 to the expiration of the contract at the rates shown on the new rate card. The reason for this course, it is explained, is that owing to the uncertainty of the price of white paper will be during the last three-quarters of the year, and having been compelled to make contracts for next year's supply at a greatly increased rate, only the first quarter of the year is guaranteed.

Des Moines Advertising Club Has Big Meeting

One of the most successful meetings of the Des Moines Advertising Club recently took place, with E. T. Meredith, president of the Associated Advertising Clubs of the World, acting as chairman, and the guests were the officers and executive committee of the City Federation of Women's Clubs and the presidents of all the clubs in the Federation. Frank Armstrong, Tim Le Quatte and Chester Cogswell were the speakers.

Fuel Shortage of World Opens Great Future for Electrical Industry

Owing to the great shortage of coal throughout Europe and the extreme price of that which is available opens up a great opportunity for the American Electrical Manufacturing Industry, according to reports reaching the National Foreign Trade Council. The electrification of railroads has already been begun in Italy and South Africa, and many other countries will probably soon follow in line. In France a bill has been passed for the

canalization of the Rhone River from Lake Geneva to the Mediterranean. The current of this river will be then modified by a series of locks and dams and nineteen generating stations are to be built along its banks for generating electricity.

Dr. Sheldon Becomes Editor of Christian Herald

Dr. Charles M. Sheldon, the famous author of "In His Steps" and thirty other internationally popular religious books, has resigned his Topeka, Kan., pastorate to become editor-in-chief of *Christian Herald*. Dr. Sheldon has been a frequent contributor and editorial adviser of *Christian Herald* in the past;



DR. CHARLES M. SHELDON

now, however, he has given up his active ministerial work and will confine himself entirely to religious leadership by his writings in *Christian Herald*, and such appearances on the lecture platform, where he is in great demand, as coordinate with his editorial work.

Dr. Sheldon's greatest work, "In His Steps," has been translated into twelve languages, published by fifteen different publishers and sold to the extent of more than 20,000,000 copies. It has far outsold every other book of modern times—in fact, it has outsold every other book ever published, with the exception of the Bible and "Pilgrim's Progress."

He is also the author or editor of thirty other books, all of which have been successful and many of which have had very large sale.

J. M. Ritchey Back with Kansas City "Star"

J. M. Ritchey, who left the advertising staff of the Kansas City *Star* to go with the St. Louis *Republic*, in April, is back with the *Star* again as their western representative.

Detroit Sunday Papers Cost More

Owing to the advance cost of publication, Sunday editions of the Detroit *News* and the Detroit *Free Press* will be advanced in price to 10 cents.

Wells Succeeds the Late Henry Mills Alden on "Harpers"

Thomas Bucklin Wells, for seventeen years associate editor of *Harpers' Magazine*, has been appointed editor of that magazine, succeeding the late Henry Mills Alden. Mr. Wells' successor as associate editor will be Lee Foster Hartman.

Enormous New Plant for Airplane Manufacture

The Wright Aeronautical Corporation of America is to erect an enormous plant in Newark, N. J., which will be built in units, and when completed will cost \$1,000,000 and will employ 1,000 people. Connected with the corporation is the Wright-Martin Aircraft Co. G. H. Houston is president, and F. B. Rentschler is vice-president and general manager. Connected with the concern also is H. M. Crane, of the Simplex Automobile Company. In addition to the manufacture of motors and planes, experimental work will be carried on for the army and navy.

New Box Handle Conserves Shipping Space

A new box handle of interest to exporters and importers using boxes and crates in shipping goods to foreign countries has been invented as results of experiments made by the U. S. Forests Products Laboratory. The new handle is made of webbing about one-eighth inch thick and one inch and one-eighth wide and has a breaking strength of 800 pounds. It can be inserted through saw-cuts made parallel to the grain in the ends of the box and turned down flat inside and nailed secure. With the adoption of this little or no space is used, and the handle has more advantages than the usual one now used of thick rope.

Accounts of Del-Ray Corporation

The Del-Ray Corporation, advertising agents of Buffalo, N. Y., are handling the accounts of Dahlstrom Metallic Door Co. of Jamestown, N. Y., and the Transmission Ball Bearing Company of Buffalo.

National Safe Company Account With Fidelity Agency

The National Safe Company has placed its advertising with the Fidelity Advertising Agency of Cleveland, and begin the first of the year using newspapers, magazines and trade papers.

Tire Stores in Big Merger

The American Tire and Distributing Company, Inc., of New York, has taken over seventeen stores doing rubber tire business, and will operate them for their interests. The stores taken over are located in New York City, New York state and New Jersey.

Globe Tire Increases Volume of Business

At the close of its fiscal year on November 30, the Globe Rubber Tire Company showed an increase of 50 percent in volume of business and a 30 percent increase in the number of dealers over the previous year. J. B. Liner, president of the company, said one factor in making this increase possible was the establishment of a wage system which made for satisfaction among the working force.

Fell Company Men Promoted

Oscar A. B. Fischer and Walter Huber, both connected with the Wm. F. Fell Co., printers of Philadelphia, have been promoted by the company, Mr. Fischer to be assistant secretary and Mr. Huber as assistant treasurer. Both young men have been with the Fell Co. for a number of years, and their promotion comes as a reward for their splendid work.

When Good Fellows Get Together

"You've been reading Photoplay month in and month out. Will you tell the advertising men who read ADVERTISING AND SELLING what you think of the book?"

—The Editors
PHOTOPLAY MAGAZINE

When I got this letter I was stumped at first. You see I'm just a business man and writing ads for a bunch of ad men is like asking me to sing in front of Caruso and McCormack. I can't do any of your fancy writing, ("Copy" you call it, don't you?) but if it's a matter of just setting down my opinion on something I like on a piece of paper, well here goes.

I've been going to the movies ever since the days of the American Biograph's first shows. I took to them like a Georgian to juleps. My family used to kid me about it, said I must be getting into my second childhood and all that, but nowadays I notice that Mother is ready with her hat on every time I go to the door after supper.

Now when the movies get you they

get you good. Everything about them is interesting from the latest way that Mary does her hair to Douglas's newest stunt. I sort of feel I know those people and I always want to know them better.

That's where Photoplay Magazine comes in. It's like a letter from your best friend telling you all the news about the home folks. I'm at the stand regularly when Photoplay arrives and if you could see the thumb-marked condition it gets in after a week on the library table you'd know what the family thought of it.

You know more about advertising in one minute than I do in a month of Sundays, but isn't it good business to put your advertising in a book that gets read through and through?

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART, Advertising Manager, 350 North Clark St.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

Is It Fair to Guarantee Against a Decline in Prices

The Federal Trade Commission is about to investigate the practise of a growing number of manufacturers to guarantee their customers against decline in prices. This has been the subject of so many complaints before the commission, and opinion seems to be so diverse that the Commission has determined to go into the whole matter thoroughly. A circular letter has been sent to various associations and concerns and an effort made to reach all those whose interests may be touched by a final determination of the question. The text of the letter, signed by Chairman Victor Murdock, is as follows:

"The question of guarantee against decline in price has been the subject of so many complaints before the Commission and opinion seems to be so diverse that the Commission has determined to go into the whole matter thoroughly," the letter reads.

"As a basis for the necessary expenditures attending upon such an inquiry, such formal complaints have been issued presenting various phases of the subject. To the end that every party at interest may be fully represented the Commission is inviting, generally, producers, manufacturers, merchants (wholesale and retail) and consumers, to declare their interests so that the Commission may know what parties should be represented.

"The Commission is asking you therefore to communicate as speedily and as widely as possible with your membership, advising them of the invitation and to notify the Commission of the nature of their interest in the subject, if any.

"As soon as this list of the parties at interest in the matter can be compiled, it is the purpose of the Commission to invite each or any of them to submit his observations in writing. This follows the custom of the Commission in numerous other similar cases.

"A reasonable time limit for the filing of written statements will be given, after which they will be assembled and as far as possible classified, and each correspondent will be furnished with a copy of the whole document.

"As soon thereafter as is possible it is the purpose of the Commission to call a general hearing at Washington, at which parties at interest may be present in person, by representative or by counsel, and an orderly method for hearing the matter will be laid out.

"As in everything where the public interest is involved, the utmost expedition consistent with care and full opportunity for the presentation of all sides is to be desired."

Madrid Wants to Know

C. L. Jones, American commercial attaché at Madrid, Spain, writes that he would like to have notices of fairs and expositions to be held in the United States during 1920. Advertising matter is desired, so that anyone in his district who is interested may have time enough to make preparations for attending.

Newsprint Paper Price in Canada Announced

It is announced from Toronto that an agreement has been reached of the price of \$80 a ton, f. o. b. mill, for newsprint in rolls during the first six months of 1920.

N. Y. Life Executive Emphasizes Importance of Trade Relations with Russia

In a statement made by Frederick M. Gorse, vice-president of the New York Life Insurance Company, much stress was laid on the necessity and importance of establishing trade relations by the United States with Russia. Mr. Gorse, who has just returned from a visit to ten European countries and nine of their capitals, pointed out that the needs of Western and Central Europe are known to the business men of this country, but the country which remains a mystery and which still holds the balance of economic power in Europe is Russia, and states further that before peace and well-being in Europe are secured, Russia must again become a going concern. Russia exported in 1913 more wheat than any other country in the world, and supplied to Western Europe more than 40 percent of the grain consumed there. Therefore, so long as Russia remains a non-producer and a non-exporter of primary necessities, unrest will continue not only in Europe but in America. Further, Germans who had pre-war experience in Russia are gradually drifting back there, and if we leave Russia alone, with no policy, after the Bolshevik regime is over, it will be found that German interests have the upper hand in Russia, and are getting ready to turn her vast resources in the interest of their Fatherland to pay their indemnities to the Allies.

However, Mr. Gorse says that only by a syndication of large money interests in the United States can the field of establishing trade relations be entered, for the undertaking is too vast for an individual corporation. The time is right now, and Mr. Gorse says it is our duty to organize commercial relations without delay.

New Orleans "Item" to Reduce Size

The New Orleans *Item*, in desiring to join forces with the newspaper publishers of the country in a program of print paper conservation, made effective December 23 and continuing until about February 1, 1920, plan to attempt to standardize the size of its week-day issue to a 16-page basis, and will likewise curtail its Sunday editions in so far as is consistent.

Irwin L. Rosenberg Agency Gets New Accounts

Irwin L. Rosenberg, formerly advertising manager of Thos. E. Wilson & Company, but more recently in business for himself under the name of Irwin L. Rosenberg Company, is handling the account of the Richardson Steel Fishing Rod Company of Chicago. The Denno's Products Company of Chicago is another new client of Mr. Rosenberg.

"British Whig" Gets Out Big Edition

The *British Whig*, published by the British Whig Publishing Company of Kingston, Ontario, issued an edition on December 20, 1919, totaling 64 pages, which we understand is a record for a Christmas number edition in Eastern Ontario.

Largest Electric Sign in the World

Site for what is reported to be the largest and most expensive electric sign in the world has lately been contracted for by a Chicago advertiser, the Sunbeam Chemical Company, manufacturers of Rit Dye Soap. The sign is to be located at Broadway and Forty-seventh street, New York City, and the cost of the sign and its operation is said to be \$7,500 a month. The contract was handled by the Chicago office of the Thos. Cusack Company.

Theodore Haviland of Chinaware Fame Dies

Theodore Haviland, son of William D. Haviland, founder of the china industry which bears their name, died at his home in Limoges, France. Mr. Haviland founded the Theodore Haviland & Co., at 200 Fifth Avenue. Mr. Haviland was an American citizen, but had made his home in Limoges, France, for some time. Limoges was the home of the factories of their business.

Sales Manager Becomes Vice-President of Motor Truck Co.

George Drake Smith, who joined the Winther Motor Truck Company to reorganize the sales, advertising and service department, has been elected vice-president of the company by the board of directors. Under Mr. Smith's administration the company doubled its shipments for the month of November, and the company's order books will keep the plant running full capacity for some time.

National Vigilance Work Continues Success

The Associated Advertising Clubs of the World, National Vigilance Committee, reports progress during November in the truth-in-advertising movement. Many cases of fraudulent and misleading advertising have been handled with success. Better business bureaus are being formed in Philadelphia and in Columbus, O.

Columbia Graphophone Declares Dividend

The usual quarterly dividend of one and seven-eighths percent on the preferred stock and 25 cents in cash and one-twentieth of a share in common stock on each outstanding share of common, was declared by the Columbia Graphophone Company, New York, to stockholders of record December 10. The dividend is payable January 2.

Press Room Paper for Stationery

A recent communication from the *Dallas Times Herald* is printed on waste paper from the press room. Conservation is beginning to take place.

Leaves Davidson Bros. Co.

A. W. Shafer, for the last three years and a half advertising and sales manager of Davidson Bros. Co., of Sioux City, Ia., leaves to take up connections with the firm of L. Klein of Chicago.

BECAUSE of increased circulation conditions the advertising rates of Christian Herald will advance to at least \$2.50 per line—\$1,600 per page—effective with the issue of January 1, 1921.

In accordance with our custom, we will accept definite orders at this rate for any part of 1921 included within a period of one year from date order is placed—viz: for the month of January, 1921, on an order placed during January, 1920.

These rates, as well as the present rates for 1920—\$2.25 per line; \$1,400 per page—are subject to change as conditions warrant.

* * * * *

Frequently we have seen periodicals held back in their development while waiting for subscription and advertising rates to catch up to new costs and new values.

So, in insuring the progress of Christian Herald in all-around breadth of service to its steadily-growing family of readers, we have continued to advance both subscription price and advertising rate sufficiently to make certain the maintenance of these developments.

And, while we're planning for 1921, we are enabling our advertisers also to plan their use of Christian Herald intelligently, for 1921, and avoiding as far as possible too sudden changes in the appropriations required to maintain their influence in the Christian Herald market.

* * * * *

The most positive and definite evidences are in front of us of the widened influence and opportunity of Christian Herald as an illustrated weekly newspaper supplying the vital reading desires of that great number of American families who want a national periodical of fundamentally religious character, regardless of how progressive its views or extensive its editorial scope.

While further increases are to be expected in keeping with circulation conditions, we shall give as ample notice as possible.



PUBLISHER.

December 27, 1919

The Christian Herald

BIBLE HOUSE, NEW YORK CITY
PEOPLE'S GAS BUILDING, CHICAGO

The Five Doors To The



FIVE doors there are to the office of the railway executive. Five sure means of approach to his desk—that railway executive whose attention you desire to attract, that desk on which you want to lay your sales' message.

Railway executives are busy men—busier than ever now that the return of the railways to private control is so near—but none there are who are too busy to fail to welcome that which experience has proved aids in securing greater efficiency and economy for their road. And, after all, that is why the doors of their offices always swing wide to admit members of

The Railway Service Unit.

Railway Executive's Office



RAILWAY AGE
RAILWAY MECHANICAL ENGINEER
RAILWAY ELECTRICAL ENGINEER
RAILWAY SIGNAL ENGINEER
RAILWAY MAINTENANCE ENGINEER

each of which—as busy railway officials know so well—is published to aid them solve their problems.

Place your sales' message before them now—now when they are busy planning ways to increase facilities for transportation, the pressing question of the hour—that is the logical thing to do; and the logical way is through the Railway Service Unit with its 30,000 copies. Don't forget that; and don't fail to take advantage of these five doors to the Railway Executive's Desk.

The Railway Service Unit

Members

Audit Bureau of Circulations, and Associated Business Papers

SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Building, New York

Chicago

Cleveland

Cincinnati

Washington

London

Our temporary telephone
number is

MADISON SQUARE

4543

Please use it until the
proper 'phones are installed.

GOTHAM STUDIOS,
INCd.

111 East 24th St.
New York

Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best



"Gotham for Art Work"

Y. M. C. A. Advertising Classes Entertained

Some eighty members of the classes in advertising of the Brooklyn Central Y. M. C. A. and the 23rd St. (New York) Y. M. C. A. were entertained at the Advertising Club on Monday evening, December 29. Frank L. Blanchard, instructor of the classes, and Wm. C. Freeman arranged the get-together meeting of the two classes, who listened to entertaining and instructive addresses by Judge Charles F. Moore, associate editor of *PAPER*; Richard Wightman, Farquson Johnson, editor of *Electrical Contractor-Dealer*, and others.

Andrew Miller, Associate Owner of "Life," Dead

Andrew Miller, associate owner of *Life* and one of the most famous turfmen in this country, died December 31, 1919. Mr. Miller shortly after graduating from Harvard entered the newspaper field as member of the illustrated paper *The Daily Graphic*. One year after the establishment of *Life* Mr. Miller joined the staff of that magazine and has played an important part in its development.

Mr. Miller devoted a great deal of his time to the promotion of sports in this country and was the owner of many famous horses, including Roamer and the famous \$80,000 stallion Adama. Under the Whitney and Belmont administrations Mr. Miller was a director and secretary of the Saratoga Association. He was steward of the Jockey Club, a member of the Union Club, the Racquet and Tennis Club, the Westminster Kennel Club, the Turf and Field Club and The Brook. Mr. Miller is survived by his wife and two sons. One son, Leroy, is a member of the staff of *Life*.

Newsprint Sales Reach High Mark

Consumption of newsprint paper in the United States in the last three months reached a record-breaking point, along with prices, the Federal Trade Commission reported in a summary today. The average cost of newsprint paper at mills at the beginning of December was \$3.90 a hundred, the commission reported as against \$3.75 a year ago. In 1916 the price was \$1.88, the lowest in several years.

High prices failed to cut down consumption, however, and the commission estimated that in 1919 14 percent more newsprint was used than in 1918. During the fourth quarter of 1919 particularly newsprint consumption was running up, and the commission said that the increase then over the similar period in 1918 would be between 25 and 30 percent.

December figures have not yet been tabulated. In November, 1918, the 727 publishers reporting to the commission used 161,602 tons of newsprint, compared with 123,874 tons in November, 1918.

International Motor Company To Publish Trade Paper

According to an announcement made by D. O. Skinner, advertising manager of the International Motor Company, manufacturers of Mack trucks, a new trade magazine will be published by that company, called the *Mack Bulldog*. The publication will be one of the finest of its kind, about 6 x 12 inches and pro-

fusely illustrated thruout. Its editor will be H. C. Bailey, formerly branch manager in St. Louis, and it is the intention to make the new magazine of interest to everyone in the motor truck industry.

Becomes Advertising Manager for Bloomingdale Brothers

Louis J. Hirsch, who is at present assistant advertising manager of Gimbel Brothers of New York, is resigning this connection effective January 5th, 1920, on which date he takes up his new duties as advertising manager of Bloomingdale Brothers, the large department store. Mr. Hirsch was advertising manager of the Park & Tilford Company before becoming connected with Gimbel Brothers.

New Adman for Dallas, Tex., "News"

George S. Purl, formerly connected with the *Dallas Evening Journal*, has joined the display advertising staff of the *Dallas News*. Mr. Purl is succeeded on the *Journal* by Arthur M. Elder, recently released from service in the navy.

Well Known Pittsburgh Man Joins Nordham Agency

Frank S. Montgomery, well known Pittsburg advertising man and who has been advertising manager for the Metal Molding Company of Pittsburg for many years, joined the Ivan B. Nordham Advertising Agency of New York City January 1st, 1920.

Breyer New President of San Francisco Advertising Club

At a meeting held during the holiday season, the San Francisco Advertising Club elected Sam T. Breyer president of the club, succeeding Frederic S. Nelson.

Feiker Becomes Vice-President of McGraw-Hill Co.

F. M. Feiker has been elected vice-president, in charge of editorial policies, of the McGraw-Hill Co., Inc., New York, publishers of *Engineer and Mining Journal*, *Engineering News-Record*, *Chemical and Metallurgical Engineering*, *Electric Railway Journal*, *Ingenieria Internacional*, *Electrical World*, *Journal of Electricity*, *Electrical Merchandising*, *Coal Age*, *Power*, *American Machinist*.

Mr. Feiker joined the McGraw-Hill organization over four years ago as editor of the *Electrical World*, coming from Chicago, where he had been for three years chairman of the editorial board of the A. W. Shaw Co., publishers of *System*, *Factory*, etc. He received the degree of E. E. from Worcester Polytechnic Institute in 1904 and is a member of the American Society of Mechanical Engineers, American Institute of Electrical Engineers, National Electric Light Association and numerous other organizations for the advancement of science, education and management, also of the City Club of New York, the Engineers' Club and the University Club of Chicago.

New Account for Nichols-Moore Agency

The Nichols-Moore Company, advertising agents, Cleveland, have recently taken over the advertising account of the Hydraulic Pressed Steel Company of Cleveland.

Philadelphia PUBLIC LEDGER

MORNING

EVENING

SUNDAY

DISPLAY ADVERTISING RATES

EFFECTIVE JANUARY 1, 1920

All advertising for insertion on week days will be accepted only for morning and evening editions in combination.

POSITION OR CLASSIFICATION	PER AGATE LINE		
	Sunday	Morning and Evening	Sunday and Evening
Run of Paper	\$.30	\$.40	\$.45
Page Two	.60	.65	.80
Page Three	.40	.50	.60
Amusements	.35	.50	.50
Political	.40	.55	.70
Reading Notices (Foot of Column, Adv. Affixed) First Page	3.00	5.00	5.00
Inside Pages	2.00	4.00	4.00
*SUNDAY ROTOGRAVURE-INTAGLIO SECTION			
1 Time	.55	---	---
13 Times Within One Year	.49	---	---
26 Times Within One Year	.47	---	---
52 Times Within One Year	.45	---	---
Minimum Space 50 Lines. Forms close 12 days in advance date of publication.			
* Column measurement 29 agate lines wide, 294 lines deep, 7 cols. wide, 2058 lines to page. Cancellations not accepted within 21 days of publication date.			
Retail Public Ledger, per line	.50		
Rate for advertisers using Public Ledger (Morning and Evening) per line	.40		
POSITION RATES: When a condition of order and if available. Following or next to reading matter add 20% to rates. Following and next to reading matter add 30% to rates. Last page Public Ledger, daily and specified page Evening Ledger, combined add 25%. Top of page, run of paper, two times the above rate per line. Top of pages 2 or 3, three times the rate per line.			
Financial, Insurance and Commercial Advertising Used Within One Year:	PER AGATE LINE		
	Morning and Evening	Sunday and Evening	Sunday Edition
1 Time	\$.55	\$.75	\$.60
52 Times	.51	.70	.55
104 Times	.49	---	---
156 Times	.47	---	---
312 Times	.45	---	---

No display Advertising will be accepted for the First page, nor any advertising for Editorial pages.

Recognized advertising agency commission 15%. NO CASH DISCOUNT.

All bills payable 15th of month following.

Advertising on page (?) limited to one-quarter page or equivalent.

*Rates incorrectly stated on orders are assumed to be clerical errors, and charges will be made in accordance with rate card.

The unique conditions of the Philadelphia market make it an ideal field for introductory advertising campaigns. Distribution can be obtained quickly and at a low cost. The Ledger's Bureau of Trade Promotion places its years of successful experience at your service.

PUBLIC LEDGER COMPANY

Independence Square, Philadelphia

CYRUS H. K. CURTIS, President

GEORGE F. GOLDSMITH, Advertising Manager

NEW YORK
206 Metropolitan Tower
CHICAGO
1302 Tribune Building
DETROIT
701 Ford Building

Hugh Burke
Eastern Manager
Guy S. Osborn
Western Manager
Jos. R. Scolaro

ST. LOUIS
613 Globe-Democrat Building
SAN FRANCISCO
Merchants Exchange Building
LONDON, S. W. I.
ENGLAND
10 Regent Street

C. A. Cour

Baranger
& Weaver

The Dorland
Special Agency
European Representative

MEMBERS OF THE AUDIT BUREAU OF CIRCULATION

N. Y. "Evening Post" Shares Profits With Advertising Staff

Edwin F. Gay, recently appointed to the presidency of the Evening Post Company, at a banquet given to its advertising staff at the Hotel Pennsylvania briefly outlined his plans and ambitions for the future.

Z. L. Potter, general manager, acted as toastmaster and emphasized the progressive program outlined and with the cooperation of all departments as his keynote.

After brief talks by all department heads, a monthly quota bonus plan was announced for the advertising staff to

become effective January 1. At the first of each month the individual solicitors are to be given line quotas and for all lineage in excess of the announced quota each month the solicitors, individually, share in the increased advertising profits.

Newspaper's Organ Tells of Market

A new semi-monthly publication *The Commercial Tribune*, devoted to the promoting of the interests of wholesaling and the Minneapolis market, has been launched by the Minneapolis *Tribune*. Mr. Willis Williams is editor of *The Commercial Tribune*, which also acts as a service organ for the newspaper.

Selling Friends by Mail!

How a Dog Breeder Sells Four-Legged Humans by Pioneer Methods

By E. WALTER OSBORNE

FISH by mail from New England and houses by mail from Michigan suggest wide possibilities of the mail order field. It is easy to sit back and say, "Why not?" to any new venture you happen to notice. But when you get down to the problems of the venture, you find some illuminating facts usually.

When I heard that the Palisade Kennels, at Rosedale, Long Island, were selling dogs by mail, I said, "Why not?" It is quite apparent that dogs can be sold by the same advertising and marketing methods that are used to sell other goods. But, as the slang phrase goes, I "didn't know the half of it." A little trip to Rosedale and a little talk with Henri I. Baer, the proprietor, brought out so many interesting things that I can't keep them to myself.

First of all consider the product: Palisade Police Dogs, officially known by such other titles as German Sheepdogs, Alsatian Wolfdogs, French Police Dogs, and so on. A most unusual product! They live, breathe, eat, get sick, die, have emotions, think and understand. They are four-legged humans. Yet they have to be produced according to the demand for them and sold just like any inanimate product on the market. You gentlemen who are confronted with the difficulties of producing a razor blade or a tea pot, just give a thought to the problems of the man who deals with the creation of a *live* thing! You have something to worry about there.

PRECEDENT TO THE DISCARD

Yet that is only a single problem. Another is precedent. Dogs have

never been sold in this fashion before—it has always been the custom to depend largely upon the show exhibitions. The more progressive element in the industry has been advertising in dog sections of the "quality" papers, but this advertising is all cut and dried and very much of the classified style. Still another problem has to do with the customer—on one hand the average man isn't willing to pay the price at which Palisade puppies sell (from \$75 on up); and on the other hand, the average man or woman doesn't know anything about dog raising, training or care. The man who sells automobile tires or watches or fountain pens knows what a bothersome job it is to make people understand how to use those things with reason; he knows how the Great American Public abuses them and then kicks because they don't give the proper service. It is simple to imagine what happens to a dog in the average household!

The effect of this particular fact is, as the experienced adjuster knows, very detrimental to the business of keeping the product sold. It is a vital question, but this matter of lasting salesmanship, as well as the interesting point of "production" is a bit off the line of this story. We are trying to handle only the specific topic of selling dogs by mail.

To appreciate the whole story you ought to know, among other things, that Mr. Baer, an Alsatian by birth, began with a capital "of about ten cents," as he puts it, and has built a business that runs now about \$75,000 a year and is eternally on the

increase. The principal asset of the Palisade Kennels, however, is not pure-blood dogs, some of which are valued as high as \$2,000 each, but *ideas*. It is the marketing principle on which the man has worked that have made it possible for him to maintain a 200 acre kennel-farm in Connecticut, two places on Long Island, and created the necessity for a New York office which will be opened shortly.

On an appropriation of \$500 a month, 600 inquiries and \$5,000 worth of business (average) are secured. Those inquiries have two marked values: first, requests for information on a line ranging from \$75 to \$2,000 a piece at a cost of less than a dollar are mighty desirable. And, from another angle, 99% of the business is the result of following up these inquiries.

Quality of inquirer, of course, enters into the value of the query. You can get an idea of the type of folks who buy from the fact that one Sunday afternoon quite recently a man dropped in at the Rosedale kennels and asked to see some of the puppies he'd read about in the advertisements. Two were brought out. He played with them and examined them and talked about them—and in fifteen minutes bought \$1,100 worth of dogs. That does not happen every Sunday afternoon, to be sure, but this class of buyer, Mrs. William K. Vanderbilt, jr., being included among them, are the sort who respond to the advertising.

MEDIA USED

The source of these inquiries is interesting, particularly in its development. Six years ago Mr. Baer began to take space in such papers as *Vanity Fair*, *Harper's Bazar*, *Town and Country*, *House and Garden*, *The Spur* and others for this particular field. Space is also being used in *Dogdom*, a trade paper, and *St. Nicholas*, to reach the juvenile field, which Mr. Baer considers a very valuable group. The real diversion, however, has been his decision to go after the men who have the money to buy his dogs in a little different way—through business papers. Taking certain professions that can boast of well-to-do figures, the idea is to talk to them about dogs when they are in the position to give his advertisement some attention. Therefore, insertions are being run in *ADVERTISING & SELLING*, *Printers' Ink Monthly* and will be run in the *Bankers' Monthly*, *Iron Age* and others that have the



The Black Sheep

As Shakespeare once said—
"Advertising is not all Sorrow."



WE ONCE KNEW AN ADVERTISING MAN—Who was forever saying that his was the derndest business in the world. It was so pack-jam with cares and sorrows and heavy responsibilities that his dreams at night were filled with Closing Dates and Klient Kickage.

* * * *

We can't quite agree with this analysis of The Great Business of Advertising. There's a lot of fun in it if you'll only square off and take a perspective view. There's nothing funnier than missing an important Insertion—if you have a real sense of humor.

* * * *

In fact, the more we think about it, the more we are inclined to believe that there is room—with sunny, southern exposure—for an occasional smiling, affable courier of Optimism — — — a Bringer of Good Cheer, in the midst of wrong-sized plates, Turned-Down Copy and Switched-accounts.

* * * *

Why not laugh at some of our own faults and foibles? Why not descend to the very lowest form of wit, and revel in puns, burlesque ads. and advertising persiflage. It'll do us all good to don cap and bells and grin away our professional tears.

* * * *

Therefore the announcement is made that beginning with the new year, The Ethridge Association will issue, now and then a little paper entirely to the undignified and the unconventional. It will bear the foreboding title, "The Black Sheep," which exactly describes its contents. A certain number of the flock and fold will remain behind the bars, unbending to the last. This yew lamb, however, will break through the barbs and hold high revel in pastures green, with all four legs kicking the daylight out of space. The Black Sheep of the Family is supposed to grin at convention. That's what we'll do through the coming year.

* * * *

The first issue of this publication will be sent on request, but we warn you in advance, that if you are thin-skinned, easily hurt or constitutionally opposed to taking a joke, you'd best not climb aboard.

* * * *

Of one thing you may be sure—the humor of this little publication will not be tipped with venom. We don't want to hurt anybody's feelings. We will never take unfair advantage. Our sole aim is to see if we can't uncover—just among ourselves—a rich pay-streak of laughs—laughs born and bred of the Advertising business.

* * * *

Nobody has tried it before—that is—to be seriously funny in a consecutive way. Maybe we are biting off more than we can chew. But we'll try, just the same—just to prove there ARE some laughs in the profession.

* * * *

If we talk shop, you'll find us poking as much fun at ourselves as at Advertising in general. Your copy will be waiting for you when you write in.

The Ethridge Association of Artists

New York Studio: 25 East 26th St.

Chicago Studio: 140 N. Dearborn St.

class of readers who will be receptive to the message.

The insertions are simply aimed to bring inquiries. The most interesting thing about the whole business is the way they are handled once they come in. You know, as well as I do, that it isn't any common thing at all to ignore queries about advertised goods. All of us have written to firms who never answered the note. But not so with the Palisade Kennels! Henri Baer never lets up—he has 12,000 names in his files right now (with more continually arriving) and they are followed up as many as twenty times. After a name gets to be a year old

it is put in a special file, but it is still "worked." Different styles are used: personal letters, process letters, even printed letters. And the strange thing, to some, is that the printed letters pull as well as the personally typed ones!

You say, well how is that? Well, I remind you about the sales which hover between \$5,000 and \$7,000 a month—99 percent of which are the results of the follow-up system!

THE RESULTS

If you want specific performance for an answer, then look at this letter. It was sent out to 6,000 names at a total cost of \$484.50:

If you could do "the other fellow" a good turn without any inconvenience or cost to yourself, would you do it?

I believe you would, and therefore would ask of you a favor. If granted, this will bring you information on a subject you want to know more about or it will save us postage, literature and time, and you will not continue to receive literature on a subject that no longer interests you.

Some time ago in answer to an inquiry, I sent you one of our booklets, which has resulted in correspondence between us regarding a dog for you. Since you have not bought a Palisade Police dog, it may be you want to know more about this particular dog, or have you bought some other kind of dog?

It is our aim to establish a clearing house for dogs and we would like to get an idea of just what kind of dogs our inquirers want. We would therefore appreciate it very much if you would please check the enclosed card and mail it.

If you already have a dog and he is perfectly satisfactory, you may not be interested in further literature about the Palisade Police dog, and by checking the card "not interested," we will remove your name from our files.

If, on the other hand, there is anything you want to know about the proper feeding and care of your dog, or his training, we place at your disposal the Palisade Service to help you care for and handle him, so as to get the most out of his companionship.

Please check, sign and mail card now. It will help us both.

The returns from it are *not yet complete*, but so far Mr. Baer can trace 3,000 answers and \$10,000 worth of business to that letter! Not to any hand-picked list, mind you, but to folks who inquired from advertisements, and not for a \$1.75 article, but for high-bred dogs, the prices of which I have enumerated, up to and higher than \$2,000. (Let me insert here that I just made the acquaintance of Prince, a dog that can't be bought at any price.)

I must repeat that there are other interesting things about the Palisade Kennels. To the average man such a persistent follow-up method is interesting; to the average man 50

percent returns on a letter is interesting enough. Yet it is also illuminating to discover sales that are directly traceable to inquiries that came in before the war. Some of the inquiries that resulted in sales this year were four years old, and letters are received in answer to advertisements two years old. Seldom is a good prospect lost outright—there are scores of letters in the files that promise a further consideration of the subject this coming spring, for instance. It is natural that people would be careful about spending such fancy sums for puppies—few people can afford to hand out cash by the purseful. Yet the methods, the appeals and the line impress these folks to such an extent that they hate to banish the idea. Really, when you've been sold on a dog by these methods it is hard to forget it.

Because the appeals are the kind that lend themselves to human treatment. One striking phrase used is, "A friend—the only one money can buy." The appeal to the love of companionship; to the necessity for protection; comfort; fun; the pet instinct are all commonly used. But there is still a strong utility strain beneath it all. Quite a few of these dogs have been sold to industrial plants for burglar protection, and yet the same type of dog is marketed on the desirability of its use as a companion for the children. The animal's characteristics and training make this dual market possible.

The advertising to women, children and men present some of the many sides of the product; the appeals to each are radically different. In analyzing his sales, Mr. Baer feels that they spring from the woman, usually. She becomes interested and her husband buys. Or it may be that the kiddies make the sale. On this new scheme of reaching professional men the source will be quite different, for the motive will be different. The style in which it is presented is different, not only from customary dog advertising but also from the copy used for most any high-priced product I know:

If This Ad Doesn't Pull You'll
Be the Victim of a Nasty Trick

Have been sherlock-holmesing you for a week or two. Haven't been listening in on your wire. Nothing like that, of course. Just been investigating where and how you live. Find you have a pronounced predilection for life in the country, where, like a gentleman, you keep your blood pressure normal with Also find that you are without the breed of dog that goes with life in the open.

Keeping Up With The Times

A FACT A WEEK

The most recent acquisition to The Times advertising staff was at one time a traveling salesman for men's underwear and clothing in the territory which includes Washington.

The other day he said to the publisher:

"I know personally a half dozen highly desirable and successful merchants in Washington who could be interested to take on and push a dependable line of men's clothing.

"I know personally more than a dozen important stores that would feature a good line of men's underwear in co-operation with the manufacturer—stores that would back the manufacturer's advertising with their own advertising.

"Why can't we bring the two together?"

Is anybody who reads this interested to follow up this opportunity?

The Washington Times
WASHINGTON, D. C.

The dog we mean is a Palisade Police Dog—a pal that is constant, a slave that is willing, a guardian that is alert. Hence this advice:

Make This Advertisement Pull!

If you don't—and here's the nasty trick—will advertise in publications that get to your children. The copy, with malice aforethought, will sic them to nagging you for one of our puppies. So, eventually, this will be your choice:

Buy the Pup or Lose Your Mind.

But don't wait until you are forced to do the right thing. Half the joy in pleasing the whole family, yourself included, lies in doing it of your own volition.

Under the pictures of some very likeable dogs are little squibs like these: "A pin dropped on a silk rug would be a big noise to this puppy's sensitive ears"; "Your intention to keep out of the rough is seldom backed up by your skill as a driver. A penny's worth of patience would teach this puppy to retrieve a golf ball"; "There's more strength than accuracy behind your tennis racquet. These puppies can be trained to chase and recover wild smashes," and others much like them.

"GUARANTEED" DOGS

Getting back to the subject of uncertainty of canine life we also find a different treatment of this problem in the form of a guarantee which assures the customer that the dog will be replaced if he is not exactly as represented or if he is not satisfactory in every way, provided he is returned within ten days with no faults due to improper handling. That is a liberal promise when one considers the fact that dogs are shipped all over the country; often go two and three days without food; are slammed around by expressmen; travel through wide climatic changes and are exposed to colds, pneumonia and very often death. At best the dog isn't in a very happy state of mind when his owner opens the crate and it takes a little while for his disposition to become settled.

The guarantee, going with each dog and being referred to in the advertising, also gives references so that the customer can satisfy himself about the responsibility of the Palisade Kennels. The magazines that carry their advertising and the bank which handles their account are given.

Mr. Baer has always harped on this thought: his prospects and customers want to feel that he is a reliable man to deal with, and his advertising, his direct mail material, his service and his entire dealings

are flavored with the suggestion of responsibility. Great care is given to such matters as printing, letter heads, circulars, etc., in order that they will give the right impression: create confidence.

The follow-up service, both before and after the sale, are both indications of a thorough plan and a genuine interest.

But to the advertising man the achievement of the proprietor of the Palisade Kennels is significant and interesting because it offers more evidence in support of what kind of interest the right kind of advertising will inspire and the sort of results that correct direct mail methods can bring in an absolutely new field.

Entire Advertising Space in "Punch" Sold for Coming Year

In a letter to Frank Presbrey of the Frank Presbrey Company, Roy V. Armstrong, advertising manager of *Punch*, says that in looking forward to the year 1920 he has the great satisfaction of knowing that every line of advertising of his magazine has been sold for the entire year.

Howard Polacheck Makes New Connection

Howard Polacheck, formerly advertising manager for A. Stein & Co., Chicago, manufacturer of Paris garters, is now with the New York office of the Stanley W. Blum Company, sweater manufacturers.

Nichols Agency Advertising Canadian Pacific

Advertising contracts in behalf of the Canadian Pacific Railway are being placed with a list of dailies in the United States by The Chas. F. W. Nichols agency, Chicago.

Horlick's Appropriation Increased

Contracts for 1920 advertising for Horlick's Malted Milk are now going out from the Chicago office of the J. Walter Thompson Company agency. The Horlick appropriation for 1920 will be in excess of the 1919 appropriation, according to report.

P. J. Kelly Advertising Manager Concrete Machinery Company

P. J. Kelly, formerly assistant advertising manager of Burke & James, of Chicago, has been made advertising manager for the Foote Concrete Machinery Company, of Chicago.

From S. Reid Warren, Philadelphia

KEYSTONE PUBLISHING COMPANY

P. O. Box 1424 PHILADELPHIA Bourse Building

December 17, 1919.

Editor, ADVERTISING & SELLING:

"Heels I Have Cooled," by George Morehill, in your current issue, is a corker in clever satire.

Sincerely yours,

S. REID WARREN.

*Wishing you
and yours the
best there is
'this coming
New Year*

(signed)

Louis C. Pedlar
Stas Azoy
E. W. Bell
Louis Fancher
Pierre J. Fortier
Gordon Grant
A. C. Goesle
Anthony F. Hansen
H. Hohnhorst
Ethel G. Hoyle
E. S. Kasnoff
Charles Konor
Morris M. Leven
Stanley F. McNeill
L. M. Mayer
T. Mihm
Delos Palmer
Morris H. Pancoast
Al Peters
Walter H. Peters
W. R. Peter
J. Rosenfeld
Dorothy Schnellock
Walter Steinhilber
B. Strandenaes
H. E. Summers
Joe G. Sweeney
H. Devitt Welsh
F. Vaux Wilson
Earle B. Winslow
George Woltz



Louis C. Pedlar, Inc.
COUNSEL IN ART,
95 Madison Avenue
NEW YORK CITY

Telephone Madison Square 511

Harris with Pluto Water Company

H. F. Harris has lately been appointed sales and advertising manager for the French Lick Spring Hotel Co., the marketing company for Pluto Water. The Pluto account is handled in Chicago by the McJunkin Advertising Co.

Chicago Newspaper Man Enters Advertising Field

Alfred C. Houser, well known Chicago newspaper man, has gone into the advertising field as manager of sales promotion and advertising of the Dashiell Motor Company, Chicago distributors for the Dodge Motor Company.

McJunkin Receives an Appointment from Chicago Mayor

W. D. McJunkin, head of the McJunkin Advertising Company of Chicago, has been appointed secretary of the Chicago traction commission by Mayor Thompson of Chicago.

Thurman New Space Buyer Brandt Advertising Company

Oliver L. Marcks, manager of the Brandt Advertising Company of Chicago, has resigned to become a special advertising representative in St. Louis, his home city. He will represent a number of publications, including the *Chicago Daily Journal*. Mr. Marcks, formerly with the McJunkin Advertising Company as space buyer, assisted E. S. Brandt in organizing the Brandt Company. Before going with the McJunkin organization, Mr. Marcks was with the Nelson Chesman & Company staff in St. Louis.

F. P. Thurman, formerly with the McJunkin Advertising Company, will succeed Mr. Marcks with the Brandt Company his chief duties being that of space buyer.

New Members in National Advertisers'

Seven new members have been admitted to the Association of National Advertisers. They are: Anheuser Busch, St. Louis, Mo.; Charles W. Staudinger, advertising manager, The Belber Trunk and Bag Company, Philadelphia, Pa.; Arthur Rosenheimer, advertising manager, McKesson & Robbins, New York; V. E. Pratt, advertising manager, American Writing Paper Company, Holyoke, Mass.; Harry W. Alexander, assistant to president, Duplicator Manufacturing Company, Chicago; R. K. Russell, general sales manager, Service Motor Truck Company, Wabash, Ind.; Rolfe C. Spinning, advertising manager, Standard Oil Company of New Jersey, New York; Charles Luckey Bowman, general manager, Nujol department.

Prospective National Advertiser

A new Chicago advertising account is that of the Delson Knitting Mills, which is being handled by the Brandt Advertising Company, Hartford Building. The campaign is likely to become national in extent.

Work on French Dictionary Delayed by Holidays

Owing to Christmas and New Year's falling on a Thursday, the only day on which the members of the French Academy can get together for work on the revision of the French dictionary, work on this book has been delayed. The pres-

ent revising of the dictionary was begun in 1878, and to date the letter F has been reached. The latest estimates on its completion are 2020 or 2025. The coining of many new words during the course of the war will cause additional work for the revisionists.

Iowa Paper Partly Destroyed by Fire

The Marshalltown (Iowa) *Times-Republican* was partially destroyed by fire December 23rd, suffering a loss of between \$50,000 and \$60,000, about two-thirds covered by insurance.

Advertising Club Organized at Ft. Dodge, Iowa

C. A. Baumgart, president of the Associated Advertising Clubs of Iowa, recently helped organize an Advertising Club at Ft. Dodge, Iowa. The state organization is planning to establish a number of new clubs throughout Iowa during the coming year.

House Organ Placed in Plant Boxes

In order that all employees may be sure of getting their copy of the weekly *Firestone Non-Skid*, the Firestone Tire & Rubber Company, Akron, O., has hung up in its plants boxes which will be filled with copies of the current week's issue.

Oakley R. French with Seeds Agency

Oakley R. French, who, since his discharge from the Marines, has been in the advertising department of the Goodrich Tire and Rubber Co. at Akron, O., has joined the staff of the Russel M. Seeds Co., advertising agency of Indianapolis.

National Editorial Association Gets Out Emblem

The National Editorial Association thru its Field Secretary, H. C. Hotaling, who has offices in the Commerce Bldg., St. Paul, Minn., announces that an emblem has been decided upon and is ready for distribution. The association in getting out this emblem is launching a campaign in which thruout the newspapers of the country the doctrine of "Loyalty to Our Country" is to be preached. The emblem, it is suggested, should be carried at the masthead of every newspaper which has identified itself with the nation wide effort to fortify those ideals and convictions which will mean safety and security for the future.

Ford To Give \$10,000,000 To Workers

Henry Ford, President of the Ford Motor Company, is to distribute approximately \$10,000,000 in bonus money among the workers in Ford factories thruout the United States. About 90,000 people will be affected and the bonus will be payable beginning January 1st, 1920, and will be based on the daily income and length of continuous service with the company. This is in addition to the profiting plan started in 1914. Along with the bonus the employees will have the opportunity of purchasing Ford Investment Certificates, which are issued in denominations of \$100, \$500 and \$1,000. Interest on these certificates is based on the yearly earnings of the company. Full details of the new enterprise is to be given to the newspapers thruout the country.

Gatchel of Gatchel & Manning Dies

Announcement has just been received of the death of Harry A. Gatchel, president of Gatchel & Manning, Inc., Philadelphia, prominent in the engraving field.

Mr. Gatchel died on Wednesday, December 24th.

Minneapolis Forum Discusses Direct-Mail

"Direct-Mail Night" at the Minneapolis Advertising Forum, December 9, proved to be one of the largest and most enthusiastic meetings ever held by that organization. The printers of Minneapolis were invited to join with the Forum members and as a result a real "Direct-Mail" session was held, with 275 people present.

The speaker of the evening was Charles L. Estey of Chicago, director of the Advertising Service Bureau of the United Typothetae of America. Mr. Estey emphasized the need of greater cooperation between the advertising man and the printer that better direct mail advertising might be produced. Carrying out the "Direct-Mail" idea, E. A. Purdy, Postmaster of Minneapolis, told of the ways in which advertisers could work with the Postal Department to secure the most efficient service.

Minnesota Clubs to Convene in February

The 1920 State Convention of Minnesota Advertising Clubs will be held in Duluth on February 11-12, 1920. The Duluth Advertising Club, after securing the 1920 meeting at the Better Business Convention held in Minneapolis in March, 1919, began work at once on the program and predict one of the best in years.

George M. Peterson, secretary of the Duluth Retail Merchants' Association, is chairman of the general executive and program committee. Committees on finance, publicity, entertainment, hotels, information and reception have been appointed from among the membership.

E. B. Moon to Address Salesmen

E. B. Moon, merchandising expert of the Orange-Judd group of Farm Papers, will spend December 29 and 30 in Minneapolis, addressing general meetings of sales-managers and salesmen of Minneapolis firms. The wholesalers and jobbers section of the Minneapolis Civic and Commerce Association arranged to have Mr. Moon give these talks that the sales forces might obtain a better insight into rural merchandising problems.

A. F. Bertram to Direct Brandt Sales

A. Fred Bertram has been made northwestern sales manager of the Brandt Manufacturing Company, with offices in Minneapolis. The Brandt Manufacturing Company are a Watertown, Wis., firm, makers of the Brandt Automatic Money Paying and Change Machines.

Again We Must Say "Sorry—No Back Numbers Available"

LORD & THOMAS ADVERTISING
Southeast Corner Wabash and Madison
Chicago

Editor, ADVERTISING & SELLING.

For the completion of our files we should like to have all the numbers of ADVERTISING & SELLING for May and June, 1919, two copies of each number.

If you can furnish these, please send at once, with bill.

Yours very truly,

LORD & THOMAS.

Others Agree with You, Mr. Nesbit

WM. H. RANKIN COMPANY

104 South Michigan Avenue
Chicago

December 16, 1919.

Editor, ADVERTISING & SELLING.

Thank you very much for sending me the copy of your issue of November 22 containing Gillilan's article about my old friend, General Agnus. I had already read it in a copy which came to my desk the other day and wrote General Agnus a letter about it. It was a fine story. Features like that are good.

Yours very truly,

WILBUR D. NESBIT,
Vice-President.**Foreign Trade Corporation Formed By
J. P. Morgan & Co.**

The J. P. Morgan & Company announced December 31st 1919, the formation of the Foreign Commerce Corporation of America, thru which it will conduct a merchandising business. The new corporation is chartered under the laws of New York and has a nominal capital of 1,000 shares of no par value, which are all owned by the Morgan firm. Grayson M. P. Murphy, vice president of the Guarantee Trust Company, is to resign from that banking institution to become president of the new concern. Mr. Murphy will be remembered for his great work in organizing the European services of the Red Cross. The incorporators of the new corporation are J. P. Morgan, H. P. Davison, T. W. Lamont, E. R. Settinus and Mr. Murphy. The directors are to be fifteen members of the J. P. Morgan company and Mr. Settinus will be chairman of the executive committee.

Hotchkin Goes To Brooklyn "Standard Union"

W. R. Hotchkin, whose connection with Street & Finney was announced in ADVERTISING & SELLING, December 27th, 1919, has become assistant publisher of the Brooklyn *Standard Union* and will have full charge of the new art gravure section which the *Standard Union* is publishing for the first time January 4th, 1920, including the advertising and editorial part of the new section.

R. F. R. Huntsman, president of the *Standard Union*, in speaking of Mr. Hotchkin's connection with his paper said: "We are delighted that Mr. Hotchkin has decided to come with us, because it means that the *Standard Union* will be a better newspaper in numberless ways. He is not expecting to solicit advertising; he will exercise all his energies toward rendering real service to advertisers who seek facts about one of the greatest markets in the world—Brooklyn. His experience on the "other side" of the advertising business has taught him things an advertiser must know in order to advertise intelligently to any community. We have important plans under way for the betterment of this newspaper, and Mr. Hotchkin will have these under his direct supervision, and it is needless to say that they will be handled by a master hand."

**Daniel E. Paris Joins Barton, Durstine
& Osborn, Inc., as New England
Manager**

Daniel E. Paris, recently a member of Smith & Paris of Boston, has become the New England manager of the Barton, Durstine & Osborn, Inc., advertising agency of New York. Mr. Paris is well

known thruout New England and was for 12 years advertising manager for the Hampshire Paper Company. The New England office will be located in the Little Building, Boston, Mass. The New York office of the agency has made new additions to its staff, including C. B. Dotson, formerly with the New York *Globe* editorial staff, and A. D. Chiquoine, jr., formerly with the Philadelphia *Public Ledger*, but for the past two years connected with the Department of Labor at Washington.

**Trade Mark for Minneapolis General
Electric**

"Dynamo Dan" is the name selected by the Minneapolis General Electric Co. for their trade mark character, who now occupies a prominent place in their news-

paper ads, cut-outs, window cards, etc. This name was the prize winner in a contest conducted in Minneapolis newspapers, which brought several thousand suggestions.

Tells Farmers How to Advertise

How farmers may increase their profits by advertising is described in a bulletin just published by the South Dakota college extension division, copy for which was prepared by the department of journalism. How to prepare an advertisement, where and how to advertise, how much to spend for advertising, the use of posters, sign boards, sale catalogs, circular letters and inserts are described with many illustrations. It is being mailed to farmers free upon request.

Is It Eye Trouble —Or What?

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

—and it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to give the need of merchandising eyeglasses

Consult Poster Advertising specialists

IVAN · B · NORDHEM COMPANY

*Poster, Advertising, Painted & Electrical Displays
in the United States & Canada*

5 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

Foreign Trade Requirements

(Continued from page 2)

mines, woods, agricultural and grazing possibilities, but her vast territory is now locked to the world because of inadequate means of getting these riches out to the sea coast. We ought not to forget soon this fundamental necessity which for four years was drummed into our ears by the slogan: "Give us ships."

There are many indications pointing to the fact that a new American merchant marine is forthcoming. Let us realize, however, that this is

not yet an accomplished fact and that if attention is not given in the near future to legislation which will make it possible for American ships to compete with English, German, French, Italian and Japanese lines much of our present prestige and opportunity will be forfeited. During the past twenty years this nation has lost more than one and one-half billion dollars in freight charges alone, paid to foreign nations to carry our products. We have lost in the last twenty years that which would enable us to build

more than twenty-six million tons of shipping for ourselves. Our provincialism and fear of entangling alliances together with lack of world perspective and knowledge on the part of our lawmakers must be changed, and speedily, if we are to meet the requirements of the new era.

FOURTH: FOREIGN TRADE FACILITIES

We are advancing in experience at present relative to the matter of proper facilities such as our own banks and the establishment of our own offices, and the proper use of such agencies as commission houses, marine insurance, traveling salesmen and a general knowledge of financial matters involved in credits, trade acceptances and other means familiar to our trade competitors in other nations as well as such details as packing, marking and the transportation of our goods. The National City Bank has led the way in Latin America in banking matters and other American banking institutions, and the Mercantile Bank of the Americas, Inc., notably the Guaranty Trust Company, are following up the advantage in lessons learned. That we have yet more ground to cover along each of these lines is evident to anyone who happens to attend a conference or convention of our American men of business whose questions concerning the fundamentals of doing foreign business reveal the unassailable fact that American men of affairs have achieved their reputation for business almost entirely at home, while the extension of this business to foreign lands is yet more or less a terra incognita. We have the raw materials and the manufactured products which all the world needs; the machinery of selling them, transporting them, and suiting our customers is yet largely to be constructed.

FIFTH: TEAM PLAY AND COOPERATION

Provided the requirements narrated above are at hand without a coordinated and cooperative system by which our American business men may work together under favorable conditions and in the spirit of mutual advantage, we shall strive in vain to win our rightful "place in the sun" in foreign commerce. The war has proved conclusively that great results can be accomplished only by team play and by learning how to work together to a common end. Kipling's verse should be

Start at the top when you go after business in Latin America

Get the big dealer and the best consumers first and the smaller ones will follow. Don't try to reverse that rule; the important dealers or consumers will never follow the buying example of the man of small affairs.

To get at the business men who set the pace in buying you must use the right medium. You can't expect to get their attention if your advertising is carried, for instance, in a publication that is popular among workingmen.

LA NACION is now and has been for fifty years the favorite newspaper of the big business men of Argentina. It is the most progressive and most influential publication in all South America.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
1 Wall Street, New York

A. Eugene Bolles
United States Advertising Director
120 West 32nd St., New York

James A. Rice
58 East Washington St., Chicago

Charles B. Blount
444 Tremont Bldg., Boston

graven upon the doorposts of our foreign trade policies:

"It ain't the individuals,
Nor the Army as a whole.
But the everlasting teamwork,
Of every bloomin' soul."

MUST ELIMINATE COMPETITION

We must knock out competition at home where that competition hamstrings our business, we must get over our fear of governmental aid and see to it that laws are enacted commensurate with those under which European nations are now conducting their overseas commerce. Our anti-trust legislation needs to be reformed to meet existing conditions. Such enactments as the Webb Bill and the Edge Bill are along the lines of necessity and give hope to foreign business. There is need today for the raising up of a great maritime leader who will be able to coordinate our shipping interests through adequate legislation and the establishment of private ownership and management. The settling of our transportation difficulties in the realm of railroads is almost as vital to our foreign trade as it is to our domestic commerce, as foreign trade begins usually on the railroads, and the shore, where the products are transferred from cars to ships, should be considered as a transfer point only. Cooperative economic agreements are the keys to world problems and we must look for these new agreements among producers at home if our trade is to mass all its strength and eliminate disputes and friction. It goes without saying that this spirit of cooperating business activities cannot exist with constant antagonism between capital and labor nor while political unrest under the guise of Bolshevism or any phase of class war, strike at the vitals of success of American foreign enterprise.

It has been said repeatedly of late that this new era opening beyond the war period is to be a "business man's era," that the commercial and industrial leader is to be the new diplomat of the coming decade, but this leadership which involves cooperation between science and industry, between the man who works with his hands and the man who works with his brain, this joining into one the forces of government and the forces of business organization, are problems that will not settle themselves—they require the highest intelligence and thoughtfulness on the part of our most able men of affairs, and more study than

they have yet received. If we are to have a league to enforce peace, binding together the hearts and hands of men around the world, this league spirit must have its primary and efficient exhibition in the cooperative exhibition of the friendly unity of those who are responsible for the material and industrial foundations of a world now in its re-making.

THE SALESMAN'S OPPORTUNITY

It is patent that the advertiser and the salesman are in a position to be preeminently useful in the process of bringing to bear upon business a knowledge of foreign conditions as well as the spirit of

cooperative relationship. One prominent manufacturer goes so far as to say that the salesman is the key to the entire foreign trade problem, at least in South America. Our advertising falls short lamentably by reason of a lack of knowledge as to the "how," "when" and the "where" American commercial salvation lies very largely in developing a greater foreign trade through the opening to our country of new markets as well as the expansion of the old markets. Among the invaluable elements to this end is the printed page and the salesman's personality. If the advertiser and the seller know their business, the battle is more than half won.



FOREIGN
DEPARTMENT

Foreign Advertising Service

is not a new department of our business. For many years we have been attending to the needs of our clients abroad, establishing foreign connections for that purpose.

Today we are one of the few advertising agencies able to originate, write, illustrate and place foreign business direct.

Among the clients whose foreign interests we are serving are the following:

Eastman Kodak Company
E. I. du Pont de Nemours & Company
International General Electric Company
Worthington Pump and Machinery Corporation
Atlas Portland Cement Company
Corona Typewriter Company
The Miller Lock Company

We shall be glad, through our Foreign Department, to serve the interests of any advertiser not engaged in competing lines.

FRANK SEAMAN
INCORPORATED

Foreign and Domestic Advertising
470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: *Monroe Building*
Monroe St., and Michigan Ave.

Associated with Mather and Crowther, Ltd., London, Eng.

The Plans Behind "Sunkist"

The Beginning, the Development and the Results of the California Fruit Growers' Advertising Campaign

By DON FRANCISCO

WHEN the California orange growers began to advertise their fruits thirteen years ago it was considered quite an adventure. Even advertising men thought it was quite an adventure. It was a new idea in the advertising world—an attempt to use the tools of the manufacturer on one of na-

ture's perishable fruits.

An orange was just an orange. It grew on a tree and when it was ripe somebody ate it. That was all there was to it. Oranges didn't need advertising. Furthermore they could scarcely be considered "advertisable." An orange would stubbornly resist any attempt to make

it a particular orange. Nature was a notably poor manufacturer when it came to turning out standardized fruits that were absolutely alike in size, appearance and eating quality. Besides, the supply constantly varied and prices jumped around terribly.

But the orange growers were doing the planning and they thought differently. They were willing to experiment and pioneer.

They began modestly by setting aside a definite territory in Iowa, where the sales over a period of years were known and where the competition from eastern citrus fruits was slight. In this territory something like six thousand dollars was spent one year in advertising. A tabulation of sales made in this area during the year of advertising showed an increase in business so much greater than that in the rest of the country that the value of advertising as an investment to develop new business was left unchallenged.

The orange and lemon growers of California rank today among the largest advertisers of food products in the country. Yet the total annual cost for publicity has been only two and one-half cents for each box of oranges and four cents for each box of lemons marketed through the California Fruit Growers Exchange. Figured another way, it is 0.577 percent of the delivered value of the fruit. The average percentage of advertising to gross sales among the prominent advertisers of the United States is about 5 percent.

One does not have to look far for results of Sunkist advertising. A prominent Florida paper recently accused Sunkist advertising of getting more money for California fruit than could be obtained for Florida's. At a recent meeting of the Exchange directors the value of the name "Sunkist" was variously estimated at from \$2,000,000 to \$15,000,000—the latter estimate being that of F. Q. Story, president of the Exchange. "The biggest asset we've got" is the way one director expressed it. A recent trade report shows an overwhelming preference for the Sunkist brand among consumers of oranges and lemons.

In the first ten years of Sunkist orange advertising the consumption of California oranges in the United States and Canada increased 80 percent, or four times as rapidly as population. During the last year (1918-19) the shipments of Valen-



THE effectiveness of your catalogs and booklets depends largely upon the cover. It is the outside of the catalog that the recipient sees first. His opinion of the cover determines his whole estimate of the proposition. If your advertising message is clothed in an attractive cover such as Dexter's *Levant*, it is sure to create a favorable impression.

Dexter's *Levant* Cover Stock is made to simulate the leather of the same name. It conveys an impression of the beauty of *Levant* leather and yet is a good business stock. The dignity and richness of this cover stock makes a universal appeal. Dexter's *Levant* eliminates the problem of elaborate costly printing; the simplest treatment can make an attractive cover that will be worthy of praise.

Send for free sheets for dummy purposes, or LEVANT Sample Book. Dexter's unusual house organ, XTRA, will also be included.

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

cia oranges from California increased approximately 30 percent and the demand was such that this bumper crop was readily taken up by the public at satisfactory prices. Such sudden expansion, amounting to several thousand extra cars during a few months, might represent a real hazard if the demand was not developed to a point where the fruit would be bought and consumed by the public.

Sixteen years ago California supplied only about one-fourth the lemons consumed in this country, the balance of the supply being imported from Sicily and Italy. Gradually this proportion has been increased until now approximately three-fourths come from California and only one-fourth comes from abroad. It will be observed that our gain was the importer's loss and the average consumer ate no more lemons than he did five, ten or fifteen years before.

A survey made a few years ago indicated that the young non-bearing acreage of lemons was substantially 75 percent as great as the bearing acreage. It was apparent that the use of lemons must be greatly stimulated if there was to be a sufficient demand to take care of the future yield.

During the first four years of Sunkist lemon advertising the consumption of California lemons increased 45 percent. These figures do not take into consideration importations from Italy and Sicily.

However, the first real test of the industry's ability to increase per capita consumption was due last year when large blocks of young groves came into bearing and the test came with a cool spring and not many protracted periods of "lemonade weather." Here is the result:

The crop of lemons shipped from California was 75 percent greater than the previous year of light yield and 25 percent greater than the biggest previous crop. The consumption of lemons from all sources increased 10 percent and instead of the market being demoralized prices were sixty-six cents a box higher than an average of the thirteen years previous. (This, of course, does not mean sixty-six cents a box more profit to the grower since increases in production costs are not considered.)

It would, of course, be incorrect to credit these increases entirely to advertising. The gains were due to a variety of factors—including good quality fruit a well carried

out plan of distribution, good salesmanship and advertising—each of which performed a vitally important part. The interesting fact—and the one all-important fact—is that regardless of what did it, consumption has been increased sufficiently to take care of some enormous spurts in shipments and at fair prices.

Citrus fruits are fast becoming less a luxury and more a staple

article of diet. This was well illustrated during the influenza epidemic when, with a short supply to offer, there came an unprecedented demand for citrus fruits for the sick, and unheard of prices were paid because people believed in their healthfulness. Orange juice is being more widely used for infants and wherever there is a baby there is an opportunity for oranges to become a necessity in the home.



The Strength of Universal Service

"Behold the power of unity," declares the father to his sons, in Aesop's fables concerning the strength in a bundle of sticks as compared with the weakness in a single stick.

This "Power of Unity" is of absolute necessity to the strength of nations and of business. It is unity of service which is the strength and value of the Bell Telephone organization.

If all your telephone conversations were to be forever with but one person, a single line would meet all of your needs, but nation-wide service requires the cooperation of all those served

as well as of all those serving.

The daily operation of the telephone for usual, local calls; its vitally important operation for the less-frequent long-distance calls; both depend upon the coordinated efforts of subscribers and telephone operators.

Moreover, in these days of high costs, an economic and universal service requires from each individual subscriber his financial and moral support.

Each community must support its telephone facilities to the best of its ability, if both it and the rest of the country are to receive the fullest benefit.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

The general use of orange juice as a beverage has been rapidly increased in recent years until now, according to a recent survey, the number of orders for orange juice in hotels is greater than the number of orders for oranges served in all other ways.

The work of increasing demand is by no means finished. The California Valencia crop will increase rapidly, at least for several years. In less than a decade the production of lemons in California may be expected to exceed the present combined domestic and foreign supply by at least 50 percent, and imports will continue to arrive in large quantity. This presents a real problem, the solution of which lies in educating the public to the lemon's many delicious and healthful uses so that the average person will eat a lemon every six days, for example, as is true of patients in hospitals, instead only about once a month.

PRELIMINARY INVESTIGATION

When considerable money is to be invested in some form of advertising, a careful investigation may first be undertaken to gather important facts. These studies cover such points as the percentage of fruit bought by telephone, and the percentage personally selected, the proportion purchased from fruit dealers and from groceries and the percentage of people who specify Sunkist. On several occasions we have sent out a number of women to interview several thousand subscribers to various magazines to determine what class of people certain periodicals were reaching and the extent of their influence. Before a national campaign we often try various advertisements locally and choose the best for general use. In a similar way local advertising medium such as newspapers, car cards and posters may be tested

in a small way before one or two are chosen for national use. That last investigation of this kind covered a period of four months and required over 7,500 interviews with housewives. All of this material is carefully tabulated and made available for constant use.

The basic reason for advertising oranges and lemons is to increase the per capita consumption of these two fruits—not simply those marked "Sunkist." In other words, to make citrus fruits so attractive, so desirable and so useful that those who do not now use them regularly will begin to do so and that those who do use them will use two where they now use one. Nature has provided us with an instinctive desire to eat anything and everything that tastes good. Although we are reasoning creatures, our instinct is stronger than our reasoning in choosing what we shall eat. A man who uses tobacco does so not because it is good for him but because he likes it.

In Sunkist orange advertisements the dominant appeal is directed toward the reader's appetite. This appeal is handled by an attractive main illustration with a few lines of suggestive copy. The secondary appeal in advertising is that of healthfulness. Oranges are not only good but good for *you*. It is a fine thing to be told that something you like is healthful. This healthful quality of oranges is difficult to picture but can be convincingly stated in the text matter. The health value of oranges appeals to our reason as a cause for eating more of them, and healthfulness, therefore, is second in importance to their delicious qualities. Hospital patients average an orange every three days while the average consumer eats an orange only once in eight. Every piece of advertising hammers constantly in the text, upon the health value of the fruit

which is so appetizingly illustrated.

In advertising lemons, the appeal is very different and the orange and lemon advertising campaigns are each considered and worked out separately. Utility is the most important characteristic of lemons. They may be employed in numerous ways, including health, culinary and toilet uses. Every portion of a lemon can be put to some use. With lemons, an appeal to the reader's appetite is difficult, although his palate may be tempted with a few lemon dishes—such as lemon pie.

Educating the people to the many uses of lemons is the most logical method of increasing the consumption of that fruit. With lemons, healthfulness is second in importance to usefulness, such as with oranges it is second in importance to deliciousness. This argument is easily treated in the copy but always with a care not to leave the impression that lemons are to be classed with medicine.

Some of our advertisements always "pull" better than others. Four years ago we had an advertisement showing how to use lemons for garnishing. In small type at the bottom of the page was an offer to send a recipe booklet to anyone who would write for it. This advertisement in one issue of one magazine brought over 18,000 requests for the booklet, and, *although it appeared over four years ago, we are still receiving an average of five letters a month from this old piece of copy.*

When we began advertising Sunkist marmalade we made an offer in our magazine advertising to send a small sample to any one who would write for it and give their grocer's name. The first six advertisements brought us over 91,000 requests.

Some years ago we had a lemon advertisement in which an envelope

**IT REQUIRES ORGANIZATION TO MANUFACTURE GOOD ENGRAVINGS
WE HAVE BEEN ORGANIZED SINCE 1895
EQUIPPED TO DELIVER THE BEST POSSIBLE WORK IN THE LEAST POSSIBLE TIME**

**THE STANDARD ENGRAVING CO.
PHOTO ENGRAVERS**

225 WEST 39TH STREET, NEW YORK AMERICAN PRESS ASSOCIATION BLDG

addressed "Mr. Alexander Smith, Esq.," appeared in the background. Of course "Mr." and "Esq." are not properly used together, but the error slipped through undetected. Thirty-two people took the trouble to write us about it.

LAST YEAR'S CAMPAIGN

During the last twelve months the Exchange has utilized all the major mediums of advertising—including magazines, newspapers, trade periodicals, posters, street car cards, moving pictures, window displays and mail literature. Approximately 85 percent of the advertising appropriation was spent in these forms of direct publicity.

Nine of the largest national magazines were used and a total of 62,000,000 copies of these periodicals carried full page Sunkist advertisements in colors. It would have cost \$1,240,000 for postage alone to mail a single circular to this number of people. Newspapers, posters and street car cards were employed at certain seasons or in particular localities to meet unusual conditions.

Some idea of the size and completeness of the Exchange advertising may be gained from the amount of materials distributed in response to requests developed by the advertising. One hundred and seventy-six thousand five hundred and ninety-three people requested and received orange, lemon and marmalade recipe books by mail; 14,942 sets of Sunkist recipe cards, each set containing twenty-four illustrated recipes, were sold at cost to women; 125,000 Sunkist orange calendars and 4,229 box display racks were sold at cost to the trade; 14,942 retail fruit merchants wrote for window display material; 1,795 theatre slides, 4,002 electrotypes of retailer's advertisements and 76,000 booklets were ordered by the trade; there were 375 requests for plans for building orange juice stands and seventy-five boys ordered and paid for complete stands and equipment; the advertising department sent out approximately 982,000 pieces of mail matter and distributed nearly 5,000,000 pieces of display material. This display material, which was lithographed on light cardboard, represented a weight of approximately 175 tons.

A moving picture, "The Story of the Orange," is being shown in 2,000 theatres throughout the country.

It is natural to think of Sunkist

advertising in terms of printing. Approximately 10 percent of the appropriation, however, is spent in personal trade work. This branch of trade promotion is handled in close conjunction with sales and advertising work and tends to bring the two branches of selling together in one locality at the same time. Through this work selling effort is intensified when local advertising is to appear and the "stage is set" before the first advertisement in a city is released. This trade work is divided into four branches: (1) "sales scout" work for developing new business and improving distribution; (2) personal distribution of window display material; (3) merchandising advice to assist retail

merchants in increasing their citrus fruit sales; (4) beverage work to stimulate the sale of drinks made from fresh citrus fruits in soda fountains, hotels and elsewhere.

The "sales scout" work is handled by special men with selling experience who travel most of the time and who co-operate with Exchange sales agents in working with the wholesale trade in districts which offer the greatest opportunities for intensifying distribution. This type of work embodies, first, a survey of sales possibilities, and, second, actual selling effort to achieve those possibilities. Arrangements are made to split carloads between small buyers and

1,500 Advertisers Representing 650 Different Lines of Business

use the New York City Telephone Directory to reach the Telephone Users in New York and the cities and towns that combine with it to form the Metropolitan Area.

A medium with such a clientele, built up only because it produces the results they seek, deserves a place in your advertising program.



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

Room 1106

New York City

Telephone Cortlandt 12000

bring fruit into a market by the most economical methods.

The "sales scouts" deal largely with wholesalers, but have under their direction the display distribution crews which arrange fruit displays in retail stores. They work according to a special itinerary which is planned months in advance and so timed that their work will be finished in each market before the newspaper, poster or street car advertising is scheduled to appear. This work usually takes the form of "Orange Week," which are announced in local newspapers simultaneously with the appearance of billboards after the local wholesalers and retailers have been supplied with fruit and retail windows well trimmed with displays and fruit. Not until everything is in readiness does the general advertising appear locally. The crews then move to the next city.

The personal educational work among retailers is handled by a former retail grocer of 36 years practical experience, who in the last year travelled approximately 25,000 miles in carrying on this work. Approximately 50 grocers' organizations were addressed during the year. This work is purely educational—no sales being permitted. Through this service the Exchange learns the practical day-to-day problems of the retail merchant. In the talks before grocers the importance of displays, quick sales and fair margins of profit are brought out by illustration. The policy is to learn the dealer's viewpoint and work with him. It is a sincere effort to show the retailer how to buy, handle and sell citrus fruits so that his business may be increased and his net profits enlarged at the end of the year.

The Exchange recognizes the 350,000 retail fruit merchants of the country as a vital link in the machinery of distribution and its work with the trade is founded on the policy that anything which may be done to make the retail merchant a more efficient retailer of fruits will indirectly benefit the industry.

Promotion work is being continuously carried on among leading soda fountains, hotels and beverage establishments to further develop the use of fresh lemons and oranges in popular beverages. In order to obtain complete and authentic data for handling this work intelligently two experimental beverage stores selling orange, lemon and grapefruit drinks were opened by the Exchange and are being operated by

the advertising department. The coming of prohibition, the increasing competition from other soft drinks and the need for maintaining and enlarging the use of citrus fruits in drinks renders a larger development of this work advisable. A plan has been developed for placing electrical juice extractors in several thousand fountains as a means of increasing the orangeade and lemonade business.

An orange juice stand to be set up along the sidewalk or street by

Have You a Question You Would Like to Ask About Foreign Trade?

IF you have you can get it answered, without charge or obligation, if you are a subscriber to "Advertising & Selling," by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, starting with our issue of January 10, will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what affect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through "Advertising & Selling," and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the first article of which appears on page 1 of this issue.

Mail your questions to Dr. E. E. Pratt, care of Advertising & Selling Co., Inc., 131 East 23d Street, New York City.

boys was recently designed and has been sold at cost with some success.

With very few products is the value of fresh, attractive displays so necessary and so effective a sales factor as with fruits. A display of the fruit itself is better than a display of printed cards, and our display material is designed to serve as a background or container which will encourage merchants to display oranges and lemons. The dealer men show the dealer how to make good displays, they furnish window cards and other material, and work in conjunction with the local advertising to win the grocer's interest. The advertising aims to create desire. But its maximum value is not reached unless the fruit itself

is available and temptingly displayed at reasonable prices. The dealer men aim to make sure that the products are within reach of any who desire them and that, in fact, they are "pushed" toward the consuming public.

Included in this service to the trade is a very complete selection of sixty items of displays, booklets and other material adapted for use in all kinds of stores. Other features of the service are adjustable box racks which are sold to the dealer at cost, theatre slides in color, carrying the grocer's name, and free electrotypes for the dealer's price list or local newspaper advertisement. All of these auxiliary service features are popular with the trade and there exists a steady and considerable demand for the material. Last year 15,000 retail dealers wrote the Los Angeles office for materials. Dealers are invited to write about their individual fruit selling problems and the department gives advice based upon experience or a special investigation.

All personal trade work is reinforced by letters, booklets and circulars from the Los Angeles office. This material, like most of the trade paper advertising, explains display and selling ideas which have proved valuable to successful fruit merchants. Every member of the wholesale fruit trade receives a letter each month with a proof of one of the current magazine advertisements. Several times during hot weather the leading soda fountains of the country are circularized. A carefully chosen list of the 30,000 best retail fruit merchants in the country receive letters, circulars and booklets and selling suggestions periodically and a large list of over 130,000 retailers is used less frequently. In the course of a year approximately a million pieces of mail matter leaves the advertising department.

A page in our biggest weekly magazine costs \$7,000. That's a lot of money. But it buys 2,000,000 pages going to 2,000,000 people who bought the magazine because they wanted to read it. It reaches 3½ people for one cent.

That cost principle applies to all forms of advertising—newspapers, street cars and posters. We must not think in terms of the cost per page, but in terms of the cost per thousand readers.

Sunkist advertising costs only about one-fifth of a cent for every dozen oranges or lemons sold.

People Who Travel



The Travel Miss, drawn by C. L. Crompton.
Cover of a recent Leslie's travel number.

Families of means and position usually are interested in travel. The summer or winter trip, or the automobile tour, is a subject of live interest in family life.

The publication that such people turn to for information on tours and travel is the one in which they feel a direct interest.

Advertisers of tours and transportation are quick to detect this interest—and PLACE THEIR ADVERTISING ACCORDINGLY.

It is, therefore, significant that Leslie's Weekly, during the first ten months of 1919, lead all periodicals in the quantity of tours and transportation advertising carried.

Figures compiled by the Publishers' Information Bureau show that Leslie's carried 5,169 lines of tours and transportation advertising during the first ten months of 1919.

Thirty-seven periodicals published this class of advertising.

Leslie's stood first on the list.

Leslie's

ILLUSTRATED WEEKLY NEWSPAPER

*A Blue-List Circulation in a Half-Million
American Families*

T. K. McILROY, *Advertising Manager*
225 Fifth Avenue, New York

P. F. BUCKLEY, *Western Manager*
Marquette Building, Chicago

Boosting Your Local Sales

The Two Essential Links in the Chain of Local Retailer Cooperation

By DOUGLAS H. SMITH

EVERYBODY realizes that advertising quickens the demand for one's goods and turns into the retailer's coffers an increased volume of business for the commodities you advertise consistently and universally.

It goes without saying that national publicity is indispensable to national distribution, and my point is obviously not to dispute that in any way but to argue that when national publicity is not supported by equally as consistent local advertising, the man who pays for it is not enjoying the maximum possible returns.

Local advertising includes many usable media: newspapers; car cards; bill boards; electric signs; station posters; and last, but not the least important, probably—the retailer's window. It may not be advisable to use all of these methods: it may or may not be necessary to extend one's appropriation over such a large scale. The individual circum-

stances can best decide that.

In our case, for the purpose of marketing Hall-Mark Shaving Cream in New York City's suburbs in New York State, we only resorted to two of these media—car cards and dealers' windows.

We have never done any large amount of advertising—in fact, aside from some trade papers the advertising running in the above mentioned cars is all we are doing. We took a sort of "flier" on this campaign, in an effort to obtain distribution throughout Long Island and suburban New York in New York State. The result has been fairly gratifying. Our men have covered the Island and the towns affected in New York State with the result of placing Hall-Mark Shaving Cream in most of the stores, and it is moving. But we have obtained a considerable volume of business on the many other items in our line, such as adhesive plaster, medicated plasters, bandages, etc., throughout this territory, and this increasing business is undoubtedly the result of our card car advertising.

Hall-Mark Shaving Cream undoubtedly has great merit. Our files contain many letters, unsolicited, from men in all walks of life praising Hall-Mark Shaving Cream. The wrapper about each tube contains a space for the names of three friends of the purchaser. If this is filled out and returned to us, sample tubes are sent to the addresses given. We receive an increasing number of these wrappers in each mail.

The display container that is packed with each dozen tubes of Hall-Mark Shaving Cream we believe has considerable selling value. It takes up little space, is easily set up, and is so attractive and striking in appearance that the average druggist uses it.

We mention this counter display because it has certainly been an important factor in the sale of Hall-Mark Shaving Cream in such cities as Chicago, Philadelphia, and Detroit, where the cream is moving well and where absolutely no advertising has been done.

We know from actual observation that a large percentage of these counter displays is used, and it stands to reason they are. The

average drug store is of necessity a sort of automat. Even were there any real price inducement to the druggist on Hall-Mark Shaving Cream—and there is not—we could hardly expect him to consume much time in selling this product for us in a highly competitive field. He prefers a smaller margin of profit per unit and the quicker turnover due to advertising. An unknown, unadvertised specialty tucked away on the druggist's shelf is an unpleasant reminder to the druggist, every time he comes across it, of the salesman who sold him the goods and of the manufacturer.

Our general line is one which it would be exceedingly difficult to advertise. But such items as bandages, plaster, cotton, and gauze turn over rapidly and as our line is of the highest quality, attractively packaged, the public not only accepts it, but comes back for more, specifying our trade-mark. If one of our salesmen has loaded up a druggist on a specialty and that druggist has stored it on his shelves waiting for the demand, our representative will very likely have to use all his powers of salesmanship on his next visit to secure his order for our regular line goods. We warn our salesmen against this—tell them to bring out very forcibly the importance of our counter displays—and, of course, admonish them against overloading on such specialties which on their merits have to work up their own market.

The last point embodies our ideas of genuine salesmanship, and although they are doubtless the ideas of every thinking salesman or sales manager, you will find many who fail to practice this principle of selling a man just enough. Every salesman today must realize that a \$500 order from a customer doesn't represent a piece of good salesmanship—if it means that \$200 worth of those goods will hang over on that customer's shelves until they become an eye-sore and a source of discouragement and disgust.

Quite often, it is true, the buyer plays safe and the seller tries to overcome that tendency. Very often the result is exactly a combination of emotions described above. That doesn't point to more or bigger re-orders on the next visit! It really augers ill for the representative who has to come in and stand the gaff of the story.

In the matter of over-stocking, the counter and window displays can and do play a great part. A man may be overstocked with \$100

WANTED—Position with Advertising Agency or Publicity Department of good concern. Five years' newspaper reporting experience, theoretical course in Complete Advertising nearly finished. Best references. C. R. S., 990 Langley Road, Hampton, Va.

Topeka Daily Capital

Sworn government report
for 6 months ending Apr.
1, 1919

35,247

Arthur Capper Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

Your Prospective Customers

now listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters

You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

worth of goods not displayed, but seriously under-stocked with \$400 worth of the same line well displayed. The advertising material for the store not only augments your own local or national publicity, acts as a memory jogger and a further reminder, but it also reaches many folks whom your own advertising may have missed.

Furthermore, it catches a man not in the street car or the office or the Morris chair at home—where he can't buy—but right in front of the store or counter where the goods he is reading about are on sale.

For many purposes and a variety of reasons your local distribution is best speeded up by thorough local publicity, supported by retailer display.

Express by Air

A. E. Cowie, vice president of the American Railway Express Company, recently became convinced that express transportation by air was both feasible and practicable. As a result negotiations were made with the Handley-Page Co. of Great Britain to use their giant plane, which was built for the trans-Atlantic flight, on an experimental trip from New York to Chicago with a cargo of express. Douglas Malcolm, advertising manager of the American Railway Express Company, was selected to accompany the fliers on this trip. Mr. Malcolm in relating the experiences of this trip points out that his company and the Handley-Page people have no reason to be discouraged as to the result of this initial trip, and said that it proved that airplanes are capable of carrying a cargo of great weight and that neither wind or weather are capable of interfering with planes of high power except in the matter of speed. Mr. Malcolm further stated that the time will come when established passenger and express airplane service between cities of great distance will be a commercial success, but the flight will not be continuous, but regular stopping places will be established.

New Railway House Organ

A new railway house organ made its appearance on December 15th 1919, under the name *American Railroads*, published in New York by authority of the Association of Railway Executives. The first issue is a four-sheet publication and contains some very interesting articles on the railroad question, a subject which is very much before the public at the present time.

Schofield Resigns from Illinois Glass Company

C. M. Schofield, for the past 12 years associated with the Illinois Glass Co. of Chicago in various capacities and most recently as advertising manager, has resigned his position in order to take up his residence in Los Angeles on account of Mrs. Schofield's health. Mr. Schofield has a wide acquaintance in the advertising world and acquired new fame as editor of "Bottles" the house organ of the Illinois Glass Company.

Hugo Parton with Batten Agency

Mr. Hugo Parton, formerly with the advertising department of the Butterick Publishing Company recently joined the staff of the George Batten Advertising Company.

Schermerhorn Talks Before Chicago Advertising Council

In an address before the Advertising Council of the Chicago Association of Commerce, James Schermerhorn, publisher of the *Detroit Times*, took for his subject "Taking Care of Today's Unsettled Conditions and the Prospects of Tomorrow." In this Mr. Schermerhorn pointed out that upon the newspapers of this country devolved a great duty, that thru the medium of the printed word in

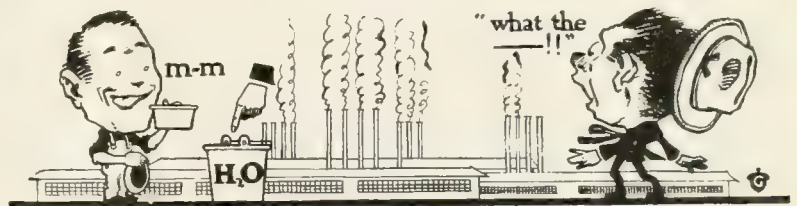
all forms instruction and guidance must be given to the multitude and they be so enlightened regarding the true and real opportunities and conditions of the land and how best to go about the problems arising each day that the condition of unrest that has begun to show evidence will be overcome and eventually die out.

Wants "A. & S." at Home Address McJUNKIN ADVERTISING COMPANY

Chicago New York.

I wish you would enter me personally as a subscriber to ADVERTISING & SELLING, and mail copy regularly to my home address, enclosing in an acknowledgment of this letter bill for subscription.

Yours very truly,
JOSEPH H. FINN
First Vice-President.



THEY ARE USING WATER NOW

IN fact the paper mills have been using it right along and a blame sight more than any other industry. We don't know whether to boast about it or not but the average paper mill uses enough water every day to float the Leviathan from here to Arizona and back with enough left over to fill your radiator tank. This is interesting to you only if you sell any equipment that is used along with water. We don't refer to glasses or soap, but filters, pumps, tubes, tanks, regulators, pipe, boilers, and the myriad other things that water needs to run through, around or be governed by.

There is a big market for this equipment waiting cultivation by a regular advertiser. Our publication is "at attention" awaiting your message.

PAPER

131 EAST 23d ST., N. Y. C.

You could force us to sell you 280 inches of advertising space for \$240. Try it.

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B&B SIGN Co. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

We specialize in house to house distributing of

**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY

206 North Front St., PHILADELPHIA, PENNA.

Write for our paper "FACTS"

When the East
Reaches the West

LOS ANGELES

EVENING HERALD

The greatest week-day
advertising medium on
the Pacific coast.

DAILY CIRCULATION
127,773

The Jewelers' Circular

New York, has for many years
published more advertising
than have the seven other
jewelry journals combined.

**Gibraltar
Cover**

STATIC
LIKE ITS NAME IN

**Texture
Color
Character**

Made by

Peninsular Paper Co.

YPSILANTI,
MICH.

Suggestion for Paper Conservation

A Wall Street banker is credited with the following: "Why should not the Government begin the conservation of paper itself? It has been during and since the war the most extravagant user of paper. Mr. McAdoo destroyed tons and tons of valuable paper because it did not bear his name as he thought it ought to. The U. S. Treasury is wasting tons of paper in doing what can be done by public advertisement more economically. To say nothing about myself, a member of my family received eight copies of the recent U. S. Treasury circular offering Treasury certificates. If the Government had to pay postage the same as a private treasurer would this have happened?"

**Clip and Save This Valuable Data
for Your Export Department**

This table of mail time in days to foreign countries from time of mailing at New York is reprinted from a booklet issued by *The Automotive Exporter*, New York, and should be of interest to all who have any foreign mail to send:

Aden, Arabia	20
Africa, Brit. East	30
Africa, Brit. South	30
Africa, Brit. West	28
Africa, Fr. West	30
Africa, Port. East	30
Africa, Port. Northwest	30
Africa, Port. Southwest	30
Algeria	12
Argentine Repub.	26
Australia & Tasmania	26
Azores	8
Bahamas	5
Barbados	10
Belgium	11
Bermuda	4
Bolivia	22
Brazil	20
Canada	2
Canary Islands	13
Cape Verde Islands	15
Celebes	39
Ceylon	27
Chile	25
China	26
Colombia	12
Congo	35
Costa Rica	10
Cuba	5
Curacao	10
Denmark	12
Dominican Republic	11
Ecuador	18
Egypt	14
Fed. Malay States	33
Finland	12
France	10
Great Britain	9
Greece	13
Guadeloupe	10
Guatemala	9
Guiana (Brit.)	13
Guiana (Dutch)	14
Haiti	9
Hawaii	11
Holland (Neth.)	11
Honduras (Rep. of)	14
Honduras (Brit.)	9
Hongkong	26
India (Brit.)	25
Indo-China (Fr.)	43
Italy	12
Jamaica	7
Japan	19
Java	37
Leeward Islands	10
Liberia	31
Luxemburg	11
Madagascar	30
Madeira	12
Malta	15
Martinique	11
Mexico	6
Morocco	13
New Zealand	26
Nicaragua	13
Norway	12
Panama	8
Paraguay	30
Persia	25
Peru	17

Philippines	30
Poland	12
Portugal	13
Roumania	14
Russia	13
St. Pierre & Miquelon	10
Salvador	13
Samoa	14
Serbia	14
Siam	44
Society Islands	32
Spain	12
Straits Settlements	33
Sumatra	38
Sweden	13
Switzerland	12
Syria	18
Trinidad	10
Tunis	16
Uruguay	25
Venezuela	14
Virgin Islands	12
Windward Islands	11
Zanzibar	33

**Daily Newspaper in English Published
in Jerusalem.**

British occupation of Palestine during the war brought out a highly interesting Anglo-American enterprise in the form of a daily newspaper in the English language, edited by Americans, with the assistance and consent of the British authorities. This is the first daily newspaper printed in the English language in the history of Palestine, and is known as the *Jerusalem News*. M. Talbot Mundy, the well-known novelist and author of many works on India, is president of the Anglo-American Society which is fostering the venture. Mr. Mundy is now in this country, and leaves for Jerusalem January 3rd with a complete new printing plant for the paper. From reports of the paper he had received, Mr. Mundy said the paper has been very well received and is carrying with him an array of announcements from American business firms wishing to be represented in the paper. Collin Armstrong, Inc., advertising agents, of New York, are representatives in this country.

School Paper with Definite Idea

The Riverdale Country School at Riverdale-on-Hudson, publishes a little leaflet house organ called the *Co-Operator* with the idea of forming a link between the parents, the boys and the teaching staff. The leaflet is edited by Frank S. Hackett, who is head of the school.

Rolls-Royce of America Gets Site

The Rolls-Royce of America, of which L. J. Belnap of the firm of Rudel-Belnap, Ltd., of Montreal, is the head, has taken over the former plant of the American Wire Wheel Co. at Springfield, Mass. Owing to the length of time it will take to get and install equipment, it is not expected that any production will be made for at least a year.

Albert Frank & Co. Get New Client

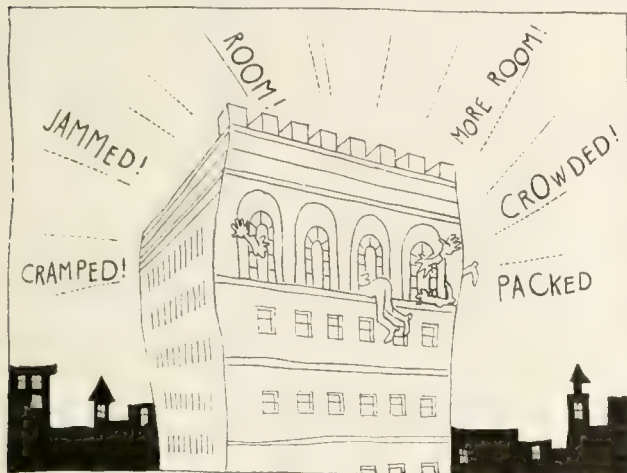
The American Radio and Research Corp. of Medford, Mass., have placed their advertising account with the Albert Frank & Company of New York City.

Bernard A. Davey with Class Publications

Bernard A. Davey moved to Chicago to take up his duties as advertising manager of the Class Publications, Inc., of that city on January 1st, 1920.

"GIBBONS KNOWS CANADA"

AFTER three years the quarters that once looked big to us, became so small. Crowded was no name for it. The walls seemed to shrink. All wrong! We simply grew, while the walls stood still. Grew in numbers, in scope of work, in responsibilities, until the fine spirit of our artists, made happy by good work, would have been cramped, if we did not act swiftly. So—



No room to expand here except into the clouds—that's no place for business artists like Gotham men.



Us for terra firma all the time—with our feet on the ground.



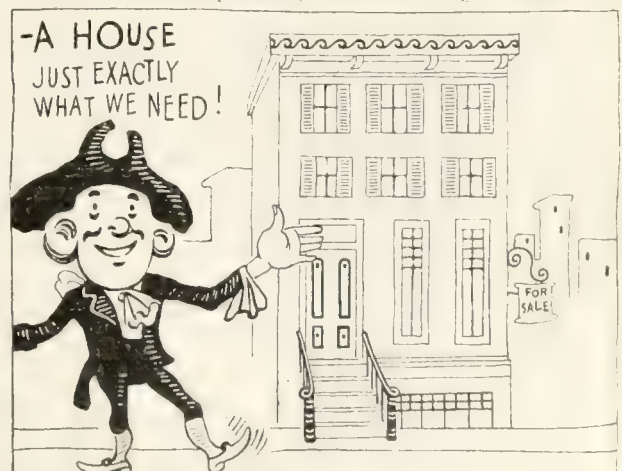
Proper thought and analysis—that's the way to hit on the right Idea for art work or anything else.



Coupled with energy, enthusiasm and ability to seek the solution of the problem, insures the right result.



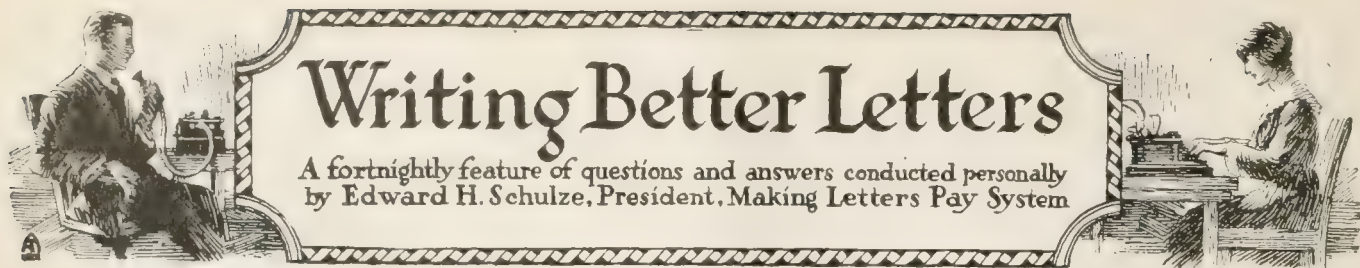
Good ideas in the proper hands are always subject to development and improvement.



So that, in the end, we can point with pride to Success!

We are now in our own building at 111 East 24th St., New York.

GOTHAM STUDIOS INC^P
MARTIN ULLMAN, *Managing Artist*



Writing Better Letters

A fortnightly feature of questions and answers conducted personally by Edward H. Schulze, President, Making Letters Pay System

Do You Want Better Letters in 1920?

Put Your Problems Up to This Department for Solution Without Charge

Stocks & Bonds: You ask me to give my opinion of the following letter, and to offer a suggestion how its pulling power might be increased. I will first print your letter in full:

Dear Mr. Josephs:

We know that every man is interested in investing his money where it will be absolutely safe and will bring large returns. We are, therefore, addressing this letter to you. An explanation of our business and policy is given below.

The firm of Gally & Company is organized for the exclusive purpose of handling certified investments. It is so capitalized and so directed as to offer the investing public the most efficient and responsible service possible.

A certified investment is one offered with the declaration of a responsible organization that it has been examined in detail. Every statement concerning it is certified to be accurate. Certified investments mean safety, honest returns and legitimate profits.

Before certifying an investment as being reliable and offering excellent profit-bearing possibilities, it is subjected to a thorough investigation by trained men of long experience in the oil fields and financial centers. All details as to financing, management, property and possibilities are carefully investigated and analyzed. The characters, abilities and records of the men behind the proposition are carefully considered. After an investment has satisfactorily stood this investigation, we certify it to our clients because we *know* that it is *reliable* and that it *does offer* excellent profit-bearing possibilities.

The list of investments offered by us covers practically every field. And we certify these investments to our clients as being the best in their respective lines:

We offer investments in the following lines:

- Oil production
- Oil refineries
- Oil royalties
- Oil leases
- Industrials.
- Industrial real estate.
- Income property.
- City and farm real estate.

The opportunity now existing for investment in this section in the lines above mentioned are not to be equalled anywhere in the United States for safety and profit.

If you will indicate which of the above lines you might consider investing in, we shall be glad to send you details relative to our offerings.

Trusting that we will have the opportunity of serving you, we are,

Very truly yours,

NO matter what your letter problem is, put it up to this acknowledged expert for solution. Neither your name nor name of product will be mentioned specifically and the advice will be constructive—not destructive criticism. While he ordinarily makes a charge of \$5 to \$25 for answering letter problems, subscribers to Advertising & Selling are privileged to get his answer and advice through the pages of this paper **WITHOUT CHARGE**. Address your problem to Editorial Offices, Advertising & Selling, 131 East 23d St., New York.

The foregoing letter is not bad. The pulling power can be increased to percent to 25 percent, however, by making the following changes:

First, start the letter off with "You know that every man" instead of "We know." When you use the former you bring the man into partnership with your statement—induce him to think as you do—put the right thought into his mind as though it were his own instead of yours. It would pay to qualify your second sentence, first paragraph, by saying "We are, therefore, addressing this letter to you because it explains our unusual business policy (see below)." This quickly gets down to the main idea—to get the prospect to read the letter. It is in the fifth paragraph, however, that the greatest improvement can be made. It is here that you can develop a real AP-PEAL that will bring in returns. I would phrase it this way:

The list of investments offered by us covers practically every field. Every one of these investments are certified by us as being the best in their respective fields. Glance over the following reports, for instance:

Oil Production—Report No. 12 covers an interesting opportunity to make money in a safe oil investment.

Oil Refineries—Report No. 35 covers a very good chance for large return on reasonably small investment.

Oil Leases—Report No. 103 presents one of the most attractive opportunities we have had in many months.

Etc., etc., etc., etc.

The idea is to create in the mind of the prospect, an interest in these "reports." They may consist of merely typewritten pages, but by dressing them up as "reports" you make your appeal more specific. As proof of this, suppose you consider the advertisement which closes by asking you to "send for more information." As against this place the advertisement that asks you to send for

booklet "How to Get a Life Income." I will wager that the latter will pull twice as many inquiries. Why? Because it is easier for the prospect to visualize something specific—to want something specific, to become curious over something specific.

Your closing paragraphs are very poor. There is no punch or snap to them. Consider this close:

Simply place a small pencil mark to the left of the report—or reports—in which you are most interested. Then fold and return this letter in our addressed envelope enclosed. Your name at the top of the letter will tell us who the letter is from and it won't take you a minute to check which report you would like us to send you.

It is worth looking into. The contents of one of these reports, acted upon, may mean much to you. Without investigation you cannot judge fairly to yourself or to us. Therefore, return this letter NOW—while you are thinking of increasing your income. You will be glad you did.

H. G. N. (New York): You ask about quality of letterhead and the advantage of personally typed letters over processed letters.

There was at one time, considerable difficulty in maintaining a certain standard for letterheads. The printers would often tell you that a certain trade-marked paper was not to be had and that they could give you other paper "just as good." Then the grade of the same paper often changed—the quality was not always the same. This has been eliminated. The American Writing Paper Company, for instance, manufacture a bond paper which has the quality and weight stamped right into the sheet. In other words, with this bond paper you are assured of standard quality and specific weight because both are water-marked right in the paper. You do not have to be an expert on paper to know that you are getting what you pay for. You merely lift the sheet to the light and you will see both the grade and substance number clearly stamped thereon. It is the first time that business men have been able to buy bond paper for letterheads on the same standard merchandise basis as they buy raw materials for manufacturing their own products.

As for personally typewritten letters: these have their place. Such firms as the D. H. Ahrends Co., for example often turn out processed letters of such excellence that it is difficult to tell whether they were personally type or otherwise. But where the personally typewritten letter must be used—I suggest



Making Better Letters

A fortnightly directory of products bearing the personal approval of Edward H. Schulze, President, Making Letters Pay System

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or
business house in Chicago.

Dictaphone

YOU talk into it as you talk into the tele-
phone. The Dictaphone is as simple to use
as that. It's the only way for high-nerved
advertising men who think fast and dictate fast
to get their thoughts on paper. A 15-minute
demonstration in your office will absolutely con-
vince you. Phone or write

THE DICTAPHONE

Woolworth Building New York City

Engravings

**Sterling AD-Plates are now a
Standard of Excellence**

New York's Largest Engraving House

THE STERLING ENGRAVING CO.
200 William St. 10th Ave. & 36th St.
NEW YORK

Typewriters

THE Self-Starting Remington pro-
duces better looking letters because
of its automatic indentations and per-
fect paper feed. And it saves time on
every letter it writes.

Remington Typewriter Company
(Incorporated)

374 Broadway, New York

Personalized Printing

Adds life and personality to your mail advertis-
ing because it is never addressed "to whom it
may concern."

The name of the recipient is printed on each
piece of mail in the same type and at the same
time we print your job.

We can serve two more clients and are
ing the two to whom we can render complete
service.

TOAL & COMPANY,

6 N. Mich. Ave., Chicago, Ill.

Business Getting Catalogues

The DeVinne Press

Produces Effective Direct Advertising

393-399 LAFAYETTE STREET
NEW YORK

Advertising Artists

ADVERTISING ARTISTS Inc.

35W 42d STREET PHONE VANDERBILT
AOLIAN BUILDING 1240 AND 1241

NEW-YORK-CITY

that the Hooven or Underwood auto-
matic typewriters be employed. These
machines will type each individually and
accurately at a cost not exceeding two
cents per hundred words—allowing for
depreciation of machine, operator's time,
etc.

* * * * *

If you have branch offices, or local
agents, by all means furnish them with
letter heads and forms so they can in-
tensively follow-up prospects and thus
conserve their time, enable them to keep
in closer touch with the inquiries you
sent them, help you turn more inquiries
into sales. So long as you are paying to
develop inquiries it is worth paying a bit
more attention to be sure they are effi-
ciently handled by your branch office man-
agers or local agents.

* * * * *

*H. D. W. This is the better letter
of the two you sent to me. I have im-
proved it where it is weak.*

Dear Mrs. Duysters:

The Bible says that as we forgive others
so shall we be forgiven. This thought
comes home to us especially at this time
of the year when we all realize that some
day we will have to face the Great Judge

of all things and answer to Him whether
we have always forgiven others as we
hope to be forgiven.

I want you to think of this when you
consider the mistake we made last Mon-
day and the reason why you should for-
give us.

Just now I find myself face to face
with an almost impossible task—watching
business and taking care of the details in
the building of our new and larger store.

You certainly can appreciate my posi-
tion and fully understand just how mis-
haps will occur in spite of best inten-
tions and endeavors. For this reason I
hope you will be good enough to accept
my sincere apology in not getting the Vic-
tor Records to you when you desired
them.

It was one of those unexplainable
"slips." Not willful negligence, but an
error which I very much regret should
have happened.

Please be generous enough to overlook
our first offence with the assurance that in
the future we will be especially careful to
supply all your wants very promptly and
most satisfactorily.

Herewith I enclose self-addressed and
stamped envelope with the wish that you
will drop me just a brief line, telling me
you will excuse this recent mistake and
therefore favor us with the continuance
of your favored patronage. Just say
"Your excused this time."

Yours most sincerely,

Walter Mueller Leaves Vantine & Co.

Walter Mueller, for seven years gen-
eral manager of the wholesale perfume
department and a member of the board
of directors of A. A. Vantine & Co.,
Inc., New York City, has resigned to
become connected in an executive capa-
city with the Compagnie Morana, im-
porters of essential oils, New York City.

Harrisburg, Pa., Ad Club Has First Birthday

The Harrisburg Advertising Club of
Harrisburg, Pa., recently celebrated its
first birthday. A very ambitious pro-
gram has been planned for 1920 and the
following named officers have been elect-
ed: President, Anton Benson; vice pres-
ident, H. P. Miller; secretary, E. Fred
Rowe; treasurer, Herman Tausig.

Busby-Raughley Activities

The Busby-Raughley Advertising Ser-
vice of Philadelphia is planning adver-
tising campaigns for the Manchester Mo-
tor Trucks and the Morton Four-wheel
Drive Tractors, products of two of their
clients.

Geo. L. Roberts with Van Raalte Co.

Geo. L. Roberts, who until recently
has been assistant advertising manager
for Thomas A. Edison, Inc., Orange,
N. J., is now with the Van Raalte Com-
pany of New York City as assistant ad-
vertising manager.

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

January 8-9—Annual convention of the American Association of Wholesale Hatters, Philadelphia.

January 14-16—Convention of the National League of Commission Merchants of the United States, Hotel Statler, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

January 16-17—Convention of the Western Paving Brick Manufacturers' Association, Kansas City, Mo.

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley - Plaza, Boston.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

John G. Robel Inc., Changes Name

The advertising agency of John G. Robel, Inc., Garland Building, Chicago, has changed its name to Robel & Bryant. This change has been brought about by the purchase of an interest in the agency of George H. Bryant, who has been associated with it for some time. Mr. Bryant was formerly advertising manager of the Franklin Automobile Company. Some of the motor accounts handled by the agency are the Holmes Motor Car Company, the Sandow Motor Truck Company and the Ray Tire and Rubber Company.

Paul Crissey, son of Forrest Crissey, well known magazine writer, has become production manager of the Robel & Bryant agency.

N. Y. Sales Managers' Club's New Officers

At an election of the New York Sales Managers' Club the following new officers were elected: President, C. K. Woodbridge, sales manager of The Dictaphone; vice president, C. I. Kiger, general sales manager of McKesson & Robbins; secretary, C. H. Rohbach; treasurer, J. Geo. Fredericks, vice president

Business Bourse International, Inc. These new officers and the following named constitute the Board of Governors: G. W. Hopkins, general sales manager of Columbia Phonograph Co.; E. W. Nash, manager food department General Chemical Co.; W. R. Hill, manager Builders' Hardware Sales, The Yale & Towne Mfg. Co.; Chas. F. Abbott, director of sales, The Celluloid Co.; P. J. Reynolds, vice president Diamond Match Co.

Miller Joins Chicago Branch of Frank Seaman Inc.

C. T. Miller has joined the Chicago branch of Frank Seaman, Inc., New York advertising agents. Mr. Miller was formerly connected with a Chicago advertising agency.

Franquemont Goes to Des Moines

E. A. Franquemont, formerly secretary of the Advertising and Commercial Clubs at Marshalltown, Iowa, has removed to Des Moines, where he opened offices as State Agent for the Fyr-Fyter and a general line of fire extinguishing appliances.

Well Known Newspaper Man Dies

Earl D. Berry, a well known newspaperman and at one time a member of the editorial staff of the New York Times, died at his home in New York City December 22nd. Mr. Berry when a young man was city editor of the Buffalo Express when Mark Twain was the owner.

Postum Carrying on Poster Campaign

The Poster Advertising Co., Inc., are carrying on a poster campaign for the Postum Cereal Co., featuring Instant Postum. The fact that this campaign is being run during the National Coffee Drive makes it an interesting feature.

New Officers for Fire and Water Engineering, Inc.

The following promotions were announced by Charles B. Hayward of Fire and Water Engineering, Inc., at a staff meeting held December 22nd, 1919: Vice president, Karl M. Mann; secretary, Robert H. Lockwood; treasurer, Irving H. Case.

Carroll H. Smith with Atlanta Agency

Carroll H. Smith, recently associated with the Globe Rubber Tire Manufacturing Company as representative in their Southern territory, has joined the staff of the Massengale Advertising Agency of Atlanta, Ga.

Sparks Account Goes to Burnham & Ferris

The domestic advertising of John C. Sparks, manufacturing dye chemist, New York City, has been secured by Burnham & Ferris, advertising agency, also of New York.

Eagle Dye-and-Tint is the name of the product, which will be advertised in newspapers and other media.

Bruce Farson Now on Touzalin Agency Staff

Bruce Farson, formerly a solicitor for the advertising agency of Robel & Bryant, Chicago, has joined the staff of the Chas. H. Touzalin agency, of the same city.

Matteson-Fogarty-Jordan Co Activities

New accounts recently announced by the Matteson-Fogarty-Jordan Company, Cunard Building, Chicago, are:

Babson Brothers, Chicago, manufacturers of Pine Tree Milking Machine and distributors for the Melotte Separator.

The Chicago Hardware Foundry Company, manufacturers of glass-topped tables, etc.

The Stockholm Separator Company, Winnipeg, Canada.

The Matteson-Fogarty-Jordan Company, although in business less than a year, distributed bonuses to employees at Christmas time.

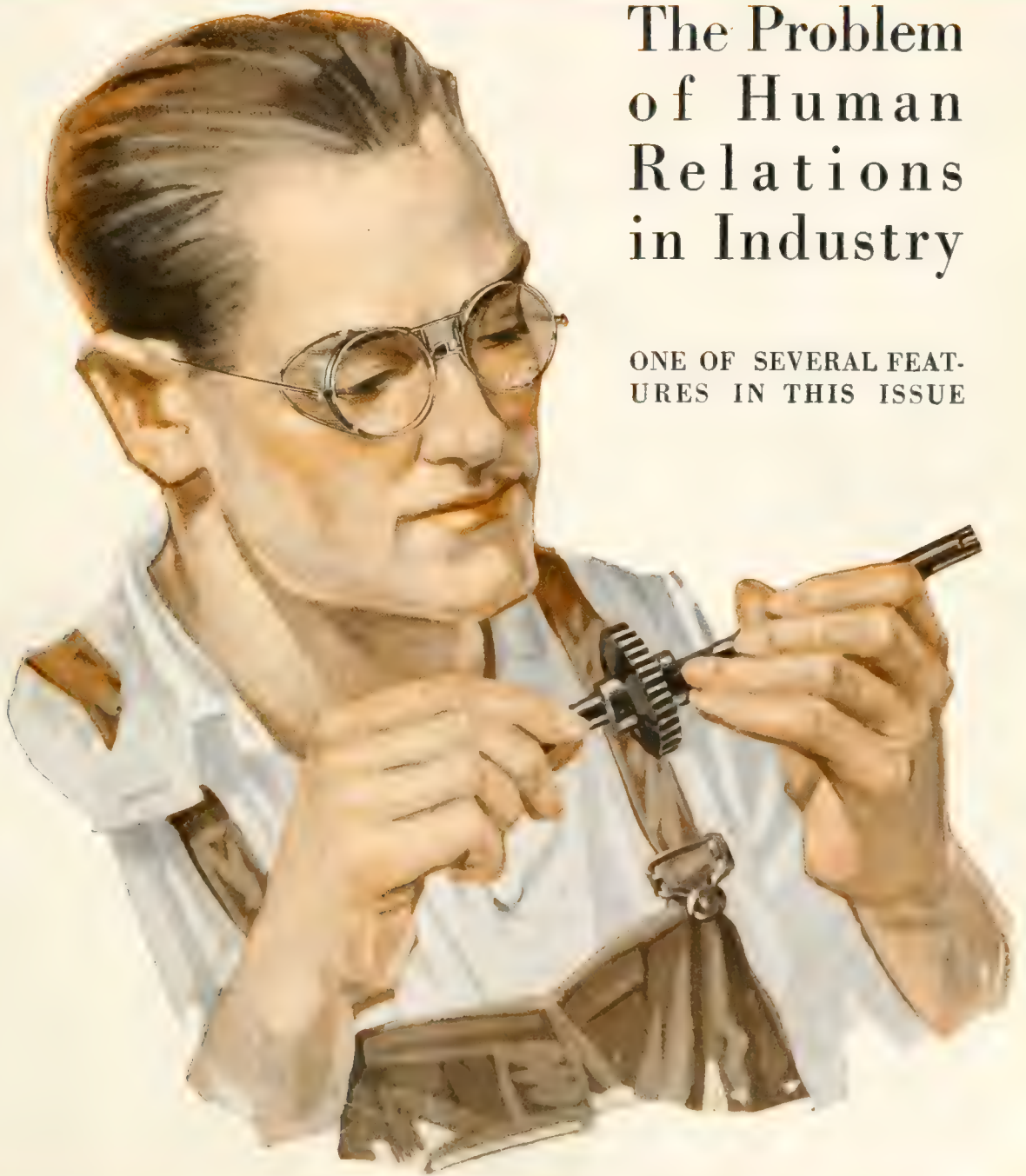
New Business for Cleveland Agency

The Lloyd W. Young agency of Cleveland recently added to their list of clients the Marathon Tire and Rubber Co. of Cuyahoga Falls, Ohio, the Twin Dry Cell Battery Co. and the Squeegee Co., both of Cleveland. Extensive newspaper advertising will be done in all three cases.

Advertising & Selling

The Problem
of Human
Relations
in Industry

ONE OF SEVERAL FEAT-
URES IN THIS ISSUE



THE quality of wear can be built into catalogs as surely as it can be built into clothes. Just as strong fabrics preserve the good appearance of clothes, so does Foldwell Coated Book preserve the clean cut appearance of fine catalogs.

Extra long and strong fibres and a rag base give Foldwell its unusual strength. That's why it holds at the stitches, keeping each page rigidly in place.

And its special surface preparation protects expensive illustrations from being marred, for Foldwell, whether folded with or against the grain, absolutely will not crack.



Foldwell Protects
Direct Advertising

Specify the original genuine Foldwell. There is no substitute.

*Our booklet "Paper as a Factor in
Modern Merchandising" on request*

CHICAGO PAPER COMPANY
825 S. WELLS STREET
CHICAGO, ILL.

Foldwell
TRADE MARK



**THE STITCHES
— HOLD**

ADVERTISING & SELLING, JANUARY 10, 1920

29th year. No. 29. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23rd St., New York City.

When You Think *of* New Orleans Think of New Orleans **STATES**

EVENING

SUNDAY

Because:-

**Large Circulation
Concentrated in the City
Proper—Your Profitable
Market**

Suburban New Orleans is too limited
and scattered to cover economically.

Advertise in the Daily States and center
your efforts on the city itself. Excellent
opportunities for distribution of any prod-
uct. People responsive to advertising.
High per capita purchasing power.

WRITE 
ADVERTISING DIRECTOR

**Want More Information?
We'll Gladly Furnish It.**

A STREET & SMITH PUBLICATION

Picture-Play MAGAZINE FACTS

Established 5 years. Size 7 x 10 inches—429 lines.
Circulation 200,000 net paid A. B. C. Page rate—\$350
—the lowest rate per page per thousand of any magazine in this field.

Some of our publicity advertisers are:

American Chiclé	United Drug Company
Colgate	National Biscuit Co.
Charms	Rudolph Wurlitzer Co.
Mint Products	Oliver Typewriter Co.
A. S. Hinds	Bonnie-"B" Veils
Ingram	R. L. Watkins Co.
L. C. Chase & Company	Stafford Miller Co.

and many others.

We are advertising Picture-Play each month in 25 leading cities. Picture-Play is growing rapidly. For a short time you can still buy page space at \$350. in spite of the increased cost of production. Picture-Play offers you a wonderful field at very little cost—there is no better field at any cost. Think it over!

Picture-Play MAGAZINE

79-7th Ave., New York City
C. C. VERNAM

A STREET & SMITH PUBLICATION

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

JANUARY 10, 1920

Number 29

The Problem of Human Relations in Industry

What It Is and Why Advertising Men
Should Prepare to Help in the Solution

By JOHN YOUNGER

Assistant to the President, Standard Steel Car Co., Pittsburgh, Pa.

RARELY is one in the company of professional advertising men without hearing the word "Psychology" mentioned freely. The study of the mind—the search for its inner workings; its actions and reactions—particularly the latter—are all your special province.

Given a definite "purchase suggestion," how will the normal human being react to it is an everyday problem with you. The next step, to study what political suggestions are necessary to obtain definite reactions should be easier to you as a body of men than to anyone else.

The manufacturer, the engineer, the efficiency men have been until recently students of material things. They can tell you to a minute fraction the weight of an article or its cost, or its composition, or its mechanical relationships to other articles—but of the human mind that created the first one and reproduced the others, they rarely know anything.

What are the thoughts of the men in the shop? What are his impulses? What are his desires? How can we stimulate his ambition? How can we sell him the fact that he is an American, in the broad sense of the word, which means that he has the freedom to exercise his own powers of thought and action to the utmost?

A PROBLEM FOR ADVERTISING MEN

In these days of universal unrest, when the future progress of the world halts dismayed, is it not reasonable to place these problems and the data surrounding them before men whose business it is to analyze

R. Burns was Right About this Problem of Human Beings

WHETHER the employee is a workman in overalls or one clad in a frock suit, after all, as the immortal Bobby Burns said, "A man is a man for a' that."

The problem of human relations in industry, then, simmers down to just this one thing—if the employer will look upon and treat the employee as a human being—as a man, in other words, there won't be any strikes, PROVIDING the other man in the case, the employee, treats his employer on that same human basis.

Mr. Younger in the accompanying article on this very vital subject, an amplification of several talks he has made, shows how very closely it is related to the advertising man and his job, and will, I believe, be equally interesting to non-advertising men.

THE EDITOR.

human emotions? The producing executives of the future will not only have a knowledge of his machine tools and his material, but also of his men. He will more than ever be a student of their desires and incentives.

Progress in the world or progress in an organization should be likened to a growth or a stretching outwards. An illustration may occur of a rubber sheet stretched at all points to accommodate new conditions, then this at once conveys the idea of flexibility which is defined by Webster as that attribute as being responsive to or readily adjustable to meet changing conditions.

It will be readily understood that the stretching of the rubber sheet may take place in directions which

may not be advisable. There must be a definite direction decided upon along which progress should develop. To this end the rubber sheet or rubber band should be attached to something rigid—should be, in other words, the foundation from which all growth should spring in a predetermined direction. Flexibility uncontrolled is just as liable to lead to retrogression as to progression. This foundation of rigidity, this fixed point, has been found to be as follows:

First. The standardization of known data. Standardization to many minds means finality. During the war the word and the sense of the word "standardization" became one of the catch words of the day. It is used as a cure-all for many ills. The exact use of "standardization" is, however, often misunderstood, and to this misunderstanding may be attributed much of the argument which has arisen between the disciples of standardization and those opposed to it. Standardization, by many, is looked upon as finality, which, in its ultimate, is the very reverse of progress; in fact, causes its death. The standardization, however, of the accumulated data should be looked upon as the foundation from which growth starts. It is a check or an inventory of our possession of knowledge to see where we are at. Standardization is a milestone marking the definite progress and symbolizing that there is still a further distance to be traversed. Progress should, therefore, stretch out definitely from this accumulated data.

**THE HONOR
OF THE
ACCO FAMILY**

Weed Chains for Motor Cars!
This gives the work of the Acco family honorable and distinctive responsibility which is reflected in every link of every Acco product - "From Plumbers' Safety Chain to Ships' Anchor Chain."

Anchor Chains for Ships!
In the Acco family loyalty to the work itself is rated above everything.

Brake Chains for Railroad Cars!
This is true of every worker whether the job is directing all of the eleven plants, or operating a 2,000,000 pound test, or a typewriter.

Devices that make travel safe on land and sea, that can be absolutely depended upon to protect human life, are typical of the nature and quality of Acco products.

The workers who make up the Acco family know they are doing more than making commodities merely to be sold.

The honor of the Acco family is in the hands of each member of it, even to the youngest worker.

They know that it is their work that holds millions of motor cars and trucks to slippery roads.

These are the reasons why it is possible to say not only that "Every Weed is Guaranteed" but that every link in each of the 263 Acco products is guaranteed.

It is their work which enables mighty ships to ride safely at anchor, whether in harbor or helpless on a lee shore.

Every member of the Acco family is back of this guaranty.

It is their work which makes possible the safe operation of thousands of railroad trains.

**AMERICAN CHAIN COMPANY
INCORPORATED
BRIDGEPORT, CONN., U.S.A.**
In Canada - Dominion Chain Co., Ltd., Niagara Falls, Ontario

Largest Manufacturers of Chains
in the World
All Styles, Sizes and Finishes

Here is an advertisement that was "very popular among the workers" to quote Jay O. Lashar of that company. It shows directly how advertising may help in solving the problem of human relations in industry.

EXPERIENCE A SOURCE OF KNOWLEDGE

Second. The second source of supply of knowledge is obtained from accumulated experience of the men in the organization. For years these men have been living in the atmosphere of their work, absorbing little facts and details—a kind of folk-lore which somehow or other can rarely be committed to paper. These men represent an asset not only to the definite organization but also to the particular industry as a whole. The knowledge they possess, the physical skill with which they are able to work has come to them not only from themselves but also from the generations before them. This must not be allowed to die out, but should be fostered and encour-

aged to still further growth. It is actually only within the past few years when the shortage of skilled help has become so noticeable that the realization of the value of this experience has been forced on us. It is possible that we may have to revert to something like the old apprenticeship system where young men sit at the feet of their elders obtaining from them mental and physical skill in their particular craft. There is far too much superficial, get-knowledge-quick methods in vogue at the present time, and there seems to be the tendency to discredit the older and somewhat slower and more painful process of obtaining this skill—so much so that we are in danger of losing much of this "folk-knowledge" that has come

down to us through the ages. This can be averted by thoughtful education of men, encouraging them to develop themselves steadily—far too many men stop growth at their first job.

Third. A further addition to our progress can be made in the direction in which the war has taught us many things. You will remember how, during this period of tremendous stress, when every portion of our national intelligence was stretched to its utmost, that men were often placed in environments totally foreign to their previous spheres of action. Much criticism was levelled at Washington because of the obvious round pegs that were placed in square holes. Some of these men were distinctly at sea. There has been too little praise given to the men who were able to grow corners on their roundness and in time did more than fit into the square holes into which they had been thrust. Some of these men developed unsuspected qualities which enabled them and those associated with them to make tremendous progress.

In the automotive world this was apparent particularly. There the intelligence of the automobile industry, only some twenty years old, found itself confronted with the task of supplying brain energy to meet the demands for airplanes, the demands for tanks, the demands for agricultural tractors, the demands for submarine chasers, as well as the more conservative and prosaic automobile and motor truck expansion. When it is said that the number of motor trucks built per month during the war was more than the total annual production of motor trucks prior to the war, it will be understood that this was a task which called for a terrific flexibility or stretching out to meet it. By the influx of men from totally different spheres of work there will be brought to bear new viewpoints, new sources of knowledge which actually add to the total available knowledge of the industry. It is only a few years ago that in hiring help we insisted that previous experience was necessary, and experience in the war has taught me that while this is, of course, valuable, it is not necessarily essential, and, in fact, sometimes detrimental, and that the ability of a man to adapt himself to changing circumstances (his human flexibility, if you like), and his freshness of viewpoint is

(Continued on page 42)

Selling Farm Produce Under A Brand Name

National Advertising to Boost the Sales of Seaside Brand Lima Beans

THE old bum-pun, "Where has my Lima B-e-a-n," will have to be amended to read, "What on earth is my Lima doing?" For the facts of the case—if they come in cases—are simply that the lima bean growers of California have unionized!

And, through national advertising, are presenting their demands. This time it isn't less work that causes the racket—it might be termed a request for the recognition of the union.

For the California Lima Bean Growers' Association is determined to lift the product of its labors from the unflattering position of side-dish to the important entree. The idea is founded on the fact that lima beans contain as much protein—which is man's most important food item—as meat at one fraction of the cost. Prepared with other foods contributing fats, minerals, salts and starches, lima beans offer a perfectly balanced meal—which means nourishment, sustenance and satisfaction, with the most expensive culinary element cut out: meat.

And although the lima bean men don't figure on putting the butchers out of business, they feel that occasional or periodical substitution will not only be relished by the palate, but by Dad's check-book, as well.

The campaign is patterned after the other highly successful efforts that have been initiated and operated by California farmers interested in various different lines. It seems as if Californians certainly struck their stride when they got on to the association advertising idea, for, not satisfied with having cooperative campaigns for oranges, lemons, grape fruits, etc., they are also financing a raisin campaign, a walnut campaign, an almond campaign, and what not.

The Lima Bean drive begins with seven full pages in the *Saturday Evening Post* and *Good Housekeeping* during November, December and January, aiming to sell the idea of a balanced ration at less cost to the American housewife. Inquiries are sought on the offer to present recipes and menus, including lima beans and going a great way toward

displacing meat as the principal portion of the meal. The idea, really, is able to sell itself, so the chief ambition of the Association is to get it into the minds of the women so that it will have a fair chance to operate. In putting it across, the Association is using, in its advertising, a liberal amount of copy; some illustration, and usually several recipes or menus. Inquiries are directly solicited by the coupon method. A fair sample of the style of copy used is this extract from a current insertion in one of the national papers:

When all women know that their largest food expense is meat, they will seek ways to cut it down.

Let us show you twelve ways to cut meat costs in half while getting the same protein-value that meat supplies.

Note three Meatless Menus printed on

this page—balanced meals in which succulent lima beans used in attractive new recipes take the place of meat. Then send the coupon for nine others.

Note that these menus and recipes are compiled and tested by the School of Domestic Arts and Science, Chicago, recognized authorities on foods.

Try them once daily for two weeks. See how all the family enjoys these delicious foods.

Keep close track of your meat bills during the two weeks and note the savings that result.

The replies to the inquiries received from this advertising not only include the menus offered, but, of course, a letter carrying some more selling effort on the Seaside Lima Bean idea, as well as a little enclosure presenting further facts and figures that can't help but sell the prospect. Such meaty—or should we say "beany"—paragraphs as this carry the point:

Fresh lean meat contains from 15 to 21 percent protein; whole eggs, 12.5 percent; wheat flour from 10 to 12 percent; while beans contain from 25 to 30 percent.

Professor Herbert W. Mumford, professor of animal husbandry, University of Illinois, in speaking of the impor-



New Bean Dishes That Save Meat —Your Largest Food Expense

WHEN all women know that their largest food expense is meat, they will seek ways to cut it down.

Let us show you twelve ways to cut meat costs in half while getting the same protein-value that meat supplies.

Note three Meatless Menus printed on this page—balanced meals in which succulent lima beans used in attractive new recipes take the place of meat. Then send the coupon for nine others.

Note that these menus and recipes are compiled and tested by the School of Domestic Arts and Science, Chicago, recognized authorities on foods.

Try them once daily for two weeks. See how all the family enjoys these delicious foods.

Keep close track of your meat bills during the two weeks and note the savings that result.

True Balance

Lima beans are as rich in protein as meat, and contain no fat.

When you combine them with other foods, you get a perfectly balanced meal at a fraction of the cost of meat.

For example, a cup of lima beans is equal in protein to a cup of meat.

Try These Now
Note the Recipes

Meatless Menu No. 1

Meatless Menu No. 2

Meatless Menu No. 3

Get Real California Lima Beans

Yes, California Seaside Lima Beans are the best.

Write for more information and a coupon for nine more recipes.

CALIFORNIA SEASIDE LIMABEANS
LARGE LIMAS BARI LIMAS

California Lima Bean Growers' Association
1001 S. MAIN ST., SAN ANTONIO, TEX.



Send Coupon for All Twelve

We send you all twelve menus, including the recipe for each, free of charge, when you mail the coupon below. Also send additional recipes for cooking lima beans.

Send this coupon to: California Lima Bean Growers' Association, 1001 S. Main St., San Antonio, Tex.

Get Real California Lima Beans

Yes, California Seaside Lima Beans are the best.

Write for more information and a coupon for nine more recipes.

CALIFORNIA SEASIDE LIMABEANS
LARGE LIMAS BARI LIMAS

California Lima Bean Growers' Association
1001 S. MAIN ST., SAN ANTONIO, TEX.

Specimen of copy used in the new cooperative campaign for Lima Beans. From the very first this campaign seeks to sell some particular brand of limas while at the same time selling the "eat lima beans" idea

tance of protein in food says: "Meat contains a relatively high percentage of protein, a most necessary food constituent and one that is generally found in too limited quantities in human food. Good authorities agree that the presence of protein should be abundant, since, as far as known, it is the only source of bodily repair. From one-tenth to one-third of the cost of the average family is paid out for meats."

This consumer campaign is being followed up by frequent letters to the broker representatives and salesmen, and after the returns from the national advertising have been tabulated, the dope is forwarded to the brokers, giving them further proof of the interest that is being aroused. The Association is also sending out, during the month of December, between 75 and 80 specialty salesmen to call upon retail grocers and restaurants and carry the message directly to them.

In the follow-up work done by circular letters, the distinctive groups that are being "operated on" are well defined with regard to the appeals made. To the grower members of the association, for example, the value of the work of the association is being played up by comparison with the manner in which the National Biscuit Company has built up the word UNEEDA. Consistent advertising of Seaside Beans, is the point made, will bring benefits to the growers in the same proportion that the \$6,000,000 trade name draws dividends for the National Biscuit Company.

To the broker representatives, another phase of the same angle is being featured. These men will now have the aid of national advertising in selling this product to the trade—the publicity lays a solid foundation for sales. To the salesmen of the association and the two companies working in conjunction with the association, a still different trend is worked into the selling talk: an advertised line sells much more quickly to the retailer than an unadvertised product, and advertised lima beans will be a profitable line to carry. Advertising and the resultant consumer demand will interest the retailer. But there is still one more thought: this talk of national publicity, increased consumption and all that sort of thing must be tied up with the Seaside Lima Bean campaign! There are not only other beans on the market, but other lima beans—and if the promotional work of the Association is to be of any avail, it must be hooked up with Seaside Beans.

This move shows a decidedly

acute prophetic sense on the part of the Association—they are obviously banking against future competition.

In speaking about the nature and extent of the campaign, as well as of its aims, R. L. Churchill, manager of the Association, says:

"We do not claim that there is anything original in our campaign, but that we are simply endeavoring to apply successful methods that have already been tested and proven. We believe that a wide field of opportunity was open for the develop-

ment of materially increased consumption of lima beans, which we think are such an exceptionally fine variety of beans as to really be in a class by themselves. We also think that because of the restricted area in which lima beans can be grown and marketed on a commercial scale as dried beans, our advertising field is by this fact made more fertile. At any rate we have sufficient faith and courage in our conviction to be willing to try it out."

Does It Pay to Guarantee Perishables?

What Some of the Leading Candy Manufacturers Think About Standing in Back of Goods That May Be Spoiled By Time

A Sample of "A. & S." Service

WHETHER you are in the candy business or not, you will be interested in the accompanying article, and can profit by it. How? It is a sample of "A. & S." service—to use the much-abused word SERVICE.

Some weeks ago a western maker of candies wrote asking us for information on the advantages and disadvantages of placing guarantee slips in boxes of candies.

The matter was taken up with EVERY leading manufacturer of candy in America, and their suggestions and experiences asked. The accompanying article gives the advantages of this plan. In an early issue we will take up the disadvantages citing the cases of those manufacturers in this field who are opposed to the practice.

This is a sample of the thoroughness of "A. & S." service. When you are facing a problem in advertising or merchandising—put it up to us, let us help you out.

You will find in this article the experiences of such manufacturers as Huyler's, Belle Meade, Lowney's, Rettig's, Reymer's, Whitman's, and others. ALL LEADERS IN THE CANDY FIELD, many of them NATIONALLY known.

THE EDITOR.

ELMER HAWKINS, of course, had a date last Wednesday. Out in Rockaway, Kansas, most of the chaps with the time and all the rest usually have them. And Elmer not only had the time but also Phyllis Crandall, the dearest little girl (considering the H. C. of L., among other things) in all of Kansas—and so forth.

So when he struck off up the hill past Kenlon's Drug Store, he stopped in and asked Jim, the clerk, for a box of Jazzbo's Bon-Bons. Jazzbo's cost \$2.00 a pound, but Elmer's no piker. He plunked down

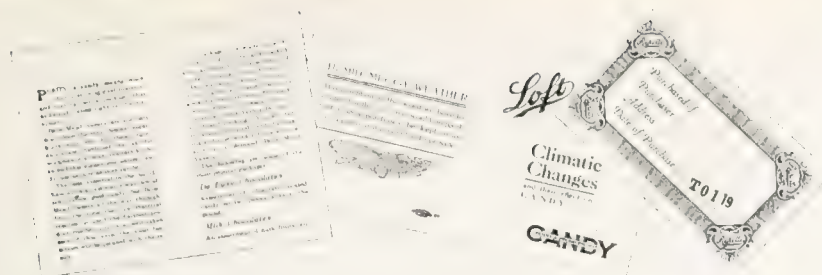
the two bucks and in due time tripped up the front porch to Phyllis.

That dash spoils an otherwise pleasant evening. The gosh-blamed bon-bons were stale! Hard as bricks some of them, and all of them tasteless. Of course, Phyllis didn't mind, but "El" felt kinda bad about it—and he bawled out Jim, the druggist, good and proper when he passed again on his way home.

And now, as the copy man for the memory course says, has this ever happened to you? I'll lay a wager, asking a bit of odds, that it has, for it isn't altogether a rare thing, even though it doesn't happen every day. The reason is simple: the candy manufacturer usually sells his stock to a jobber; the jobber, grabbing a few rush orders, fills them with the new goods—leaving a good-sized supply on the shelves for later. Among the supply is included a goodly portion of the jobber's last order. Some time during the next two or three months those boxes, too, will go out.

They may go out to Jim's place in Rockaway, Kans. Eventually Jim, who has, maybe, been overstocked by the glib salesman, will sell the supply—but in the meanwhile Father Time, who does wonders with tobacco (and rum), is rustling his bad breath about those candies. Or perhaps it is the sun. Naturally they get stale, they lose their flavor, they get hard—and some poor Elmer gets stuck!

Maybe we have painted the picture too black—that isn't our aim. But we want to impress upon you first, the problem that enters into the merchandising of such perishables as candy, for instance, before



One side of typical guarantees used in the candy industry. For the other side of these same slips see accompanying illustration on this page

we undertake to show how the progressive candy people strive to take care of it.

THE REMEDY IS A GUARANTEE

Based on logical marketing methods, the guarantee suggests itself first of all. But what sort of a guarantee will work against such odds? They vary. Huyler's, to cite one instance, uses an unqualified guarantee. If you find that the candies you buy of their make do not come up to your fullest expectations for any reason, the goods will be replaced. That is liberal enough for anybody. Charles E. Dorrell, sales manager, says this about it: "We make delicate candies, subject to quick damage if subjected to any unusual treatment. Every consumer is entitled to receive a perfect box of candy, no matter where or when he buys it—hence we consider our guarantee slip an essential step in our effort to wholly please every person who buys Huyler's candies."

There is hidden here a point which will interest folks who object to guarantees as liberal as this one is on the grounds that the manufacturer is sure to lose out. Mr. Dorrell says: "We have no memory of this guarantee ever having been abused by retailers or ever having been taken advantage of by consumers. Letters we have received from consumers reporting the receipt of damaged candy have invariably been most fair in tone and have been of great assistance to us in correcting the trouble responsible for the unsatisfactory condition of the candy. Returns by reason of the guarantee slip or for any other reason have been so small as to be wholly inconsequential."

The general points which apply to the whole trade, and to many others if not all other trades, are these:

1. The purchaser of a box of candy is entitled to the best he can buy from the concern at that price. Unless the fault be his, he should not be asked to pay for any possible defects.

2. The purchaser is not interested in the source of responsibility. He doesn't care whose fault it is; he knows it isn't his when the candy is stale, and he wants satisfaction.

3. When the purchaser does not get satisfaction the manufacturer saves the price of a refund or a duplicate order—but he loses the confidence, good-will and trade of the purchaser. Which is the logical economy?

A not uncommon attitude, found in many lines and not limited to any one, is the feeling on the part of the manufacturer that he should not pay for some one else's negligence or ignorance. But that's shallow business logic when customers are weighed in the balance. Much more sensible is the frame of mind in which the leading houses in every line approach the subject.

THE CUSTOMER WANTS DOLLAR FOR DOLLAR

Agreeing pretty much with the statement we just quoted, M. G. Rockhill, secretary of the Belle Mead Sweetmakers, Trenton, N. J., also feels that the customer is entitled to his money's worth when he spends his money, and this company maintains the same sort of a liberal guarantee—complete satisfaction or an unquestioned duplicate order. Mr. Rockhill says: "You can realize that candy, particularly pure candy like Belle Mead Sweets, is subject to so many things that might make it reach the consumer wrong that a guarantee slip is a wise thing if you care for your good name at all."

And still more: "We believe this

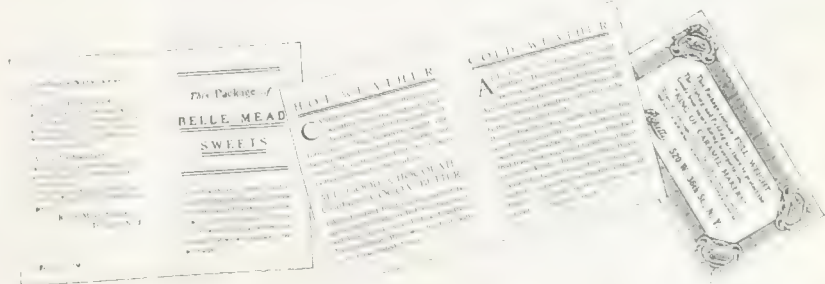
is the greatest form of advertising we have, for usually we either send a higher priced package or a package of larger size to the complainant, write him a letter relieving the dealer of all responsibility and take the opportunity to explain to them the purity and cleanliness of our factory. And we know from the replies we get that we, almost to 100 percent, make a stronger customer for Belle Mead Sweets—even for the store in which he made the purchase."

Of course the blame doesn't rightfully rest with the manufacturer. The dealer may have been careless; climatic changes may have done the trick; the goods might have moved slowly; the retailer might have been overstocked; and so on. Sometimes it isn't anybody's fault. But the main question is always: what are you selling, legal indictments or a worth-while product? If it be candy, using these cases in point, are you selling self-justification or candy? The purchaser doesn't give a hoot about anything but what he pays for.

Henry C. Pragoff, of the Walter M. Lowney Company, Boston, presents still further evidence to show that the leaders in the line agree with this sentiment. Years ago the Lowney Company adopted the guarantee plan with no strings to it and has used it ever since. Mr. Pragoff says: "We believe this is one of the best customer making policies that we know about and we receive many fine letters from customers regarding the guarantee slip."

MANY USES FOR GUARANTEE

P. O. Badger, assistant sales manager for Repetti, of New York, also represents a concern that has used the guarantee for a good many years. A fresh box of chocolates is sent right out to any dissatisfied customer who returns the slip and the unsatisfactory candy. But this concern goes a step beyond the ordinary custom: the slip has space for the name and address of the retailer who sold the candy, and, as



One side of typical guarantees used in the candy industry. For the other side of these same slips see accompanying illustration on this page

Mr. Badger says: "The value of the information given lies in the fact that it keeps us posted as to where there are stale goods. We can then catch up and see whether the man is overstocked or whether he is giving his efforts to the pushing of our line."

The general feeling in the trade seems to be that it is the ultimate consumer who is to be protected, and in this light Mr. Badger repeats the words of some of our other informants in saying: "You can, of course, very clearly appreciate that it is quite necessary to have a guarantee slip of this type when a policy is enforced to the effect that the manufacturer will not accept returns from a dealer. The ultimate consumer must be protected and we feel that this is the very best method of offering to him that very much needed protection."

Another and still different double-use of the guarantee comes from the experience of Reymer & Brothers, Pittsburgh. C. N. Rayburn explains it:

"In our packages the slips play a double purpose. In the first place, the number of the girl who packs the box is perforated in the slip. She therefore feels that should there be any mistake in the packing or any carelessness on her part, the number on the guarantee would identify her. In the second place, anyone purchasing a box of candies and finding in it a guarantee slip while they may not return the box even though it be unsatisfactory, there is a feeling of confidence in the firm that is willing to stand back of their product and so state it in their package.

"The number of packages that are really returned to us is infinitesimal in comparison to the number of packages we place on the market."

The significance of the matter of care on the part of the packer is emphasized by the fact that a short time ago the company ran out of slips because of a delay at the printer's and immediately there was noticeable a let-down on the part of the girls.

COMEBACKS FEW—ABUSE RARE

The Nunnally Company, Atlanta, like many others, use the guarantee slip for advertising purposes, too. Different special items of the line are featured on them and the inserts are made up very attractively. J. I. Jetton says: "It has been our experience that the privilege of tak-

ing advantage of the guarantee is seldom abused."

Another user of the unrestricted guarantee is Stephen F. Whitman & Son, Philadelphia. In speaking of this company's experience with this problem, Louis W. Wheelock says:

"We place in all of our standard packages a guarantee which we desire to make as broad as possible. This card is enclosed in millions of packages every year and I would estimate that we do not receive two dozen complaints from the public in a year. We feature this guarantee in our magazine advertising from time to time, and we think it is absolutely essential to protect our products in this way."

Covering some of the points often brought up in objection to the unlimited guarantee policy—responsibility, chiefly—Mr. Wheelock says:

"If a box of chocolates is exposed to the direct sun in shipment or in the dealer's store, for even a short time in warm weather, it will deteriorate and certainly will not be worth the price the consumer is called upon to pay. As we cannot absolutely guarantee against deterioration, the best we can do is to absolutely guarantee against loss. We will cheerfully mail a fresh and perfect package to replace the one complained of and *be glad of the opportunity.*"

The Whitman people, in striving to lessen the possible number of cases where the guarantee may have to operate, have used some exceptionally progressive ideas in the matter of packing and, like others, spend a great deal of time and effort on the education of the dealer in the proper methods of keeping and selling his stock.

In this summary we have the opinions of seven firms of prominence in the candy business. They agree on every point which we are trying to make, and their agreement goes a great way toward refuting what seems to be the old idea about consumer satisfaction.

We have used the candy manufacturer as an excellent example of a problem which presents a difficult face—making good a loss traceable to someone else's carelessness.

And we find that the candy manufacturer is handling the question in a most broad-minded and logical fashion. There are others who can profit by the example!

The briefest analysis of the solution is: the customer is entitled to his money's worth and he doesn't

care who's to blame when he doesn't get it.

If one man doesn't give him full value, another will!

Army Puts on Big Advertising Campaign for Recruits

The United States Army has launched another advertising campaign for recruits which is to last for three months. The advertisements used in this campaign will appear in more than 900 newspapers covering 500 cities and will cost \$125,000. The advertising will be written and placed by the Advertising Agencies Corporation under the guidance of William H. Johns, president of the George Batten Company of New York; Paul E. Faust, secretary-treasurer of Mallory, Mitchell & Faust, of Chicago; O. H. Blackman, president of Blackman-Ross Company, of New York; Stanley Resor, president of J. Walter Thompson Company, New York, and Harry Dwight Smith, president of Fuller & Smith, of Cleveland, and James O'Shaughnessy, manager of the Agencies Corporation and executive secretary of the American Association of Advertising Agencies.

Americans Get Control of Marconi Plant

Following an election of officers by the Radio Corporation of America, whose aim it is to establish a domestic and interoceanic commercial wireless system to compete with the existing land wire and cable companies, control of the Marconi Wireless Telegraph Company of America passed from British to American hands. The main financial backers of the project is the General Electric Company, but Edward J. Nally, the president of the new corporation, said that the interest of the General Electric Company was not the controlling one, though very large. The charter of the corporation provides that 80 percent of the stock must always be held by Americans. The formation of the new corporation was the result of the insistence of the United States Government that American wireless stations be freed from any vestige of control by foreigners.

United States as World Market for Securities

Eugene Meyer, Jr., managing director of the War Finance Corporation, at a dinner given at the Hotel Vanderbilt, in New York, suggested that the establishment of an international securities market in America be established as a means of solving the problem of stabilizing exchange and affording necessary credits to debtor nations of Europe. Mr. Meyer said that further loans from our Government were neither desirable nor obtainable and intimated that previous loans were in some measure responsible for present conditions, for foreign countries had been content with the easy method of covering purchases with funds borrowed from America. He also stated that the enormous needs of our country made it appear almost impossible for American investors to take care of, without taking care of the requirements of Europe also.

The Men and Women Who Make Our Mediums

James R. Quirk

One of a Series of Informal Visits With the Leading American Editors and Publishers With the Object of Interpreting What They Mean to Advertisers.

By JULIAN JOHNSON

THIS story begins with Bob Davis—*Munsey's* "R. H. D."—who is responsible for more literary marriages, liaisons, love-affairs, partnerships, friendships, eternal amours and incidental engagements than any other editor alive, or who ever was alive.

The time was early December, 1914, when everyone was wondering what Russia was really going to do, and everyone was talking—still talking—about the "gray-green river" that another Davis, Richard Harding, had so graphically described in its pour through Belgium. I was an evangelist in the wilderness of Thirty-ninth Street, New York City, preaching the theatrical gospel of Comstock & Gest, who, somehow, have gone right on prospering during the five years that I have not been with them.

Bob Davis called me up at my office in the Princess Theatre, and, in his characteristically ponderous and profound manner asked: "Say, kid, wouldn't you like to quit that press-agent stuff and get back into the real writing game again?"

I started to ask why and how, but he interrupted me as though I had shouted a deep, booming "Yes!" through the telephone. "All right! Tonight at eight o'clock I'm going to send a good guy around to meet you—his name's Quirk—Jim Quirk

Chicago—has some sort of motion picture publication—new field—great fellow—he'll make it—regular magazine doctor—big chance—get out of this town and make a stake for yourself and be happy—you'll team up nicely—I'm busy—so long!"

I didn't call back to give him my opinion or ask any more questions. I knew Bob Davis.

But at eight o'clock that night this fellow Quirk showed up. That was the first and last occasion on which either of us ever thought of keeping an appointment with the other on the minute, or even in the hour. Somehow, now, we don't expect such promptness.

We had a program of one-act plays at the Princess Theatre then.

I was busy. Quirk saw the plays, and afterward we adjourned to the Claridge and talked things over.

I MEET MR. QUIRK AUSPICIOUSLY

By the ghost of Beau Brummel, how he was fixed up! He had on a Tuxedo and all the garniture, from shoes to hat, that Mr. Robert Trevor tells you to wear with it. He used quite a lot of big words, told me no funny stories, and altogether I felt that I was going into an *Atlantic Monthly* sort of atmosphere. I think that was his selling argument. One jump from press-agent to high-brow, and it fas-

cinated me. But a latent and seldom-used sense of honesty prevails on me to say that he never tried the Tuxedo on me again, nor the big words. Like being on time with each other, these formalities rapidly went into the discard.

The audacity of his project fascinated me. A magazine, edited by sensible men and gotten out as a business proposition, devoted to the "movies." I knew nothing about "them." As a life-long reporter and dramatic critic my working years had been closely bound to the theatre, and like all theatrical fellows in 1914 I regarded the screen not only as the theatre's poor relation, but as a relative about whose parentage there was just a suspicion. "The Birth of a Nation," that great epoch-maker for the photoplays, hadn't been produced then, and the difference between the nickel, or at most the dime that one paid to see a motion picture, and the two or three dollars that one paid to see a play, even by an inferior company, was supposed to be the best yardstick of their respective merits.



JAMES R. QUIRK

Quirk told me that he and his Chicago associates, Messrs. Robert M. Eastman and Edwin M. Colvin, had acquired a little bankrupt monthly pamphlet called *Photoplay*, which had no standing, no advertising, and represented nothing but an increasing "fan" interest in the cheapest of amusements. But, oh, the visions of a future he had for it. He offered me its editorship, while he would be its publisher and general manager.

I want to say that Quirk didn't sell *Photoplay* to me, but he did sell himself.

Two or three weeks later I joined him in Chicago, and our fun began.

In the meantime, I had found out quite a lot of interesting things about the humorous little blonde cuss who had disguised himself in a boiled shirt and fancy language to lure me that night in the Claridge.

Many years ago, two Irishmen migrated from Erin and settled in Boston. They were both very poor, but one was a graduate of Dublin University, and had all the learning and the fascinating air which education and travel can give to a naturally poetic Irishman. He opened a bookshop, and immediately became an ardent Abolitionist, and a disciple of William Lloyd Garrison. He was not much interested in money, beyond its day-to-day utility in giving him something to eat and a place to read, sleep, and dream. Often, when his friends gathered in the back room of his little store, the tinkle of a little bell would announce a customer and this sly old fox of letters would whisper, "Shhh! If we're quiet maybe he will go out!" So much did he care for "trade."

The other, having nothing but his native wit and a great aggressiveness, betook himself to the contracting business, and in the seventies and early eighties acquired a fortune. In the latter part of their lives these two old men, friends always, continually railed at each other—the improvident scholar deriding his rich friend's uncouthness and love of money, while the other continually pooh-poohed at education, and what it hadn't obtained for its possessor. Yet they were always staunch, fast friends beneath their external uproar and conflict. One had a daughter. The other a son. These children married.

Their son was James R. Quirk.

WELL EQUIPPED FOR LIFE'S BATTLE

So, Jim Quirk came to the battle

of life equipped with the talents of both his grandfathers. From one he acquired a shrewdness and a business aggressiveness that he always manifests. From the other he acquired a love of literature and the arts and a fine sense of the exemplification of the Irish sense of humor at its keenest.

He had been many things before he took up *Photoplay*.

He was a newspaper man, but before he was a newspaper man he

If You Would Appreciate a Man—

in our opinion, ask a man who has worked with and for him. Some of us can conceal our little foibles even from Friend Wife but from the folks who work with us in the office—never!

And so when we wanted to get a real personality story of James R. Quirk of *Photoplay Magazine* we went to Julian Johnson, the former editor of that publication, a man who had for a considerable length of time worked with Mr. Quirk.

Mr. Johnson was one of the best known musical critics on the western coast, and was one of the first to recognize the ability of John McCormack. Leaving that field of endeavor he became associated with Mr. Quirk on *Photoplay*, which position he gave up to become editor of the Triangle Film Company productions at Colver City, Calif.

Later, though, he returned to *Photoplay* again and remained there up to the latter part of 1919 when he resigned to become associate editor of the International Magazine Company.

You will be interested in reading this story of a plucky up-hill fight against great odds by a man who is dubbed "the magazine doctor" by Julian Johnson.

THE EDITOR.

was, like so many successful men of today, a Big Fellow's private secretary.

He passed rapidly up the newspaper ladder. While serving as political writer for the Boston *Herald* he studied law at Boston University and attended lectures at Harvard.

The age of twenty-three found him managing editor of The Washington (D. C.) *Times*, from which post he went to Chicago as managing editor of *Popular Mechanics Magazine*.

He also played a graphic part in Northwestern development, and as one of the executives of a Wyoming land concern he not only combatted the graft of a lot of private speculators, but uncovered the machinations of a band of fraud wholesalers in high places, and challenged them with a boldness which, at the time, threatened to rock the government of the State.

In Chicago he was an aggressive factor in the development of *Popular Mechanics*, and was largely instrumental in shaping the general scheme of that periodical, and its snappy, short-itemed, much-imitated style.

And, of course, it was here that he met Messrs. Colvin and Eastman, owners of the W. F. Hall Printing Company, and printers of *Popular Mechanics*. Colvin and Eastman had just acquired the struggling little *Photoplay* on an old printing bill. To their faith and unquestioning support Quirk attributes the success of the magazine.

I haven't attempted a biography, for I am no biographer. I am just good at reminiscing, in more or less wandering fashion, along lines that I know, and I do know about Quirk's conquest with *Photoplay*.

I am sure that he was the first to drive questionable advertising out of the smaller magazines. I do not mean "immoral" advertising, as a newspaper would consider "questionable" notices. I mean the innumerable quack schemes for selling something of no value, schemes of advice on how to get rich quick, phoney jewelry, the writing of scenarios "guaranteed to sell," patent medicines and medical appliances which might have many uses, and so on, and so on.

And all this, too, when *Photoplay Magazine* was losing money steadily he was piling himself up on a mountain of debt to get a dependable product. He has since rubbed that debt all out.

GAVE ME ALL SUPPORT NECESSARY

And he gave me magnificent support, too, by permitting me to hire capable writers, real artists, bona-fide photographers. I am fairly conversant with the general policies of "fan" magazines of various sorts—call them specialized publications, if you object to that word "fan." And I know that in spending real money for our goods, in paying not exorbitant but always living salaries, we were pioneers.

Quirk was responsible for this. His faith in *Photoplay*, his faith in the motion picture industry, his shrewd knowledge that you can't get something for nothing and sell it at a profit, made the ground solid under the feet of both of us, and we sold what we made because we had something to sell. In him I heard the lyric tenor of one grandfather singing a duet with the practical bass of the other, and they harmonized beautifully.

THE RICHEST AND MOST RESPONSIVE MARKET ON THE FACE OF THE EARTH

NEW YORK CITY AND ITS SUBURBS

Here live 10,000,000 people

Here live 2,000,000 families

These 10,000,000 people wear clothes, eat food, want the very best and latest, and are the greatest spenders to be found anywhere.

The man with goods for which he wants to find a quick market, can find his richest prospect among the **2,000,000** people who each day buy a morning and evening newspaper.

These 2,000,000 people constitute a carefully selected audience of wide-awake, worth-while people with money to spend who always keep abreast of the times.

In no other place can so many of this class be found and so effectively reached, in any desired group, as through the daily newspapers of New York.

Through dominant newspaper advertising consumer demand, which will compel distribution, can be accomplished over night for goods the people want.

The routine powers of buying wholesale and jobber service at great sacrifice is costly and ineffective in comparison with the new sure fire way.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

Member
A. B. C.

180,000
A DAY

He has always been the innovator, the pioneer of his magazine class.

I remember that when we faced the issue of the new "standard size" in magazines we were still deep in our debts, and just beginning to see daylight. Changing the size of our periodical not only meant another venture, but it meant another plunge. He was the only one who had absolutely no doubt as to the step that should be taken.

A little later, he felt that the magazine should duplicate itself in the very medium which it talked about, praised, criticized and depicted—hence *Photoplay Magazine Screen Supplement*, a living pictorial edition of the periodical itself, issued monthly. And this was just as hard to set moving as the book itself had been. From the inception and announcement of the idea it required a year and a half of rebuff, of pioneering, of unrelenting faith, even to get a start. It was simply a new idea, and though the world wants new ideas, it never knows them at first sight.

Quirk as an office organizer is the only man I ever knew who could create and maintain a large staff absolutely devoid of politics. And this, for an Irishman—who is naturally a politician—you must admit is some feat. I guess the poetic harmonies of his old Dublin college grandfather reecho there again.

He—pshaw! I really don't know anything more to say about him without dropping back into mere

press-agentry, which I long ago foreswore.

I am no longer in his organization, but I shall never forget the happy, practical, inspiring years in which we worked together. Quirk has foresworn the West as his editorial headquarters, but he still prints there, in the Colvin-Eastman plant at Kingsbury, Townsend and Superior Streets, Chicago. They are a great team, those three.

So far, he has withstood his greatest temptation.

He hasn't become a motion picture producer—a "fillum feller."

I don't think there is near as much enjoyment in the film business. We always found the magazine business, for all its hard knocks, just a good time. We never had a "round table" or any other solemn conclave. We were never solemn at all. We just worked all hours, and none of the people who read us, or about whom we wrote, had half our fun.

New Newspaper for Boston

Boston is to have a new newspaper to be known as the *Boston Telegram* and to be a morning and evening publication with four morning and five evening editions. The new paper is the enterprise of Frederick W. Enright, publisher of the *Lynn Telegram-News*. The managing editor is to be John O. Flanagan, who has held the same position on the *Lynn Telegram-News*.

Eastern Ad Men Meet at New York Club

At the New York Advertising Club January 6 and 7, the Eastern District of

the Associated Advertising Clubs of the World, of which Rowe Stewart, of Philadelphia, is vice president, met to discuss the furtherance of advertising work in general.

The president and secretary of all the clubs in the district were invited. This includes all clubs in New England, New York, Pennsylvania and New Jersey.

Business Men Should Commit to Memory First Cooper Article

INGENIERIA INTERNACIONAL

10th Av. at 36th St.,
NEW YORK CITY.

January 5th, 1920.

Editor, ADVERTISING & SELLING.

The first article of the *Foreign trade requirements* by Clayton Sedwick Cooper, is different than the works of many writers on this subject. It is very obvious from Mr. Cooper's statements that he is not of a highly excitable disposition, and his inclination to speak plain truths in simple language is quite apparent. There are two kinds of articles on foreign trade apart from the many other kinds that are not worth mentioning. One is designed to attract attention, interest men in a subject, and perhaps get their foreign agency. This is apt to be of a very flowery character filled with isolated facts which make a very glittering mosaic. The other class is of the kind that teach fundamental principle to men who are going into foreign trade seriously as a life work, and not as a temporary form of amusement or speculation. To my mind, Mr. Cooper's article is in the latter class. Nobody is apt to get excited over it, and unless they know something of foreign trade themselves, the probabilities are that they will not appreciate its full value, but thinking men, students who are engaged in foreign trade as a serious business proposition, ought to take it home and commit it to memory.

I am sending Mr. Cooper a copy of this letter because I think his article has more plain common sense, and, what we sometimes refer to as "brass tacks," than anything I have seen in the general press for a long long time.

Very truly yours,

V. L. HAVENS,
Editor.

V.L.H.A.M.H.

Chicago Daily News Man With Inter-Church World Movement

W. H. McDermitt, lately with the *Chicago Daily News*, is now in the publicity department of the Inter-Church World movement with offices in Chicago.

Reproducing The Human Face With Only Two Colors

(This Week's Cover Shows One Way)

Given the problem of illustrating an article entitled "The Problem of Human Relations in Industry" the artist has chosen to take one typical workman and show him in a "close-up." Pose through courtesy of the American Optical Company. This cover is reproduced by the use of only two printing plates, having been printed from two separate halftones. Several different tones are distinctly noticeable in this design though it has gone through the press but twice, being run through once in orange col-

ored ink and once in black ink.

Those contemplating the use of two halftone plates for covers of booklets, catalogs, etc., should compare the effect of this cover with that used on December 6th issue of *ADVERTISING & SELLING*. On that number practically all of the white space of the entire cover was taken up with the halftone plates while on this design an entirely different effect is secured by using only a comparatively small part of the total white space for the halftone plates.

Collier's

THE NATIONAL WEEKLY

Under the Art of March 3. 5 CENTS A COPY



Gray & Davis and Collier's

MORE space has been used in Collier's than in any other general publication to advertise Gray & Davis electrical equipment for automobiles.

"Watch Collier's"



The big banquet of the entire sales force of the Alexander Hamilton Institute.

How To Handle A Sales Convention

**Some of the Ideas About Details
Applied at the Alexander Hamilton
Institute Annual Travelers' Meeting**

IF any of the readers of this article have at any time in their lives been afflicted with the details of handling a sales convention for a goodly sized staff, they will find herein some sleep-conserving tips that can well be borrowed for future use. A convention is a very devastating thing: to the men conducting it and responsible for its frictionless progress, it frazzles nerves in a most alarming manner. When one finally sinks into the cozy feathers after the last day's work is over, bent on pounding out at least sixteen hours' sleep without interruption, the final remaining thought in a tired mind is usually: "I'll never be the same again!"

The trouble always starts early, but while the "conductors" are still fresh they don't appear so grave, perhaps, as they might later on. But from the time the artists are called in to do up the charts, diagrams, posters, and such, delays and hold-ups begin to happen—and usually they never cease. Then comes the task of getting the men to the home office, putting them up, picking speakers and making them accept, running the entertainment, pulling the banquet, starting the men out again—while in the meantime is the growing problem of influencing the men to concentrate and work heartily in spite of their unusual task of sitting on chairs in a smoky ball for eight or nine hours a day.

Truly, the problems are innumerable. The most handy way to cover

the most important ones is to recite the experience of the sales staff of Alexander Hamilton Institute, New York, in staging their annual convention at the Biltmore, December 28 to 31.

First, of course, comes the difficult business of getting the men to New York—worth thought when one considers that the 140 or more representatives of the Institute are scattered all over the country as far west as California and the other Pacific Coast States. The manner in which the job was done avoided much of the usual commotion attending such a move: all men east of Chicago were routed straight home so as to arrive on the 28th of December, Sunday—one day before the formal opening of the conference. Those men west north and south of Chicago were routed so as to arrive in Chicago in time to transfer to a special train which brought them the remainder of the way together and landed them in New York also on Sunday.

In order to do this, the Institute had to buy two entire cars, so the tickets for this lap of the journey were purchased in New York by the home staff. A member of the organization went to Chicago in time to meet the salesmen, mailing the tickets ahead so as to avoid any possible accident.

The handling of the traveling expenses for these middle and far Western men was accomplished by sending them, on the pay-day be-

fore their departure, enough money in addition to their regular checks to carry them through from their respective points to Chicago. The same thing was done with the men who came direct from other points this side of the general meeting place.

Having the men here, the next exigency was housing them and getting them settled. Quite a while prior to the appointed time the home office had reserved about 125 rooms and a private lobby at the Biltmore. The company's own employees were installed in this section of the hotel and they handled everything pertaining to the registration, room assignments, mail deliveries, etc. Hooking up with this, there were distributed to the men on the train baggage tags which they filled out and attached to their luggage. When they alighted at the Grand Central Terminal each man, following instructions, simply dropped his grip at the train gates in the care of the Institute's messengers, and proceeded to the hotel. Porters from the Biltmore then took care of the "equipment," and the next time each man saw his stuff was in his room.

On this first day there was nothing listed until 6 P. M., when an informal reception preceded the supper and first "get-together." One may assume that the whole day was wasted, but it was well used for the simple expedient of getting everyone in in advance of the opening gun so that the natural irregularities of humans could operate for a whole day without busting up the schedule. The latest man had at least twelve hours' grace.

During the three days of active

business it was the policy of the "home office hotel force" to call each man at 7 o'clock, giving them plenty of time to make breakfast at 8. On the first day the entire crowd proceeded to the Institute's headquarters at Astor Place, where the "Stay-at-Homes" received them, showed them the plant, and then repaired to the Biltmore again, en masse. After the customary opening exercises, the annual awards for the suggestion contests were made (these contests being open to the entire organization), and it is interesting to note that six of the seven prizes were won by the road men. From 12:30 to 2 the Reunion Luncheon was held, attended, of course, by the entire organization, "line and staff."

After an intermission the regular business was begun by a review of the preceeding three years by John G. Jones, sales manager, and then the regular program was opened.

THE MEN FURNISHED THE TALK

The program itself is interesting enough to merit special mention. At the average convention it is the custom to drag in a crowd of outside talkers, who consume time like gourmands with the ultimate result that 75 percent of the convention has been spent listening to totally irrelevant opinions of folks outside the organization and interested in it only superficially.

To adjust this trouble the Alexander Hamilton Institute speaker's list was made up of none other than the convention "delegates." Each man was assigned a topic (in advance by mail) and given two minutes in which to cover it. Practically every man accepted his assignment without alteration and gave a handy little bit of stuff to his fellows which, when supplemented by the two-minute bits from 139 others, totalled in large sums of value.

The subjects covered were pertinent to the meeting and the topics ran somewhat like these: "Working Scattered Territory"; "Planning the Day's Work"; "The Executive as a Prospect"; "Intensive Work in One Company," and so on. The nature of the man and his experience governed the nature of the assignment. It is significant to remark that when the convention was adjourned, everything that was planned had been accomplished. By adhering strictly to schedule, nothing was left undone.

On the second morning the session was held open for constructive

suggestions of the organization and home office by the staff. Each man had the right to "say his say," and no one was permitted to argue or speak for the home office. The criticisms and suggestions were all recorded for immediate attention and action. The afternoon session proceeded again on the "Sales Experience" line.

Thursday morning was devoted to a "Session of the Stay-at-Homes," at which service, editorial, collection and such problems were discussed by the men handling them in New York. Dr. Jonas Spinner also

addressed the men on the subject, "How a Salesman Should Take Care of Himself Physically." This convention item, although foreign to most sales meetings, fills a vital vacancy in the average staff. It represented Dr. Spinner's second appearance (the institute physician) for at the first gathering he talked to the salesmen on the important topic of keeping fit during the convention days.

VENTILATING THE BRAINS

That, in itself, presents a formidable problem for the "conductors" of any lengthy series of meet-

Saturday Afternoon in Philadelphia

Somewhere, sometime, somebody doubted the value of Saturday afternoon advertising.

Then along came the aggressive type of advertiser.

He reasoned that the modern metropolitan Saturday afternoon newspaper, with its brevity and high class features, is a fertile field that was neglected.*

During the past four Saturdays 1058 retail store and "national" advertisements, in 30 distinct lines of business used big space in The Bulletin.

These include full pages from department stores, large copy from automobile and accessory makers and dealers, women's shops, hatters and haberdashers, shoe stores, etc.

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper
"nearly everybody" reads —

The Bulletin

The daily circulation of The Bulletin is the
SECOND LARGEST in the United States.

December
Circulation

457,569

Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of circulation stimulation have ever been used by The Bulletin.

*Send for copy of reprint from Advertising Age entitled "Saturday Evening Is Now Great Pullers" and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., Goodrich Tires, Kellogg's Krumbles, Moxley & Jelke butter, and others do on Saturday evening.

ings. First of all, salesmen aren't used to sitting in chairs from breakfast time to luncheon and then, after a brief respite, until 5:30. On top of that you have this crowd of ordinarily energetic men cooped up in a smoke-filled room and most likely overfed on heavy hotel food, rather too rich for a steady diet.

The aim of Dr. Spinner was to see to it that the men got enough of the right kind of exercise to counteract these deadening influences. To aid that, ten minute intermissions were allowed in the middle of each session, and liberal open moments after meals. The results were gratifying, both to the men and to the sales department handling the convention.

Still another innovation at this convention was the matter of handling the entertainment. At least one evening of any convention is usually given over to the theatre, but usually the whole gang is bundled up and shot off to whatever show the convention committee picks. Several things prompted the Institute committee to discard this idea: one was that men's tastes differ considerably, and another was that maybe the men wouldn't all want to go to the theatre. In three busy days no one had much of a chance to follow his own choice for there wasn't any free time. So the evening of Tuesday, the 30th, was left open, by announcement. The committee then reserved from ten to twenty tickets for the best shows in town (at a ticket agency) and then invited the men to take their pick. The unused tickets were, of course, released in plenty of time for disposal by the agency. And an interesting problem was easily handled.

HANDLING THE RETURN TRIP

A banquet wound up the affairs of the conference on the night of the 31st, leaving as the only remaining task the transportation of the men back to their territories.

That, like everything else, was doped out well in advance. Nearly two weeks before the men started in from the road they had been instructed to pick out the trains by which they wanted to leave the city after the meeting was over, and a card was made up on which they gave all the material enabling the home office to buy tickets, chairs, berths, etc., to accommodate everyone.

The Railroad Administration supplied two men who worked at the Baltimore with the Institute force adjusting and arranging the details,

National Advertising Through New York Papers

Startling Returns Pulled by Guessing Contest in Metropolitan Dailies in Connection with the Auto Show

WHEN one speaks of "national advertising," the words instantly bring to the mind all the familiar weekly and monthly magazines, trade papers, billboards and, perhaps, newspapers all over the country in large cities. Usually the motion-picture medium, car cards and all the rest follow in short order. In other words, the first association is with national media.

It is somewhat unusual, then, to think of covering anything but a very much restricted area with the daily press of any one city. The newspaper suggests to the average advertiser intensive cultivating of one area—strict regional effort.

Thinking in those well-defined circles for such a long time makes it rather difficult to break away to any extreme or radical idea like advertising in Chicago through the New York press. However, it isn't as foreign to fact as one concludes at first blush. Some time ago an engine manufacturer ran an advertisement in a Manhattan paper, and the first reply to it came from an engineer in San Francisco!

There are plenty of other interesting things that could be quoted on the same subject, but the most recent and, perhaps, most illuminating of them all is the contest just completed by the Cleveland Automobile Sales Corporation, New York representatives of the Cleveland Automobile Company, Cleveland Ohio, in connection with the Automobile Show in New York.

Under the title, "What Car Is It?" a series of six advertisements were run in the daily New York papers showing the skeleton chassis of a certain American automobile. In progressive order, one a day, the five outstanding features of this car were given in this manner:

1. A pressed steel frame tapering in a straight line from the greater width at the rear.

2. Semi-elliptic springs, both front and rear, of high carbon and chrome vanadium steel with bronze bushed eyes; front axle, a drop-forged I-beam with chrome nickel steel spindles; a floating rear axle with spiral bevel gears.

3. Four 12-spoke artillery type

wheels on Timken adjustable bearings, steering gear of the worm sector type, irreversible and adjustable.

4. A six-cylinder (cast en bloc) valve-in-head motor with detachable cylinder head, totally enclosed valve mechanism, and adjustable silent chain drive for camshaft and accessories.

5. A streamline body unholstered in hand-buffed leather, having 4-bow one-man-type Never-leak top with door opening windows and bevel glass rear window; instrument board furnished with speedometer, ammeter, oil gauge and carburetor adjustment, all lighted by a dash light.

As the series progressed the car was assembled in the drawing feature No. 4 being added as No. 4 was being described. The problem, then, was to name the car and to submit a letter describing the inherent advantages of each of the five features. The conditions under which the contest was conducted numbered only three:

1. Any one directly connected with the manufacture or sale of automobiles, or concerned in the production of this series of advertisements and their publication is barred from entry. The board of judges reserved the right to withhold the award from any one shown to have any such connection in favor of the next best letter.

2. Only one letter to a person, although several members of a family could submit a separate letter apiece.

3. Letters must reach the judges not later than midnight of January 5.

The judges consisted of: C. F. Clarkson, general manager, Society of Automobile Engineers; H. C. Brokaw, technical director, West Side Y. M. C. A. Automobile School; A. G. Batchelder, executive chairman, American Automobile Association; Alfred Reeves, general manager, National Automobile Chamber of Commerce; and Alexander Johnson, editor, *Motor*.

And last, but not least, the award

Razors-Strops & Brushes in The Baltimore Market.



IT'S pretty soft to step into a market like Baltimore and have a complete trade analysis of that market, as far as it affects your kind of goods, handed to you on a silver platter.

At least that's the view of it taken by manufacturers, agencies and distributors who have written in expressing similar opinions of this very effective work of the Merchandising Department of The Baltimore NEWS.

While not literally on "a silver platter" when you consider the saving in time, money and effort to the manufacturer who would otherwise have to obtain this information at his own expense, it amounts to the same thing.

Reports previously announced cover Chewing Gums, Talcum Powders, Jams and Jellies, Table Syrups, Stationery Supplies (Fountain Pens, Pencils, Inks, Pastes and Mucilage), Laxatives and Cathartics, Candies, Soft Drinks (in bottles).

What makes them more valuable, however, than any report on a single product could possibly be is that they cover ALL the brands of a particular kind of product found on sale in Baltimore at the time of investigation.

For instance if you were interested in Smith's Chewing Gum or Brown's Liver Pills you would get not only a complete trade report on these individual items but their relative standing, distribution, sale, etc., as compared with every other article of the same kind on sale in Baltimore, some of these reports running up into nearly 200 pages and making a book three-quarters of an inch thick!

Let us glance for a minute into the report on Razors, Safety Razors, Strops, Auto-Strops and Brushes, the most recently completed of

the group. In compiling the information contained in this report, 120 retail dealers and 5 wholesalers were interviewed. Possible outlets for this class of goods number 33 department stores, 342 retail drug stores, 18 sporting goods stores, 195 retail hardware stores.

While it would be impossible to give you the various tables and percentages with which this report abounds, it is interesting to note that safety razors—the line in which there is the most advertising—has by far the most nearly perfect distribution and the largest volume of sales, the keenest competition between the leaders, who are advertisers, and a wide difference both in distribution and in sales between the unadvertised article and those which have been well and extensively advertised over a period of years.

Which safety razor has the largest distribution and sale? which razor? which strop? which automatic strop? which brand of brushes? What are the percentages? in neighborhood stores? in down-town stores? Which are the best sellers?—are all questions that the report will answer fully and authoritatively for you, throwing in the individual reports of every retailer and wholesaler interviewed FOR GOOD MEASURE!

If you are a manufacturer, distributor or agent for any of the goods in this line we want you to feel that you are at liberty to write to us for a copy of this report—or any of the others completed up to this time, for that matter. This information is obtained by us TO BE USED by those contemplating entering or enlarging their activities in the Baltimore market. The general verdict seems to be that it abundantly fills the need.

THE BALTIMORE NEWS

DAN A. CARROLL, Eastern Rep.
Tribune Building, New York

FRANK D. WEBB,
Advertising Manager

J. E. LUTZ, Western Representative
First Nat'l Bank Bldg., Chicago

Perhaps the aims of the I. W. W. and the Communists have not been set forth more clearly by anybody then by John Reed, the Bolshevik writer and organizer, who right here in New York on April 7, 1919, held forth upon his "wheel of education" programme.

"Never mind the old men nor the middle age men," he said. "And don't pay attention to the American citizen. Get the immigrant. Get them at the impressionable ages of 18 to 25. Get them all. Organize them and teach them as you organize."

N. Y. Evg. Post, Dec. 14, 1919.

Eighty Percent

**Of the newspapers in this field
are as conservative as the great
majority of American publications**

Five per cent of the Foreign Language Press advocate the use of the bullet rather than the ballot for bringing about changes that its following desire. Fifteen per cent is socialist and urges the ballot as the sufficient method for changing economic and political conditions which its readers oppose. Eighty per cent of the newspapers in this field are as conservative as the great majority of American publications.

The Translation Bureau of this organization keeps in closest touch with the developments among these papers. The Production Department is informed as to changes in policy. It gathers from many sources information regarding rates, circulation changes and general efficiency. It is prepared to furnish data on which advertising and marketing campaigns can be based.

Through the Service Department it is possible to prepare advertisements in the vernacular of 45 tongues, and to have them illustrated to the maximum of racial value. Advice and assistance in the preparation of follow up material, catalogues, etc., is available without extra charge.

The sale of standard American goods to the foreign born is the most practical method of Americanization that exists. This specific market of over 8,000,000 readers has ample money to spend, and should be so accustomed to the use of trade marked American merchandise that immediate influence in the right direction may be exerted upon the millions of foreign born yet to come.

Comparatively few advertisers are as yet tapping the golden stream of high wages that can only be reached through the Foreign Language Press.

THE AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, INC.

RICHARD H. WALDO, Gen. Mgr.

Peoples Gas Bldg.
Chicago, Ill.

Hickox Bldg.
Cleveland, O.

Little Bldg.
Boston, Mass.

Woolworth Bldg.
New York City

itself was nothing other than the car! A case of "name it and you can have it." A \$1,385 prize is a rather expensive gift.

The car was kept on display at the Automobile Show (with nothing to identify it to the advertised car except its regular construction) all during the contest, and the result was that the people in New York who could went to the Show and studied the different makes before propounding any answers. As a result of this the returns for the first five days were practically nothing. Costing \$30,000 for that period, the campaign succeeded in pulling only thirty entries!

And here is a salient point to be remembered in any kind of a direct mail drive—give the readers a chance before jumping at conclusions. In this case the tables were violently swung about on the sixth day when 2,200 *special delivery letters* were delivered to the secretary of the contest in the first batch. Through the contest a grand total of 28,460 answers was piled up.

People flocked to the contest headquarters at the Vanderbilt Hotel and submitted their guesses personally. Two men arrived simultaneously, each with his own opinion. They exchanged their guesses on the spot, and they two were so enthusiastic about the veracity of their respective deductive powers that a \$25 bet was made on the outcome.

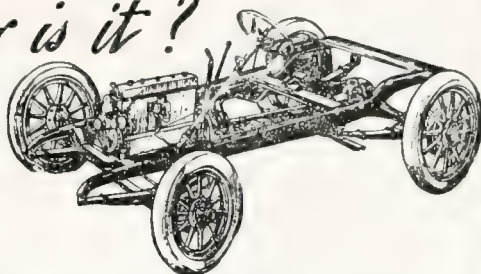
That is keen interest to arouse by a contest. Yet it is only one sample of how enthused the participants in the thing became. One man who was on his way to Porto Rico wireless his entry from shipboard. Another entrant—a woman, mind you (the ladies are scrappers)—sent a 300-word telegram from Los Angeles, Cal., so that her guess would arrive in time!

The winner of the contest, announced in full pages the Thursday after the closing date, was John E. Woodbury, of Worcester, Mass. The genuine value of the campaign to the manufacturers of the Cleveland Six car is the amount of acute interest stirred up, first, and second, the amount of intensive study given to automobiles in general which, when the name of the car was announced, developed into excellent educational material for the Cleveland Automobile Company. It is prime advertising to have your prospect learn for himself the advantages of your product—when he goes to such extremes as these to find out and assure himself that he is right.

What car is it?

Feature No. 5.

Why car has a steel body of this type. Upholstery of hand-buffed leather; 4-bow one-man-type Neverleak top, with door-opening windows and bevel glass rear window; instrument board furnished with speedometer, ammeter, oil gauge and carburetor adjustment, all lighted by a dash light.



THIS is the fifth of six advertisements appearing in this paper that have assembled an automobile before your eyes. Upon each successive appearance of the advertisement there has been added one of Five Distinctive Features in high-class motor car construction. To test the knowledge of the public and its appreciation of the vital points of automobile design a prize will be awarded to the writer of the letter which, in the opinion of the judges, most convincingly and tersely describes the advantages of these Five Distinctive Features.

What the letter must contain

The assembly started with the first of these Five Distinctive Features—a pressed steel frame tapering in a straight line from the greater width at the rear. The letter will start with a presentation of the advantages inherent in this particular design of frame. The advantages of the second, third, fourth and fifth features in turn will be described in your letter. As to the best of our knowledge and belief there is but one car that contains all Five of these Features, your letter will naturally establish the make and name of the car. Mail it to the address given below, to reach the Secretary not later than midnight of to-morrow, Monday.

The Prize is the Car Itself

Touring Model

The American public justly prides itself on its knowledge of and ability to classify the various makes of automobiles. Almost every American citizen is a potential car-owner, and he wants to understand the important points of high-class construction, so that when he does buy he will know exactly what he is getting for his money. The car referred to in this contest contains, among many other items of excellence, ALL FIVE of the quality features enumerated in this series of advertisements. It is, so far as we know, the only car containing ALL FIVE of these distinctive features.

The Features Described

- No. 1.—A pressed steel frame tapering in a straight line from the greater width at the rear.
- No. 2.—Semi-elliptic springs both front and rear, of high carbon and chrome-vanadium steel with bronze bushed eyes; front axle, a drop-forged I-beam with chrome nickel steel spindles; a floating rear axle with spiral bevel gears.
- No. 3.—Four 12-spoke artillery type wheels on Timken adjustable bearings; steering gear of the worm sector type, irreversible and adjustable.
- No. 4.—A 12-cylinder (cast in bloc) valve-in-head motor with detachable cylinder head, totally enclosed valve mechanism, and adjustable silent chain drive for camshaft and accessories.
- No. 5.—A streamline body upholstered in hand-buffed leather, having 4-bow one-man-type Neverleak top with door opening windows and bevel glass rear window; instrument board furnished with speedometer, ammeter, oil gauge and carburetor adjustment, all lighted by a dash light.

Conditions of the

Great Automobile Prize Contest

1. All persons directly connected with the manufacture or sale of automobiles, or concerned in the production and publication of this series of advertisements, are barred from entry. The judges reserve the right to withhold the award from anyone shown to be so connected or concerned and in that case to award the prize to the writer of the letter judged next in merit.
2. Only one letter allowed to each person, but several members of a family may send a separate letter for each individual.
3. The writer of the letter which most convincingly and tersely describes the advantages of the Five Distinctive Features comprising the make of the car containing them, will be presented with one of these great American cars (latest Touring Model) absolutely free.
4. Letters must be in the hands of the Judges not later than midnight of the 5th day of January.

THE JUDGES

- | | |
|--|--|
| C. F. CLARKSON, General Manager Society of Automobile Engineers. | A. G. BATCHELDER, Executive Chairman American Automobile Association. |
| H. C. BROOKAW, Technical Director West Side Y. M. C. A. Automobile School. | ALFRED REEVES, General Manager, National Automobile Chamber of Commerce. |
| | ALEXANDER JOHNSTON, Editor "Motor." |

How to Enter the Contest

As the Five Features have been making their successive appearances, you have been turning over in your mind the advantages of each. It's not too late, now, by studying the list above, under "The Features Described," to see just what these five points are and to reason out in your own way their advantages. They are incorporated in the car that has been assembled in these advertisements because of certain positive points of excellence, and it is these inherent advantages that your letter should describe as convincingly and tersely as you can do it. Do not forget that the letter must be in the hands of the Secretary of the Contest, for transmission to the Judges, not later than midnight to-morrow, Monday night.

Watch for the ANNOUNCEMENT OF WINNER

The car itself, which can be seen on the streets of New York in ever increasing numbers, is on exhibition at the National Automobile Show at the Grand Central Palace, where the announcement of the winner will be made on Wednesday evening and the car awarded. Thursday's paper, January 8th, will contain the name of the winner and all the news regarding the contest.

Office of the Secretary, Automobile Contest, Mezzanine Floor,
Vanderbilt Hotel, N. Y.

Specimen of copy appearing in the daily papers in connection with the Automobile show. This contest gave an excellent method of measuring the interest value in newspaper advertising.

And opinions, the result of research and thought, are important to folks who back them up with \$25 bets, wireless messages and 300-word telegrams.

The replies drawn by the advertisements were not limited to New York City, you can see. They came in from all parts of the country—national advertising through "local" media. The extent of influence carried by our New York dailies, as

demonstrated in this incident, is interesting—to say the least.

Boston Agency Enlarges Quarters

The Franklin P. Shumway Company, advertising agency of Boston, one of the oldest agencies in that city, has found it necessary thru an increased volume of business to greatly enlarge their offices. The Shumway agency has been in business in Boston for the past thirty-nine years and it is now one of the largest in Boston handling local, national and export advertising.

Herman Philipson Resigns From Dallas Times Herald

Herman Philipson, well known newspaper advertising man and director of advertising for the Dallas, Texas *Times-Herald* has resigned his position to become connected with The Nieman-Marcus Company department store of Dallas. Mr. Philipson has always been very active in the advertising field and was one of the founders of the Dallas Advertising League. Shortly after the outbreak of the war Mr. Philipson was selected to handle the national advertising for the War Savings Stamp campaign in Washington. Mr. Philipson's new duties as assistant to Mr. Marcus of the firm Nieman-Marcus Company began January 1st, 1920.

Felix Orman Leaves "Leslie's Weekly"

Felix Orman, who has been in charge of the Institutional Advertising Service and Promotion Department of *Leslie's Weekly* during the last year, has given

up his work on that publication. Mr. Orman started in the newspaper business as an editorial writer and was at one time on the staff of the *Outlook* as industrial editor. He is at present engaged in independent work in New York.

Army Organ Selects Chicago Advertising Agent

The Federated Press has been made Chicago advertising agent for Ivy Leaves, official organ of the Fourth Division of the A. E. F., now being published in Des Moines. L. H. Martin is business manager of the new ex-service magazine.

Chris D. Hagerty Elected President of Chicago Press Club

Chris D. Hagerty, former war correspondent and a member of the Chicago Associated Press staff, has been elected president of the Chicago Press Club.

Paris Bars Advertising on Buses

The right to display advertisements on buses and tram cars in the city of Paris has been refused by the Paris Municipal Council on account of their being inartistic. This sacrifice on account of art causes the loss of about \$100,000, it is estimated.

Petterson Agency Handling Amberg File and Index Advertising

The W. A. Patterson Company, Inc., of New York, are placing advertising for the Amberg File and Index Company in newspapers in cities where the Amberg branches are located.

McGraw-Hill Changes

H. G. Sommerman, of the Chicago office of the McGraw-Hill Co., Inc., has been transferred from the circulation division to the Searchlight advertising section in that office.

Thomas P. Scanlan has also joined the Searchlight division of the McGraw-Hill Chicago office and will do soliciting in the western territory.

Another Paper Raises Price

The *Evening Tribune-Times* today announced an increase to three cents a copy. Prohibitive costs of paper and other materials made the advance necessary, the publisher said.

Robert E. Peoble New Advertising Manager for B. Fischer & Co., Inc.

Robert E. Peoble has been appointed advertising manager of B. Fischer & Company, Inc. Mr. Peoble was formerly with the Brown-Durrell Co.

H. P. Bartlett New Advertising Manager of Hotel Review

H. P. Bartlett, who for some time has been connected with the advertising department of The *Hotel Review*, has been appointed advertising manager, succeeding A. R. Eadie, whose resignation is recorded elsewhere in this issue.

Lord & Thomas Sending Out Contracts and Orders

Lord & Thomas, of Chicago, are sending out contracts and orders on the following accounts: Absorbene in Ohio dailies; Akin Erskine Milling Co., in Illinois, and Leopold, Solomon & Esien-drath in Southern dailies.

Canada Issues Drastic Order to Conserve Newsprint

The Governor General of Canada on January 6th signed an Order in Council authorizing the Minister of Customs to refuse export licenses to manufacturers of newsprint paper who refuse to comply with any order of the Controller of Paper. Another Order in Council gives the Paper Controller the power to requisition and distribute to Canadian newspaper publishers any newsprint paper which a manufacturer has refused to deliver on the order of the Controller. Manufacturers will be compensated for any such seizures at a price fixed by the Controller. Penalty for noncompliance with the Controller's order is fixed at \$500 a day for a period not to exceed 10 days. According to a report of the Commission on Conservation, the pulp wood supply of Canada is large but much of it is inaccessible for commercial purposes, also that destruction of the product by bud worm is so great that the loss far overbalances the annual in Canada and the United States. Clyde Leavitt, Chief Forester of the commission, gives the following estimate of provincial supplies of pulp wood: Quebec, 300,000,000 cords; British Columbia, 255,000,000; Ontario, 200,000,000; New Brunswick, 33,000,000; Nova Scotia, 30,000,000. There is little information of the available supply in the prairie provinces.

Touzalin Agency Elects New Officers

Bruce Farson, formerly with Robel & Bryant of Chicago, is now vice president of Chas. H. Touzalin Agency of Chicago in charge of sales. W. B. Swann has been made vice president in charge of production. Albert R. Callies, formerly secretary, is now secretary and treasurer.

New advertising accounts now being handled by the Touzalin agency include the following: Oshkosh Motor Truck Company, Oshkosh, Wis.; Globe Shirt & Overall Company, Abingdon, Ill.; National Bond & Investment Company, Chicago; F. C. West Corporation, Chicago, and the Bailey-Drake Co., Chicago.

Campbell-Ewald Company Give Stock to Employees

At a banquet given to the fifty members of the Detroit office of the Campbell-Ewald Company advertising agency of that city, H. T. Ewald, president of the company, announced that a plan had been formed by the company, which recently underwent a reorganization, whereby the employees were to be taken into actual business partners of the company. When the company was reorganized, its capital was increased to \$200,000 and of this sum a portion has been set aside out of the holdings of the present stockholders for presentation from time to time to the employees in proportion to their length of service and rank of position. This does not apply to those who have been with the company less than a year. Such employees will receive a bonus.

British Advertising Trade Journal Issues Christmas Number

The *Advertisers' Weekly*, the British advertising trade journal, issued a very fine Christmas Number with the issue of December 23rd. In this issue are a number of most interesting articles on advertising and its growth in the year just passed. It is noticed also that the journal has made rapid strides itself for the same period.

Keeping Up With The Times

A FACT A WEEK

It wouldn't be polite to say "We told you so," but there is a good bit of satisfaction in the information, just received, that one of the biggest manufacturing concerns in the country has instructed its advertising agency to abandon its policy of using "one paper in a city."

This manufacturer has kept a careful record of sales proportioned to population, and covering a long period. He finds that in a few cities one paper seems sufficient, but that in many others the use of only one paper is insufficient to develop sales to the standard average.

Washington is one of the cities where two papers will be used henceforth, and The Times is one of them.

The Washington Times WASHINGTON, D. C.

Leroy A. Klings Agency's New Accounts

Schedules are going out from the Leroy A. Kling Advertising Company, of Chicago, for the Meadows Manufacturing Co., of Bloomington, Ill., and for the Globe Lighting Company of Milwaukee. Electrical trade and farm papers are being used.

W. B. Hall has been added to the staff of the Leroy A. Kling agency, and will have charge of the production department. Mr. Hall was formerly with the Associated Artists' service of Chicago.

McJunkin Has Two New Department Heads

R. M. Boomer, formerly with Erwin & Wasey Co., is now at the head of the service department of the McJunkin Advertising Company, of Chicago. W. C. Pohrte, formerly with Lord & Thomas, is now production chief for the McJunkin agency. The advertising account of The Multibestos Company, formerly The Standard Woven Fabric Company, of Walpole, Mass., has been transferred to the McJunkin agency. A schedule for 1920 is now being planned.

Chicago "Journal" Man Goes to "Evening American"

Wm. G. Driver, formerly advertising solicitor for the Chicago *Daily Journal*, is now handling financial and railroad advertising accounts for the Chicago *Evening American*.

Miss Harris Leaves Hoyt's Service

Minerva S. Harris, who has been manager of the contract department of Hoyt's Service for the last year and a half, has resigned and is now associated with Weil-Biow & Weil. Miss Harris was formerly connected with Sherman & Bryan, for many years as space buyer.

American Association of Advertising Agencies to Hold Banquet

A banquet will be held at the Commodore Hotel on January 13th under the auspices of the American Association of Advertising Agencies. Harry Dwight Smith, president of the association, will preside, and an interesting program has been planned.

Japanese Labor Conference Delegate Visits N. Y. Advertising Club

Jinji G. Kasai of Tokio, who has been in Washington as adviser to the Japanese delegation to the International Labor Conference, was in New York last week and paid a visit to the New York Advertising Club. Mr. Kasai is a graduate of Harvard University and is honorary secretary to the Japanese American Relations Committee.

New York Sun Establishes Canadian Industrial Bureau

The New York *Sun* has established a Canadian Industrial Bureau at 280 Broadway, New York City, and has sent out notification to Canadian Boards of Trade, Chambers of Commerce and similar organizations interested in the development of Canada and have invited them to send to the Bureau supplies of various publications relative to industrial attractions in respective Canadian localities that these may be kept on file or be distributed to

persons requesting information of this kind. This bureau is conducted without charge of any sort to those who avail themselves of the opportunity of using it.

Mallory, Mitchell and Faust Placing New Contracts

The American Ironing Machine Company, through Mallory, Mitchell & Faust, of Chicago, are placing 20,000 line contracts in the leading dailies in twenty largest American cities.

Cahill-Igoe Printing Company Changes Name

After January 1 the Cahill-Igoe Printing Company, one of the largest commercial concerns in Chicago, will be known as James T. Igoe & Company.

J. M. Woodman Joins Chesman Agency in Chicago

J. M. Woodman, formerly owner and editor of the Waukegan (Ill.) *Gazette*, is now copy man and solicitor for the Chicago office of Nelson Chesman & Company. This company is sending out orders to a large list of daily newspapers on the Easyhold Truss Company account.

Julius Schneider Enters Real Estate Business in California

Julius Schneider, formerly advertising counsel of the Chicago *Tribune*, and advertising manager of the Chicago *Herald*, is now interested in the real estate business in California.

LIFE

A Recognized Institution

The work of a solid organization having a definite purpose in mind, all of which is the result of a sound policy of constructive foresight.

Bonafide uncontrolled editorial contents.

Bonafide circulation; no other kind under any circumstances.

Bonafide, fair and fearless policy for advertisers, not independent—humble but firm.

266,000 net and growing naturally.

The faith of over a million readers.

Watch LIFE.

Geo. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Why the Difference in Rate of Exchange Is Not a Favorable Foreign Trade Factor

A Clear Exposition of
This Vital Subject

By E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief of the Bureau of Foreign and Domestic Commerce, Washington, D. C.

MANUFACTURER: L. P. & Co.

"The normal rate of sterling exchange is \$4.86. The rate to-day is approximately \$3.70. Why is this a favorable rate for us? Who gets the difference?"

CANADA: J. P.

"We deposit funds in the New York branch of a Canadian bank for transfer to Montreal. When received there only a smaller amount, now about 10 percent less, is credited to our account. Does the bank make the difference? Why don't we get as many Canadian dollars as U. S. A. dollars?"

THESE are both interesting and pertinent questions to everyone interested in foreign trade. To discuss them thoroughly would demand a voluminous treatise rather than a few paragraphs.

Let us first note the case in a simple, theoretical way. Suppose there are only two countries—A and B. We will call the money in country A, A-dollars, and in country B, B-dollars, and at par they are of equal gold value. If trade is running normally between the two countries, and in about equal amounts, A-dollars will be approximately equal to B-dollars. This statement presupposes that there are no other influences that would affect exchange, such as the transfer of securities, money carried from one country to another by travelers, and the like. Under these conditions there would be approximately the same number of A-dollars wanted in B to pay B's obligations in A as there are B-dollars wanted in A to pay A's obligations in B.

But suppose that suddenly, for some reason or other, A's exports to B fell off by one-half, but that A's imports from B continued as before. The result would be that the exchange of commodities would at once cease to equalize and instead of merchandise A would have to find money in which to pay the difference. B-dollars would, therefore, be in great demand in A and

Have You a Question You Would Like to Ask About Foreign Trade?

IF you have you can get it answered, without charge or obligation, if you are a subscriber to "Advertising & Selling," by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what affect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through "Advertising & Selling" and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the second article of which will appear in our issue of January 17th.

Mail your questions to Dr. E. E. Pratt, care of Advertising & Selling Co., Inc., 131 East 23d Street, New York City.

exporters would seek them and pay premiums in order to get them and discharge their obligations to B. On the other hand, in B many persons would have A-dollars, and hence the demand for them would diminish and they would probably go at a discount.

The dollars in both A and B would remain of the same value as far as the gold in them is concerned. But in A people would be in need of money to pay their debt to B. In B people would have no debt to pay to A, and hence A-dollars would depreciate.

This is exactly what has happened between England, France, Italy and the United States. In each instance the United States has exported enormous quantities of merchandise to these countries, and hence dollars are in great demand. The bidding for dollars is sharp and

the price consequently rises. On the other hand there is a comparatively small demand here in the United States for pounds, francs or lire, and consequently the price of these moneys in our money is constantly lower. Therefore pounds can be bought for \$3.70, francs for 10 cents and lire at 7½ cents.

NOT A FAVORABLE SITUATION FROM FOREIGN TRADE VIEWPOINT

This state of affairs is often spoken of as favorable to ourselves. It is so in the sense that the dollar is at a premium; but it is anything but favorable from a trade point of view. This enormous premium on the dollar increases the prices of American merchandise in every market where that premium exists. A Frenchman could once purchase a dollar's worth of American merchandise for five francs. To-day he must pay ten francs. Therefore, he doesn't buy. Consequently this so-called favorable exchange situation is really most unfavorable and is shutting off our trade with those countries more effectively than any protective tariff could ever do so.

"Who gets the difference?" As a matter of fact, no one does. The Frenchman pays his ten francs, yet the American exporter only gets his dollar as formerly. This seems strange, but we must revert to our theoretical illustration. It was pointed out that the price of B-dollars in A is high because of the limited supply of them. B-dollars in B were worth the same as before and A-dollars in A were worth the same. No one got the difference. The difference is only the expression of the increased demand and the decreased supply.

In the case of Canada the situation isn't so clear, because of the fact that the two countries are close together, separated by an imaginary line, and because the coinage and the monetary systems of the two countries are very similar. But the same general facts are true. Our dollars are at a premium because Canada is importing more goods from the United States than



He has written the most widely read book of the last 200 years

"IN His Steps," by Dr. Charles M. Sheldon, has outsold every other book ever published, with the exception of the Bible and "Pilgrim's Progress." Its sales already total more than twenty million copies.

The success of the thirty other books written or edited by Dr. Sheldon is confirming evidence of his remarkable power as an author and editor.

A rare spiritual vision combined with a unique genius for expressing his thoughts so that their interest and influence are universal—these are his dominant characteristics.

Dr. Sheldon is now Editor-in-Chief of the Christian Herald. He will henceforth devote his striking ability as a religious leader exclusively to that great audience which the Christian Herald reaches regularly.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*

NEW YORK CITY

she is exporting to the United States. Hence U. S. dollars are more in demand in Canada than Canadian dollars are in the United States.

WHERE THE BANK WOULD MAKE A PROFIT

However, it looks very much as if the Canadian bank with a branch in New York does get the difference. It does get it providing it holds its Canadian dollars until such time as the Canadian and U. S. dollars are again at par. If, however, the bank actually transfers its funds it loses practically the same amount as the merchant or exporter. Again, if the Canadian bank should liquidate to-day it would be forced to do so in Canadian dollars at the ruling rate of exchange.

The exchange situation so far as it affects countries like Canada, England, France and Italy cannot be really adjusted until the exports of all commodities, including capital, are approximately offset by imports of all commodities, including capital.

In connection with Dr. Pratt's answers to this very important question of the effect of exchange on the subject of foreign trade, it is interesting to note the following item in the current issue of "Commerce Reports," sent in by A. M. Thackara, consul general at Paris: "A leading firm of American exporters has made the following agreement with its representatives in this country, with a view to avoiding as far as possible the exchange crisis at present prevalent:

"Goods are shipped and invoiced in dollars. The French firm does not send dollars or francs in payment, but deposits with a local bank, for the account of the American exporter, an amount in francs corresponding to the amount of the dollar invoice at the current rate of exchange. This amount is corrected every month to correspond with the fluctuations in the rate of exchange, i. e., if dollars rise, an additional deposit is made to cover the difference in exchange.

"New invoices are all dealt with in the same manner. An agreement has been made between the exporters and the importers for the transmission of the money deposited when the exchange rate shall have reached a level satisfactory to the importer. This agreement is for a period of two years, and, if at the end of that period, exchange has not fallen sufficiently to allow of the transmission

of the money without loss to the importers, a further agreement will be negotiated between the two parties.

"The money is deposited with a bank having correspondents in the United States, and the American exporter is enabled, if required, to borrow money in the United States against the deposits standing to his credit in France. The French deposit bearing interest, the American exporter incurs little or no expense in connection with his American loans, as the interest paid in France offsets that he may have to pay in the United States."

New York Still Leads in Auto Census

New York still retains its supremacy as the Empire State in automobiles throughout the country. The year 1919, up to Dec. 1, showed an increase over the preceding year of more than 21 percent in registrations. The total number of cars licensed up to Dec. 1, 1919, was 560,811, the figures for the corresponding date of 1918 being 460,024, an increase of practically 100,000.

Commercial cars show a 26 percent increase over 1918, while of chauffeurs there has been a 23 percent increase, the number of licensed drivers footing to 176,466. While there will be additional licensing of cars up to the latter part of January, the figures will not vary materially, as registration will be comparatively small up to Feb. 1, when the new motor fiscal year begins.

A \$10,000 Headline That Paid for Its Cost Many Times

TEN thousand dollars may seem like a great deal of money to pay for a single headline.

But the difference between profit and loss in advertising can be merely a difference in the appeal of headlines used in the copy.

We know of one advertiser—and his experience is by no means exceptional—who spent ten thousand dollars before he secured a headline that was interesting enough to induce sufficient people to read his story to pay him a profit.

This man sold by mail so he had actual figures to prove that the headline he finally secured was cheap, even at ten thousand dollars, for he built his business upon it.

And yet many advertisers who sell through dealers go on month after month

It is noticeable that motor cycles show a decrease of 518 over a year ago. This also holds true in New York City, where the decrease amounts to 91.

In the State as a whole, automobile dealers have increased from 2,251 to 2,661, a gain of 410, or 18 percent. The number of buses has also increased by 23 percent. The total receipts to the Secretary of State's office from its Motor Vehicle Department will reach \$6,000,000 at the end of the present month, being \$1,000,000 in excess of 1918, or approximately 20 percent.

Taking the New York City registration figures separate from those of the entire State, an increase of 35,087, or 36 percent, is shown in its passenger cars. The same period has brought an increase of 24 per cent in commercial cars. The number of dealers has grown from 645

in 1918 to 813 on Dec. 1, 1919. New York City registered 171,539 motor vehicles in 1919, while its chauffeurs now number 104,632, as compared with 82,476 on Dec. 1, 1918.

The important part which New York City plays in the motor vehicle receipts is revealed in the fact that the 24 per cent increase for 1919 brings the total to \$2,408,889.75, a gain of \$470,445.25 over the same date a year ago.

The following tables give the number of cars, dealers, chauffeurs, and motor cycles on Dec. 1, 1919, and on a like date in 1918, with the increase of each:

NEW YORK STATE			
	1919	1918	Inc.
Passenger ...	440,043	304,050	75,993
Omnibus	21,903	17,862	4,041
Trucks	93,846	74,574	19,272

Trailers	2,359	2,187	171
Dealers	2,661	2,251	410
Total cars...	566,811	460,924	99,887
Chauffeurs ..	176,460	143,789	32,677
Motor cycles..	27,988	28,506	*518
Receipts ...	\$5,881,623	\$4,006,866	\$974,756

NEW YORK CITY

Passenger ..	122,972	97,885	35,087
Omnibus ...	8,622	6,306	2,316
Trucks	38,479	31,078	7,401
Trailers	653	614	39
Dealers	813	645	168
Total cars...	171,539	136,528	35,011
Motor cycles ..	7,900	8,000	*91
Chauffeurs ..	104,632	82,476	22,156
Receipts	\$2,408,889	\$1,938,444	\$470,445

*Decrease.

Philip W. Lennen Elected Vice President of Royal Tailors

Philip W. Lennen, for the past eleven years sales and advertising manager of the Royal Tailors, has been elected Vice President of that company. Mr. Lennen will also serve as Chairman of the President's Executive Staff.

Van Gytenbeek Becomes Vice President of N. Y. Advertising Club

At a recent meeting of the Board of Directors of the New York Advertising Club, A. Van Gytenbeek, chairman of the House Committee, was elected Vice President of the club, succeeding George W. Hopkins, who is now president. The Board also appointed Dan A. Carroll, who is eastern representative of the Indianapolis News, as chairman of the On-to-Indianapolis Committee for 1920.

Philadelphia Firm Acquires Interest in Perry Dame Company

Isaac Seder, of Frank and Seder, owners of several large department stores in Philadelphia and Pittsburgh, has acquired a substantial interest in the Perry Dame Company, of New York. With the advent of Mr. Seder's connection with the Perry Dame Company they are planning a greater increase in business and a broader field in which to market their goods.

Utica Newspaper Compositor Made Rich Man by Will

Duncan E. Fuller, a compositor in a newspaper office in Utica, is the chief legatee under the will of the late Dr. Robert M. Fuller, which was read today.

Besides receiving outright \$10,000 and the doctor's personal property in this city he will receive a trust found from the residue of the estate, which, it is estimated by attorneys, will amount to \$250,000.

Firestone Gets Out Booklet on Their Industry

The Firestone Tire and Rubber Co. have published in connection with their annual statement and report a booklet which is composed of things of interest to Firestone shareholders. In this booklet an entire review in condensed form of the present proportions of the rubber industry and of the Firestone position in the industry is dealt with.

London, Ontario Publisher Dead

Walter J. Blackburn, publisher of the London, Ontario *Free Press* died January 1st in London, Ont. Mr. Blackburn was well known as a newspaperman and sportsman being the owner of a stable of hunters.

using the kind of headlines which mail order records prove make but little impression on readers.

There are well defined principles which must be applied to make a headline effective. And no one can tell what is good or bad so well as advertisers who sell direct to consumers.

Yet important as headlines are, this is only one point at which we can apply to general advertising lessons learned in mail order advertising. What is said to back up the headline is equally important.

The Tested Appeal In Advertising is a little book which shows how the advertising of those who sell through dealers can be made to do better selling work and more of it.

A copy will be mailed without obligation if you will send for it on your business letterhead.

RUTHRAUFF & RYAN

Incorporated

ADVERTISING

404 FOURTH AVENUE at 28th ST., NEW YORK

CHICAGO: 30 NORTH MICHIGAN BOULEVARD

The Week in Washington From an Advertising Viewpoint

Washington Bureau, ADVERTISING & SELLING, Riggs Building

New Bills in Congress on Newsprint Conservation

Among the first bills introduced in the House of Representatives after the convening of Congress from the holiday recess were those having to do with the conservation of print paper. Congressman C. A. Christopherson, of South Dakota, proposes to give the Federal Trade Commission power and authority to allocate and distribute the available supply of print paper. Congressman Scott Ferris, of Oklahoma, would put a ban on all print paper exports.

The Christopherson bill provides "That for the period of one year after the passage of this act, or for such further time as the President of the United States may deem necessary, the Federal Trade Commission is hereby authorized and directed to take control of the entire supply of print paper, including that manufactured here and that imported, for the purpose of distributing and allocating the same so that publishers may receive a fair and just proportion of the supply, it being the intent hereof to grant to the Federal Trade Commission the power and authority to alleviate the present shortage in the supply of print paper by distribution and allocation.

"Sec. 2. That all contracts made for the purpose and sale of print paper are hereby abrogated and suspended during the operation of this act."

The Ferris bill provides "That for a period of one year from and after the passage of this act it shall be unlawful for any person, firm or corporation to export any print paper from the United States

"Sec. 2. That the Secretary of the Treasury is hereby authorized and di-

rected to make all necessary regulations for the purpose of carrying out the provisions of this act.

"Sec. 3. That any person who shall violate any of the provisions of this act or any of the provisions or any regulations made in pursuance thereof, shall, upon conviction, be fined not more than \$10,000, or, if a natural person, imprisoned for not more than ten years, or both; and the officers, directors or agents of any corporation who knowingly participate in such violation shall be punished by like fine or imprisonment, or both."

Further Investigation of Newsprint Manufacturers Association Asked

Further investigation of the Newsprint Manufacturers' Association is sought by Attorney General Palmer, who has asked the Federal Trade Commission to reopen the case. It is declared that numerous complaints of the high prices asked for newsprint have been filed with the Department of Justice, which present the question whether the final decree of the commission and the agreement entered into by the manufacturers have been complied with.

A formal request for the reopening of the investigation has been sent to the Federal Trade Commission by the Attorney General, accompanied by an explanatory statement in which it is declared that information is desired as to whether the final decree of the District Court for the Southern District of New York, on December 25, 1917, is being carried out. The agreement between the Attorney General, as trustee, and manufacturers of newsprint was entered into simultaneously with the entry of the decree, according to the statement, and

provided, among other things, that during the period of the war and for three months thereafter the prices and terms of contract for sale of newsprint paper should be fixed and determined by the Federal Trade Commission, subject to review by the circuit judges of the second circuit.

In his application for reopening the case the Attorney General requests:

"That the Federal Trade Commission make an investigation of the manner in which said final decree has been and is being carried out;

"And of the manner in which said agreement is being observed in the following particulars: Whether the manufacturers signing said agreement have actually produced the daily tonnage of newsprint paper which they, respectively, subjected to the terms of the agreement;

"Whether said manufacturers have offered said tonnage in accordance with the provisions of said agreement;

"How much of the tonnage manufacturers signing said agreement have sold to jobbers, dealers or other middlemen, and at what prices; and whether said jobbers, dealers or other middlemen, in reselling to the so-called small publishers, have observed the maximum commissions fixed by the Federal Trade Commission.

"And that the Federal Trade Commission transmit to the Attorney General a report in writing embodying its findings and recommendations."

Should it be desired, upon receipt of the report made by the commission, if that body determines to reopen the case, to submit any evidence to the courts for further action, the United States District Court for the Southern District of New York still retains jurisdiction in the case.

Opposition to Government Control of Merchant Marine

Freedom from Government regulation as to routes and rates for American merchant vessels is favored almost unanimously by the Chamber of Commerce of the United States, according to the results of a referendum just completed embodying proposals for a national merchant marine policy to be advocated by the organization. The recommendations agreed upon will at once be laid before Congress for consideration in connection with legislation affecting the merchant marine.

Private ownership of vessels and yards, with whatever Government aid may be necessary in private operation of ships, the sale of all wooden vessels and of steel vessels under 6,000 tons deadweight to the highest bidders, and the absorption by the Government as a war loss of the difference between the war cost and present value of ships, are also advocated, together with the transfer of other Government-owned vessels to regional associations for disposition at cost to private individuals and corporations to be formed in the several regions.

It is proposed that the regions recommended be formed as follows: One each representing New England, Philadelphia and adjacent territory, Baltimore and adjacent ports, including Hampton Roads; South Atlantic ports, New Orleans and Gulf ports and the Great Lakes, and one or more on the Pacific Coast.

Newspaper advertising isn't the *exception* that proves the rule that "Keeping Everlastingly at it Brings Success."*

Use newspapers on a *three-year* basis if you would hold this or any other market.

*Apologues to N. W. Ayer & Son.

THE INDIANAPOLIS NEWS

FOR FIFTY YEARS A NEWSPAPER

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. F. LUTZ
First National Bank Building

In support of its position that the Government should not own and operate the country's merchant marine, the chamber's committee on ocean transportation declared that under Government ownership and operation it is almost inevitable that considerations entirely apart from economic reasons would constantly interrupt the natural course of management of ships and trades. It is pointed out also that freedom from Government regulation as to routes and rates, except insofar as such regulations already exist, is desirable, and attention is called to provisions of laws now in force affecting this phase of the question.

Request Legislation Against Misbranding Woolen Merchandise

The wool growers and dealers of the middle West are petitioning Congress for the enactment of a pure fabric law. Congressman Begg, of Ohio, has presented to the House of Representatives petitions signed by 159 wool men of that State. The text thereof is as follows:

"We, the undersigned, do hereby petition and request that our Legislature enact a pure fabric law. The purpose of such a law being to let the public know the quality of the goods they are getting for their money. We know that we are in a position to request such a law, and we therefore ask for immediate consideration.

"Another matter of importance which we wish to call your attention to is the fact that we do most sincerely denounce the importation of wool from the British Government, thereby putting foreign wool on an equal basis with our own, free from duties and taxes, which we, as producers and dealers, are required to stand.

"We know that wool growers are organized as never before, and we certainly feel the need of the above protection."

As a result of this petition the branding of all manufactures of wool to show the percentage of wool and the percentage, if any, of cotton, silk or other materials therein, will be proposed in a bill which is soon to be presented to Congress by Representative French, of Idaho. The measure is expected to be the most comprehensive bill for legislation of this kind yet proposed, and will affect all handlers of commodities of which wool is a component part.

It is declared that both the public and the wool growers are greatly in favor of such legislation and that, in addition, a number of manufacturers have expressed their approval of the proposed measure.

Under the bill now being drafted by Mr. French all handlers of woolen merchandise would be responsible for misbranding, including retailers, but would not be held responsible if they could prove innocent. In other words, while a retailer would be deemed technically guilty of violation of the law in selling misbranded woolen goods, he would not be responsible if he could prove that he was selling such goods on the guarantee of the producer that they were properly marked.

"When a consumer buys an 'all-wool' garment, he would like to be assured that it is not 75 per cent wool and the rest cotton," declared Representative French, in speaking of his measure. "Some of the manufacturers of woolen

goods also favor the proposed legislation, feeling that they would be willing to have their goods stand on its own merit and want others to do likewise."

Seventeen Million Dollar Loan to Exporters by Government

The American Government has taken its first step to the financial aid of Europe by announcing through the War Finance Corporation four loans aggregating \$17,000,000 to manufacturing exporters. Two loans of \$5,000,000 each have been arranged to finance the exporting of locomotives and agricultural machinery. A third loan of \$5,000,000 goes toward electrical machinery. Under the War Finance Corporation loans not to exceed \$1,000,000,000 have been arranged.

Hardware Dealers Magazine Opens New Department

The *Hardware Dealers' Magazine* has opened up a new department in connection with their publication known as Advertisers' Publicity Service, and is located at the International Hardware Exchange in the Grand Central Palace. In this new department is maintained a Bureau of Trade Information, Library of Trade Literature, Advertisers' Samples, Signs, Cut-outs and Show Cards.

Wrigley Executive Becomes Director of Hudson Trust Company

B. L. Atwater, vice president of William Wrigley, Jr., & Co., has been elected a director of the Hudson Trust Company of New York.



THE Textile Manufacturing Industries of the U. S. are spending \$10,000,000 a week for new construction, factory supplies, machinery and all manner of equipment needed by manufacturing organizations.

Here is a tremendous market for hundreds of industrial products—one which cannot be won by hit-or-miss tactics nor scattered efforts.

It requires intensive concentration—exactly the kind of service offered by **Textile World Journal**, which over 750 successful industrial advertisers are using today.

We stand ready to discuss with you the special proposition of your sales to textile mills and to do so in the broad sense of **Results** by whatever methods best suited to your problem.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*

BRAGDON, LORD & NAGLE CO.

334 FOURTH AVENUE,

NEW YORK

Selling The Idea of Home Washing To The American Housewife

What Is Back of the Unprecedented Demand for Electric Washing Machines; the Affect on the Laundries; What Will Be the Outcome

By R. B. WOOLLEY

Director of Publicity, the Society for Electrical Development

RECENTLY in New York City an electrical jobbing house contracted with a washing machine manufacturer to sell 16,000 electric washing machines bearing that manufacturer's name. This one manufacturer has set as a minimum 150,000 machines for the year, and a maximum of 250,000. The company alone plans to spend \$500,000 in national advertising and promotional work during the next twelve-month. And this is not the largest electric washing machine manufacturer by any means.

In Minneapolis there is an electrical jobber who annually sells more than 3,000 electrical washing machines. In Milwaukee one contractor-dealer disposed of twenty-seven such machines in the week ending July 19, the interesting fact being that this man has but two salespeople, one of whom is confined to the store. Most of his sales were made on the floor of his little shop. Another electric store has been averaging one electric washer or mangle per day per salesman—this also in Milwaukee. An Omaha specialty dealer up until 1918 had placed over 1,900 electric washing machines in homes in that city, through the efforts of one or two specialty salesmen, working with his wife and himself. And these are by no means exceptional cases. There is one shop in Chicago that sells more washing machines per day than the average electrical dealer will sell per month.

I bring out these figures simply to emphasize the fact that the sale of electrical washing machines (and other electrical household labor saving devices) are enjoying an unprecedented increase. The peculiar part is not that in 1918 and 1919 there will have been sold over \$40,000,000 worth of such washing machines to the American housewife, but the fact that most of these specialties, for the most part, average around the \$100 mark in cost, and go into homes where the housewife has been totally ignorant of household washing equipment of this character. True there have

been millions of electric irons sold to housewives of this country during the past ten years, but it may be safely said that until 1918 the average woman knew little or nothing about electrical household specialties, particularly the washer and mangle. Therefore the fact that the manufacturers of such equipment are to-day carloads behind orders (one manufacturer alone at this writing having orders on the books for over 100 carloads) demonstrates that considerable promotional and educational work has been done, and furthermore that housewives are quick to turn to any

reliable mechanical device provided it will relieve them of the inconveniences and troubles which they have been putting up with in their household duties.

Another very interesting factor which should be taken into consideration in analyzing this growth is the fact that until this year the majority of washing equipment had to be *sold*; it was not *bought*, as are bought staple products, furniture, refrigerators and the like. And this was the hardest kind of selling, door-to-door work, so abhorrent to the average retailer. To-day the tide is turning. The educational work carried on by the manufacturers and progressive national trade organizations such as the Society for Electrical Development, the Washing Machine Manufacturers' Association, etc., is bearing fruit.

The growth of this business, and its inroads into the business of the commercial laundry is doubtless one of the reasons that the American Laundry Machinery Company, on

Save Your Strength Now While You Have It to Save

Before the day of washing machines, hand work was necessary. Wash-board rubbing was back-breaking, but it had to be done.

Now with such a sturdy machine available as a Gainaday Washer and Wringer, the housewife's strength can be saved for the "better things" of life. And saving your strength now is a wise measure of economy—as thousands of American mothers will testify.

While the Gainaday is saving your strength it is saving your money as well. The cost of operating a Gainaday is only two cents or less per hour.

Then, too, the Gainaday does the wringing. It has many modern conveniences not found in ordinary washers. The swinging wringer with its safety catch, the strong motor with a friction clutch to prevent overloading the motor, the work ing parts all covered up and out of reach, are only a few of the good points you'll find in the Gainaday.

The whole story is told by pictures in our folder. Let us send you a copy and give you the nearest dealer's name.

PITTSBURGH GAGE & SUPPLY COMPANY
3012 Liberty Avenue, Pittsburgh, Pa.



Gainaday

Washer

Wringer

Example of Local Newspaper Advertising Done by the Manufacturer on Behalf of a Washing Machine and Ringer

GUARANTEED MOTION PICTURE CIRCULATION

The men who own and control the screen space of America have organized, and submit the following **GUARANTEED** features of the service they can offer to National advertisers who are interested in the **CERTIFIED CIRCULATION OF INDUSTRIAL AND ADVERTISING MOTION PICTURES**:

1. *General circulation* from coast to coast—from New York to California—in theaters owned by the thousands of members of this organization.
2. Circulation in the important theaters of the largest cities of America.
3. *Selected circulation* in any territory the advertiser may choose.
4. *Community circulation*, which is confined to any locality the advertiser may choose.
5. Notices of booking dates will be forwarded to clients at least 15 days in advance. In cases where especially elaborate producer-dealer-theatre tie-ups are planned, these advance notices will be pushed forward so that the most efficient co-operation will be offered such special sales campaigns.
6. All service rendered by this organization is proved to the client in writing before it is paid for. In other words, the client receives **CERTIFIED PROOF** of the showings of his film before he pays for them.
7. A general circulation—**GUARANTEED**—of from 5,000 to 10,000 days to a practical circulation of from seven millions to ten millions.
8. This organization was formed as a co-operative means of providing the national advertiser **GUARANTEED** theatrical circulation, and to give the motion picture theater owners a profit for the use of their screen space. It is not a monopoly, nor is it a means to obtain profit for any motion picture producing company.
9. The individual members of this organization own the kind of theaters you want your pictures shown in, the kind that you have never been able to get into before.

The following exhibitor organizations, owning thousands of theaters throughout the country, have affiliated with the M. P. T. O. A. to distribute educational, industrial and advertising motion pictures:

MOTION PICTURE EXHIBITORS' LEAGUE OF NEW YORK STATE.
Sydney S. Cohen, Pres.; W. H. Linton, Utica, Treas.; S. I. Berman, Sec'y.; Jules Michaels, Buffalo, Chairman Executive Board.
MIAMI VALLEY EXHIBITORS' ASSOCIATION.
Ohio, Kentucky, West Virginia and Indiana.
John Siefert, Pres.; A. W. Kinzler, Treas.
NORTHWEST EXHIBITORS' CIRCUIT.
Washington, Oregon, Montana and Idaho.
J. C. Clemmer, Pres. and Treas.; H. B. Wright, Secretary.
CLEVELAND MOTION PICTURES EXHIBITORS' ASSOCIATION.
H. H. Lustig, Pres.; Sam Bullock, Exec. Sec'y.; W. J. Slimm.
AMERICAN EXHIBITORS' ASSOCIATION OF PENNSYLVANIA AND WEST VIRGINIA.

Fred J. Herrington.
KANSAS CITY EXHIBITORS' ASSOCIATION OF MISSOURI.
A. M. Eisner, William Flynn, Jack H. Roth, and B. M. Achtenberg.
ILLINOIS EXHIBITORS' ALLIANCE.
George D. Hopkinson, John H. Frundt, F. W. Hartman, V. R. Langdon, H. Von Meeteren, M. O. Wells, Chicago; Joseph Hopp, Rock Island; D. H. Rubens, Joliet; Charles Lamb, Rockford; W. E. Burford, Aurora.
MICHIGAN EXHIBITORS' ASSOCIATION.
J. C. Ritter, George A. Harrison, Harlwn P. Hall, Fred Rumler, John R. Odell, Harry Oppenheim, Peter Jeup.
SOUTH CAROLINA EXHIBITORS' LEAGUE.
George C. Warner, Pres.
NORTH CAROLINA EXHIBITORS' ASSOCIATION.
H. B. Varner, Secretary and Treasurer; A. F. Sims.

LOS ANGELES (CALIFORNIA) THEATRE OWNERS' ASSOCIATION.
Glenn Harper, Pres.
COLORADO EXHIBITORS' LEAGUE ASSOCIATION.
EXHIBITORS' PROTECTIVE LEAGUE OF MINNESOTA.
NORTH DAKOTA, SOUTH DAKOTA AND IOWA.
C. W. Gates, South Dakota, Pres.; E. E. Nemec, Minnesota, Sec'y.; S. S. Picker, Michigan, Chairman Executive Board; P. W. Myers, North Dakota; J. C. Collins, Iowa; A. L. Robarge, Wisconsin; J. E. Gould, Minnesota; J. J. Larkin, Minnesota; S. G. Latta, Minnesota.
MOTION PICTURE EXHIBITORS' ASSOCIATION OF WISCONSIN.
H. J. Stoerger, Pres.; P. Langheinrich, Sr., Sec'y.; E. Langmalk, P. G. Segert, S. Bauer, V. A. Schoen, A. Dietz.

Complete information of our guaranteed plan for adequate theatrical circulation for advertising films may be had by writing to

The Motion Picture Theater Owners of America
EXECUTIVE COMMITTEE, 708 Times Building, New York City
Telephone, Bryant 8248

behalf of the laundries of the country, have entered upon an aggressive cooperative advertising campaign to sell the idea of laundry service to the housewives. This campaign has already been most ably described in ADVERTISING AND SELLING.

THE COMMERCIAL LAUNDRY SITUATION

In turning to look for the causes of the development of the electric washing machine business our investigation must take us to the very roots of American housekeeping. Also it must take into consideration the American laundry as it exists to-day, more or less as an institution.

In late years the question of the family washing has assumed serious proportions within the average family. No institution is so great as the American home, taken collectively. Probably nothing next to the preparation of meals affects our daily life like the problem of cleaning, especially cleaning clothes, furnishings, etc. Ever since the days of Adam and Eve woman has at one time or another tried to do her own washing. This country is noted for a great many inventions, but none have meant so much for the emancipation of the American woman as the development of household labor saving devices. In this respect the American laundry must also come in for its share of praise. Unquestionably it has been the means of lightening the labor of homekeeping to a great extent. The modern American laundry is indeed the marvel of the world. It is claimed that nowhere in the world has its equal been found. But it is also true that the housewife is not satisfied with it, as a whole, and this is borne out in the article above mentioned in this publication, wherein it is shown that American laundrymen are not handling much more than 5 percent of the household business to-day.

A study of the reasons why the commercial laundries do not get the family washing throws considerable light on the reasons why our housewives are buying their own household washing equipment. I have not the space to go into all these details, but I can summarize them as follows: First, the housewife has a natural distrust of the laundry. Few women but what have at one time or another tried out a laundry; few but what have had difficulties. Since, by the very nature of their business laundries must

handle their customers' washings in as "bulk" form as possible, the chances for mistakes and errors are many. And not every laundry is careful to separate certain of its customers' washings from other and less fastidious customers'. The family washing being more or less of a personal and selfish sort of affair, Mrs. Housewife dislikes having her washing handled indiscriminately with every Tom, Dick and Harry. But by far the most griev-

Interpreting Future Possibilities

NOT only are we trying in Advertising & Selling to give you reports of what certain advertising and sales campaigns have accomplished but we are endeavoring to interpret current campaigns and where possible to forecast the future possibilities of certain lines of action as in the Chester series.

In a recent issue J. H. Lewis described the current campaign of the American Laundry Machinery Co., which has for its object the selling nationally the idea of laundry service. In another recent issue we reported the wonderful results of the Bluebird Appliance Company by a national campaign selling the idea of "laundry at home with your own electric washer."

Therefore, we asked Mr. Wooley, of the Society for Electrical Development, to endeavor to interpret the future possibilities of these two apparently divergent drives. His reply will be found full of interesting points not only for all in these fields but full of suggestions for other cooperative advertisers.

THE EDITOR.

ous complaint is the fact that the woman does not feel free to send her choice linens and lingers to the laundry, for fear that she cannot preserve the life of the garment by doing so.

Another thing, as was mentioned in the article previously referred to, is the problem it is to please all customers with the starching and ironing. In thousands of homes using laundry service the families are having their work done "rough dry," preferring to finish up the job at home.

The selfish desire on the part of every woman and everybody is selfish to some degree—is to have her washing done immaculately—a little better than her friends and neighbors. She would prefer to have it done within her own household, although she would of course choose to have it done for her by a servant rather than do it herself. In every city there are certain professional "wash-ladies" who per-

form the task, but even this is not fully to the liking of the average housewife; therefore the electric washing machine has been able in multitudes of cases to step into the breach and give the woman just what she wants—making it possible for her, or for her own servants, to do the washing easily, quickly and satisfactorily. And the electric washing machine manufacturers have been quick to drive home these advantages.

Another thing that is giving the electric household appliance an impetus is the growing scarcity of labor. The laundry machinery manufacturer campaign could not be better timed, on this score, because it is true that securing washerwomen, and, in fact, any kind of servant, these days is at best a difficult matter, and has driven women to consider any avenue that will lead her out of the trouble.

A laundry has a world of handicaps to overcome which were not touched on in the previous article, but which will have their effect on the ultimate success of any cooperative campaign. Laundries have to sell themselves to their customers weekly. Few people outside the laundries themselves know the large percentage of "drifters"—people who take their trade from laundry to laundry. Many of these people won't be satisfied even with a washing machine and good servant at home, but they are a thorn in the flesh of the laundry. Then, too, in many cities, the method of allotting customers to drivers of delivery wagons has worked harm to the laundries. Drivers are known to migrate, and take with them a large part of their customers. A determined effort has been made in many cities to do away with this evil, but it still exists as a stumbling block to the laundry. It may be argued that so long as the cooperative campaign "sells the woman" on the commercial laundry as an institution it has done its work. But the point is that it is going to take a large sum of money to *keep selling* the housewife, and it is my opinion that as the manufacturers of washing machines begin to correlate their own advertising, and direct it more at the weak spots in the laundries armor, it is going to become just so much harder for the laundries to hold the household business.

I venture the prediction that it will not be many years before the majority of laundries are confining

(Continued on page 32)

Benjamin T. Butterworth Given Luncheon By Associates

Associates of Benjamin T. Butterworth, advertising manager of the New York *Times*, took advantage of his fiftieth birthday January 5 to testify to their regard by giving him a luncheon in the private dining room of the Times Annex.

Edwin S. Friendly, assistant business manager of the *Times*, presided.

Louis Wiley, business manager, paid Mr. Butterworth a compliment by referring to the unusual advance of the *Times* in volume of advertising since Mr. Butterworth became advertising manager. Mr. Wiley mentioned the fact that last Sunday, January 4, the *Times* made its highest advertising record in a single issue.

Mr. Butterworth's response was a graceful recognition of appreciation and of the cooperation given to him in his work by the management of the *Times* and his associates.

Urges Publishing Church Sermons as Paid Advertisements

Dr. William Hiram Foulkes, general secretary of the Presbyterian New Era Movement, suggested that as a result of the fuel shortage necessitating the closing of many churches, especially in the west, that the ministers and prominent laymen of the church get together and prepare suitable messages and insert them as paid advertisements in local papers in order that the members of the church may benefit even tho the churches are closed.

This suggestion also offers an interesting angle for stirring up interest at all times.

Advocate Advertising by the Churches

The power of advertising and its possibilities have been manifest thruout Rhode Island churches according to reports. It was stated by one pastor that newspaper advertising of display style had increased the attendance of his church 30 percent and it was his suggestion that each church should have an advertising expert while others contended that the greatest results could be obtained by co-operative work.

New Accounts for Foreign Language Papers

The American Association of Foreign Language Newspapers, Inc., is sending out copy on the following accounts in a selected list of the Foreign Language Press: International Harvester Co., American Woolen Co., Cleveland Trust Co., Converse Rubber Co., American Express Co., Inter-racial Council Bank of United States, Delsen Knitting Mills, Commonwealth Edison Co., Chicago Tailors' Association and Cleveland Illuminating Co.

New Officers of Monitor Stove Company of Cincinnati

The Monitor Stove Company of Cincinnati at a meeting of its Board of Directors elected the following officers: W. H. Schmidlapp, Pres. and Chairman of Board of Directors; R. Pope, Vice President and General Manager; S. C. Bernhardt, Vice President in charge of sales; J. B. Kochler, Vice President in charge of accounting and engineering; G. H. Hermerding, Secretary; Walter M. Stacy, Treasurer, and P. S. Redford, Manager of Export Department

A New Year's Greeting which We Value

FROM one of the leading national advertisers—one who knows what real advertising and advertising service is.

We are proud to represent the Kellogg Toasted Corn Flake Company in an advertising way,

and to be considered part of the Kellogg organization.

Please read the following letter, signed by the Board of Directors of Kellogg's Toasted Corn Flake Company, Battle Creek, Michigan.



Won its Favor Through its Flavor.
KELLOGG TOASTED CORN FLAKE CO.

BATTLE CREEK, MICH. Dec. 19th-19

Wm. H. Rankin Co.,
50 Madison Ave.,
New York, N. Y.

Dear Sirs:-

The Management and Board of Directors of the Kellogg Toasted Corn Flake Co. want you to know that we appreciate the assistance which you gave us at the annual meeting of our District Managers.

There is a general feeling with our entire organization that the newspaper and magazine copy for 1920 comes nearer to 100% than any advertising which Kellogg ever had before. Every District Manager present was enthused with the talks which you gave them. You may therefore be assured that every member of the Kellogg selling organization will back up the 1920 advertising to the utmost. It is therefore with optimism and enthusiasm that we look forward to the events of the coming year.

We trust our relations with the W. H. Rankin Company will be as pleasant in the future as they have been during the past year. You not only represent us in an advertising way, but we feel you are part of our organization. Your success is our success and our success is your success. HURRAH FOR 1920! And, as a parting word, we wish every member of the Wm. H. Rankin Co. a Merry Christmas and Prosperity and Happiness for the coming year.

Yours sincerely,

BOARD OF DIRECTORS,
KELLOGG TOASTED CORN FLAKE COMPANY.

John F. Kellogg
J. P. O'Brien
J. C. M. Hays
John W. Bailey

We will be glad

to discuss advertising problems with a few other concerns requiring the kind of service which prompts such an official message as the above.

We are especially prepared to handle and anxious to secure Food advertising accounts, such as Evaporated Milk, Biscuit, Gelatine, Candy—a high-priced Automobile account, Toilet Preparations, Silk or Women's Wear, Cigar or Cigarette, Typewriter or Piano account.

Our New York organization, after four years of service to our customers, is now ready to take on an increased number of advertising accounts—with full assurance that we can render exceptional service as described in the Kellogg letter.

Write, telegraph or telephone Madison 1815 for an appointment.

Wm. H. Rankin Company

WILLIAM H. RANKIN, President
H. A. GROTH, Sec'y and Treas.

WILBUR D. NESBIT, 1st Vice-Pres.
ROBT. E. RINEHART, 2nd Vice-Pres.

Associated with Chas. F. Higham, Ltd., London, England

50 MADISON AVENUE, NEW YORK

CHICAGO · WASHINGTON · LOS ANGELES · SAN FRANCISCO

Established 1899

President Meredith Addresses New York Advertising Club

E. T. Meredith, publisher of *Successful Farming*, Des Moines, and president of the Associated Advertising Clubs of the World, addressed the members of the New York Advertising Club, at their club house on Friday, January 9th, at a luncheon meeting.

Mr. Meredith emphasized the reasons why every advertising man should be identified with the advertising club work. As he explained there were two reasons, either one of which should be sufficient to insure those interested on the part of the advertising man; first the selfish reason of the good that anyone could get out of it, and second the unselfish good by reason of the general betterment and uplift of the advertising profession through the exchange of experiences.

At the same time President Meredith outlined the plans as he had them in mind for the Indianapolis Convention to be held next June. The keynote of this convention will be the subject of advertising. Wm. H. Johns, President of the George Batten Company, of New York, has been appointed Chairman of the Program Committee. Mr. Meredith's remarks on the subject of the Indianapolis Convention which he estimates will attract 3,000 delegates whose time in the aggregate will average \$250 per minute from an expense standpoint alone brought forth rounds of applause from those present.

The new president also emphasized the value and the necessity of the Vigilance Department work of the Advertising Clubs, and announced that New York's quota of the \$100,000 a year to be raised would be \$25,000.

James McLean, Prominent New York Business Man, Dies

James McLean, vice president of the Phelps-Dodge Company, died January 7th at his home in New York City. Mr. McLean was widely known in the business world on account of his many connections among which were the American Can Co., National Biscuit Company, Greene Cananea Copper Company, Old Dominion Company, Lehigh Valley Railroad, on which companies he served as a director and the El Paso and Southwestern Railroad, of which he was a director and member of the executive committee. Mr. McLean was also a member of many societies and clubs in New York.

Miss Mack of Chicago Tribune Goes With Chas. A. Stevens & Bros.

Miss Mary Mack, formerly with the copy and art service department of the Chicago Tribune, is now with the advertising department of Chas. A. Stevens & Bros.

Heegstra Agency Opens Milwaukee Branch

H. Walton Heegstra, Inc., a Chicago advertising agency, has established a branch office in the Majestic Building, Milwaukee.

Wholesale Drug Concern's Advertising Directed to Consumer

An interesting advertising campaign is being handled by H. Walton Heegstra, Inc., of Chicago in behalf of the Fuller Morrison Co., wholesaler drug dealers of Chicago. The campaign has consisted thus far in full page advertisements in Chicago dailies appealing directly to the con-

sumer, although the Fuller Morrison Company sells only at wholesale. By enlarging consumer demand, the company proposes to create additional business for itself.

National Bank of Commerce Creates New Grade of Officer

Owing to increased volume of business the National Bank of Commerce of New York has established the title of Second Vice-President to its list of officers. At a meeting of the Board of Directors of the bank on January 7 seven members of the bank's personnel were raised to the new office. Those appointed are Harry P. Barrant, Louis P. Christensen, Archibald F. Maxwell, Edward H. Rawls, Everett E. Risley, Harry C. Stevens and James I. Clarke, all of whom

have been assistant cashiers with the exception of Mr. Clarke, who was manager of the Service Department.

New Agency to Boom Shreveport, La.

The Moore Advertising Agency, of Shreveport, La., a new agency, is planning a national campaign in behalf of the city of Shreveport, according to reports now current. The advertising will appear in newspapers and will present the advantages of Shreveport as a desirable city for business or residence.

CLASSIFIED

WANTED--Position with Advertising Agency or Publicity Department of good concern. Five years' newspaper reporting experience, theoretical course in Complete Advertising nearly finished. Best references. C. R. S., 990 Langley Road, Hampton, Va.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Advertising Men Should Use Advertised Products

During the past year the Eastern Manufacturing Company conducted one of the most extensive advertising campaigns ever carried on by a paper manufacturer. Full pages in the leading national magazines, weeklies, and business publications have told the story of SYSTEMS BOND—and will continue to do so throughout 1920.

Advertising men know that a product must be right to be backed by such a campaign. The many new customers and repeat orders it has won prove that SYSTEMS BOND is right. That this paper is so well and favorably known should be another reason for its use by advertising men.

Systems Bond is distributed nationally. Have your printer or lithographer use it on your next order for stationery.

A request on your letterhead will bring samples and a copy of our book, "The Modern Manufacture of Writing Paper."

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

"A Stamp in The Corner" Spells Success

How a Substantial Business Was Developed
from Intelligent Use of the United States Mail

By C. L. EDHOLM

WITH a capital of \$38 to go on, a business that runs to \$50,000 a year has been built up by a plucky little woman down in the wholesale coffee district of New York. The story of this business begins in 1908 and it is a tale of advertising all the way through the years of struggle and growth. It continues as a story of more and still more advertising through the years of success.

The well known engraving of George Washington, done in some fancy shade of green or red or purple is the sole illustration of this fascinating serial and none could be more appropriate. The intelligent and persistent use of the mails to tell the particular people she wanted to reach about the particular product she had to sell them is the method used by Mrs. Alice Foote MacDougall, "the only woman coffee importer," a method which is being followed today with this difference: that in the early years she sent an average of twenty-five pieces of mail every day, while now it runs to fully 500 pieces a day.

I called on this gray-eyed, soft-voiced gentlewoman the other day to ask her how she secured results so remarkable in a business so fiercely competitive. Naturally she has learned some things of general application in direct by mail advertising in these years. She simply

had to learn. She was not preparing mail pieces to secure the O. K. of some chief, or to meet any client's taste in literature, or to satisfy his personal ideas in the science of advertising.

She was writing them to sell goods.

If the goods failed to sell, she was the one to suffer, and she learned from her mistakes by the inevitable laws of cause and effect. It is certain, therefore, that she spent many anxious hours in planning a message that would bring results; and other hours of searching analysis to determine why this card was a success, while that card or letter or folder was a failure.

HOW SHE STARTED SELLING BY MAIL

This is a business article, not a personality story, and therefore it might be out of place to tell many details of how Mrs. MacDougall became a business woman: how she was left a widow about twelve years ago, with three children to educate and a capital so slender that it would hardly suffice for an afternoon of shopping for one of her well-to-do friends.

When she was thrown on her own resources, she had no knowledge of the coffee business or any other commercial phase of life, for up to middle age she had been a housewife and a mother, and she

had considered home-making a sufficient career for a woman. As the mistress of a cultured American home, she had one asset that could be turned to account in business; she knew what women of taste would like, and she knew how to address them in their own language. So when she decided to secure orders for coffee, she knew how to begin right by selecting *good* coffee and selling it to people who wanted their coffee good.

That is the policy she has followed ever since, and her business education was acquired as she did business. First she had to learn all about coffee, how to buy it, how to roast it, how to blend it and pack it for shipment. Second, she had to learn how to sell it, which means, how to convince a prospective buyer of the merits of the goods.

The first few letters were personal notes to friends. This was just a make-shift and she said as much in her letters: a few orders on a friendship basis would keep things going until a genuine trade could be established. Ten orders for ten pounds each were secured, and a hundred pound bag of coffee was thus disposed of.

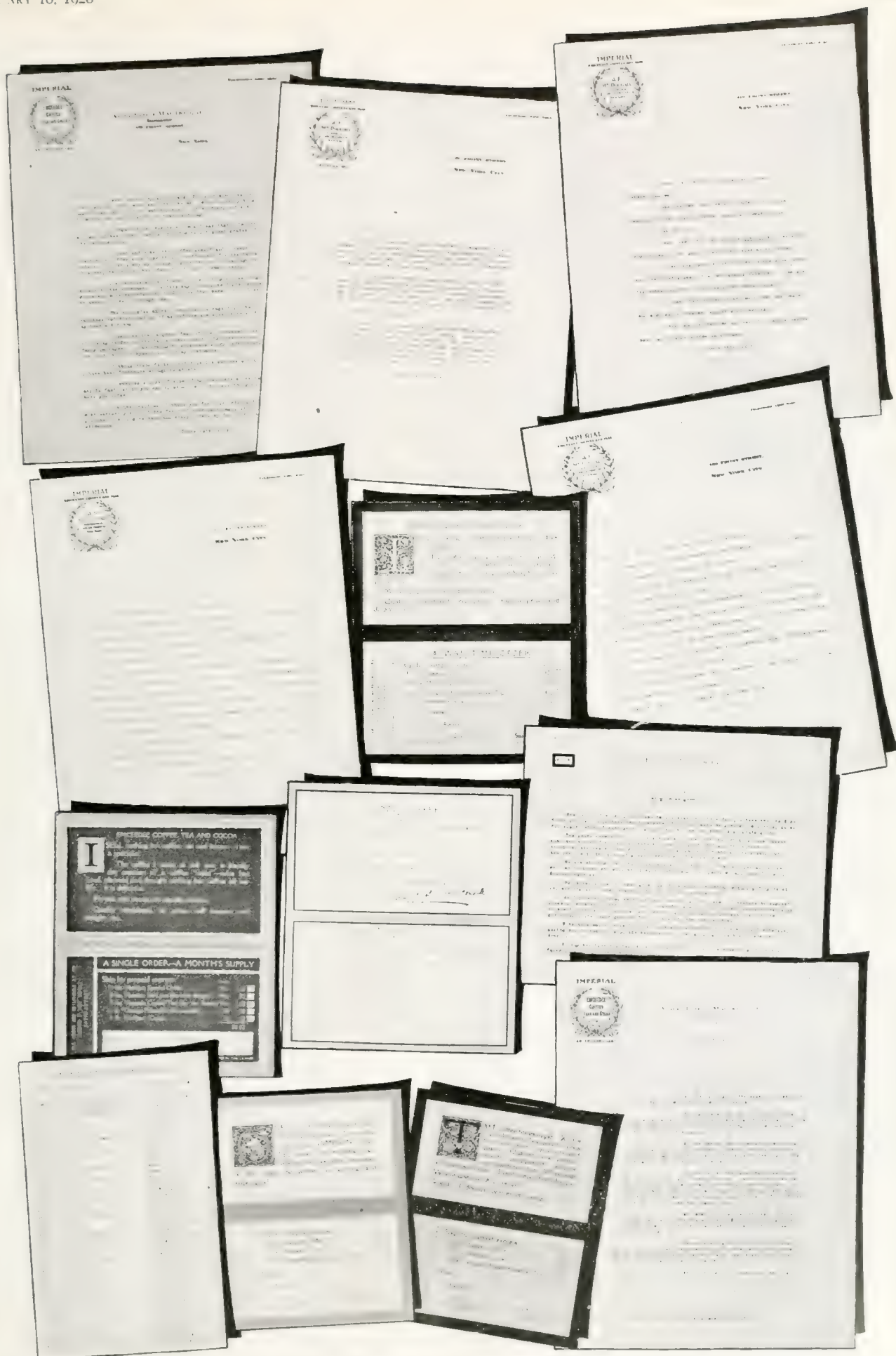
In those days of hard work and struggle, it was nothing unusual for this gritty little woman to make her own deliveries, for she had no assistants; she was the whole business; chief, office staff, advertising manager and shipping department in one.

As the sales increased, there came a need for form letters to take the place of personal correspondence and that was the beginning of a mail order business that has won for her a substantial income, educated her children and realized all the ambitions that seemed like impossible dreams when the first few orders were secured.

In the interview with Mrs. MacDougall, the writer was permitted to run through the well-worn scrap book, which is a record of her growth in the science of direct advertising. The first cards and letters were simply and inexpensively printed, but they struck the right note in the very beginning. They developed this point: that a woman who knows the tastes of the best



Mrs. Alice Foote MacDougall in her office



Specimens of circular letters, enclosures and order cards used by Mrs. MacDougall in building up a coffee business by direct-mail advertising

homes can meet the demands of the most fastidious housewife. Quality was emphasized, not cost (though the prices were low enough) for the class of trade at which she aimed was the discriminating buyer, not the bargain seeker.

THE LISTS USED

Lists of high-standard homes were taken from the social register and letters went also to clubs, hospitals, restaurants and hotels. Schools and other institutions were circularized, and as customers of social standing were secured, permission was obtained to use their names as

references. Printed lists were enclosed as fillers: to householders, a list of prominent society people, whose taste was acknowledged; to institutions, a list of similar institutions which had endorsed and made use of her goods.

Some of the letters were to this effect: I am a New York woman. I know what is served in the best New York homes. All my life I have been interested in coffee. I drink good coffee to learn what I want. I drink bad coffee to learn what to avoid. I can supply you with the right sort at the right price. Money back if not pleased.

Other letters bore on the fact that the corner dealer who handles all kinds of strongly scented food products (and kerosene and soap as well) is not a specialist in any line, and that good coffee, untainted by odors of other wares, such as herrings or cheese, should be purchased from a coffee specialist.

Then there were letters telling why premiums and fancy packages were not profitable investments for the careful housewife who wants her money's worth of *coffee*.

An interesting enclosure was a printed slip of "do" and "don't" in regard to the preparation of a palatable cup of coffee. A most important factor in securing recognition of quality in any product is a set of clear directions for use. Mrs. MacDougall realized that the best coffee in the world could be ruined by boiling it, or preparing it in the wrong sort of coffee pot, so directions for making coffee were used as fillers in all her mail advertising. Percolaters were carried as a side line as a result of this step.

Without going into a detailed analysis of the business-bringing letters that carried this enterprise into the \$50,000 a year class, it may be said that they were brief, clear and specific; also that they had a touch of the personal appeal that is so effective, but no overdoing of that delicate quality. Familiarity and the comic spirit are two very difficult elements to bring into advertising, and so Mrs. MacDougall decided to leave them out of her mail pieces and letters, though the personal touch of a note of gaiety are retained.

WHEN THE GREEN STAMP REPLACED
A RED ONE

First class postage was used on practically all the form letters at first, but after the list of regular customers had grown to large proportions, a one cent letter was

mailed them once in three months. As a rule these letters handled some new topic, such as a change in price or a novel idea for economy.

The difficulty of getting the recipient to open an envelope bearing a green stamp was overcome by simply omitting the envelope. The attached reply card became the standard form for the business, and is the medium used at present.

An example of a successful venture was a set of four reply cards sent to hospitals at intervals of ten days. A thousand were used.

The reply card was the business end of the industrious little honey-gatherer, and contained these directions:

"This invoice may be returned at my expense if not satisfactory.

Ship by prepaid express: per lb.
100 pounds Sampson Coffee.....17c. ☐
50 pounds Nutheart Cocoa.....25c. ☐
50 pounds Veranda (English
Breakfast) Tea.....37c. ☐

Name

Address

City..... State.....

A cross in the square

A stamp in the corner"

The specific nature of the order form is a pulling quality. A cross in the square is so much easier to make than an order in letter form for a smaller lot as a sample, that the hundred-pound orders were the rule.

Thirty-nine hospitals sent orders as a result of this campaign and a large proportion of them developed into steady customers.

Another hospital card is sent as an enclosure with bills. It contains five items instead of just three, namely, two grades of coffee, two grades of tea and one grade of cocoa.

"My thought in planning such a card is this," said Mrs. MacDougall. "I visualize the busy hospital steward, crowded with detail work, and I try to appeal to him by a device that will save him every needless effort. I studied his probable needs, both as to quality and amount, and I arranged the order form so clearly that it could be understood at a glance and filled out with a few strokes of the pen. A cheery note in the hospital does not come amiss, so the set of four cards carried an optimistic message. The decoration and the color effects were kept cheerful for the same reason."

DOES NOT STAMP REPLY CARDS

"Do you stamp your reply cards?" I asked, and the answer came quick and decisive. "No. I don't give away postage. I don't give away

samples, though I sell on a money-back basis. People respect you more, when they pay for what they get from you."

This is one expert's opinion on the return postage problem.

In looking over the mail pieces, I was prompted to ask this question: "Why is it that your mail advertising which carries decorations, does not show a single example of the steaming cup of coffee, or the classic lines of a silver coffee pot?"

"Why should I do what everybody else has done time and again?" was the counter-question. "I get so tired of the conventional pictures of the eternal cup of coffee that I imagine the public feels the same way about it. Everybody knows what a cup of coffee looks like. Don't you think so? So I use merely a decorative drawing or initial to brighten the card.

"More effective than the picture of a demi-tasse is this simple device. This printed card states that you can get excellent coffee (when properly prepared) at — a pound from Alice Foote MacDougall. The blank space for the price is filled in with the typewriter, in red, and that figure stands out prominently. It is an assurance too that the price is to-day's quotation on coffee, and that I do not make an arbitrary price, but follow the market in these unsettled days."

"The matter of coffee prices is one that needs explaining to the public," I suggested.

"Yes, and a card has been sent to the printer for that very purpose," she replied. "Here is the copy. It explains frankly just why coffee costs more than it did before the war. This will go to my customers and should dispel any suspicion of profiteering."

"This is timely," I remarked.

"It is in line with my direct by mail advertising policy," she replied. "I keep up with the times in discussing coffee topics with my patrons. During the war, when economy was the national virtue to be practised, I advised the buying of large lots of coffee to be kept in a locked storeroom and rationed out regularly. This meant lower prices for the consumer, less waste and less transportation of small packages for the railroads. It was a practical hint for the times."

TIMELY SUGGESTIONS MADE

"Then about Christmas-buying time, I suggested gift packages of coffee or tea, a useful present that would surely be appreciated. For

this I sent my customers an envelope with an eyelet in the corner to attach to the parcel post shipment. This would bear the address of the recipient, and contain a message that would be received at the same time as the parcel. Many of these envelopes were returned with orders, and some families that were in the habit of sending packages to the tenements sent lists of names for Christmas coffee packages.

"In short, I try to keep my mail pieces practical, timely and original, with just enough of the personal touch to win the interest and liking of my customers."

"I suppose you can give hearty endorsement to the direct mail advertising," I remarked.

"Well, you can see what it did for me," replied the gentle voiced little woman with a smile. "Persistent advertising by mail has built up my poor little \$38 to a \$50,000 business. It has educated my children. It has given me an assured position in life and it has taught me that a woman with the heaviest sort of handicap can succeed, even in the fierce competition of modern commercialism. Yes, you may enroll me as a firm believer in carefully thought out advertising with a little green stamp in the corner."

Benjamin Electric Mfg. Co. Publishes House Organ

The Benjamin Electric Mfg. Company of Chicago are publishing a house organ called the *Benjamin Reflector*, which made its first appearance with a Christmas issue.

1360

Living Testimonials

Every advertisement in the Telephone Directory that has appeared in more than one issue is a living testimonial of the Telephone Directory's business getting value. If it didn't prove its worth in the first issue it would never appear in the second.

1700 advertisers use the New York City Telephone Directory and 80% of them renew or increase their space issue after issue. This book has the capacity to serve you just as well as it does these 1700 advertisers.

Write today for full particulars.



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

New York City

Telephone Cortlandt 12000

Russell Talks to Londoners on Sales Management

Thomas Russell, president of the Incorporated Society of Advertisement Consultants, London, England, addressed a recent meeting of the Sales Managers' Association of that city at the Holborn Restaurant. A. J. Horn presided at the meeting, the subject of which was "The Function of Sales Management."

Mr. Russell, who was formerly advertising manager for the London *Times*, based his talk on some questions put to the assembly for discussion: What Is a Sales Manager? Should a Sales Manager Be a Salesman Himself? Should He Be One of the Staff or One of the House? Should He Be a Director? and so on.

The questions were elaborated by Mr. Russell and then opened for general discussion, bringing out a very interesting exchange of opinion on the varied problems of managing a sales department. The feeling of the body on the proposition of a manager being a salesman himself was almost unanimously affirmative, the speaker agreeing that such should be the case. On the matter of paying salesmen, Mr. Russell argued that a weekly salary should be the basis of reward, supported by a small commission on the theory that either the straight commission or the straight salary were not flexible enough systems to draw out the best that is in a man.

Dwelling on the subject of the salesman's staff or house connection, Mr. Russell said:

"There is a great difference in the attitude involved. Some men find it difficult to control a staff except by sympath-

izing with them all round. On the other hand a salesman has to remember he is sending out men who are to be Ambassadors of the House and you may tell me it is his duty to impress the spirit of the House upon them, so that the honor of the House shall be dear to them, and they shall feel the high responsibility of carrying the reputation of the House upon their backs.

"An Ambassador has been defined as 'one who goes abroad to lie for the good of his country.' But he also goes to collect information for his country. It is through the travellers that the House learns the views and opinions of its customers. But there is a certain danger in the travellers doing this. If the retailers have a grudge against the House, then the travellers are sure to come back and put it up to the Sales Manager. Unless the Sales Manager talks, and acts, on the side of the House he will have trouble. He will be importing into the Policy of the House what the customers want, and not what the policy of the House requires."

In summing up, Mr. Russell said that the biggest element in salesmanship is courage, and the travelling man who lacks that can not very well be worth while to himself or to his house. The speaker also expressed the opinion that advertising and selling were so closely allied as to be one function and should, therefore, be directed by one man.

Chairman Horn, before the adjournment of the meeting, said that the intense interest with which Mr. Russell's address was received represented the best possible vote of thanks that could be given him.

the paper, one grandson is foreman of the printing department and another is associate editor, while one granddaughter is circulation manager, and still another operates a typesetting machine.

To Distribute Ex Lax Samples

James T. Cassidy, Philadelphia House to House Distributor of Advertising Literature and Advertising Samples has just closed a contract with the Ex Lax Mfg. Co., of Brooklyn for the distribution of 300,000 samples in Philadelphia, Pa., Camden, N. J., and surrounding territory.

A. D. Grant of Atlanta Journal Takes Up New Work

A. D. Grant, head of the merchandising and service department of the Atlanta *Journal* and one of the best known newspaper advertising men in the South has resigned his position to become southern manager for the Cone, Lorenzen and Woodman, publishers representatives. Mr. Grant will make his headquarters in Atlanta and will have full charge of the South for the company who represent a large number of papers throughout the country.

American Crayon Company Moves to New York

The Eastern Offices of the American Crayon Company until recently located at Waltham, Mass., have been moved to the Bush Terminal Sales Building, New York City. Mr. George E. Parneter, Vice President of the company, is in charge of this office thru which it is planned to make all its Eastern and export shipments.

Chicago "Tribune" Inaugurates Employees Benefit Plan

The Tribune Company, publishers of the Chicago *Tribune*, has completed its Employees' Benefit Plan, making provision for disability and insurance for all its employees. By this plan all employees when sick or become disabled or die will benefit by this plan in the form of a suitable recompense for work rendered the company, the amount to be determined by the length of service in the company.

Houston (Texas) "Chronicle" Shares Profits with Employees

As a Christmas present to its employees, the Houston (Texas) *Chronicle* distributed among its employees \$6,500 as their share of the papers profits for 1919. The distribution plan was based on length of service and not on salary or position, and the rate was at \$10 a year. It was stated that the average length of time the employees have been with the *Chronicle* was five and one-half years, making an average therefore of \$55 per employee.

Last of Rochester Newspapers Raises Price

The last of the four newspapers of Rochester, New York, to fall in line with increased price was the *Post-Express*, which increased its price to three cents, effective January 1, 1920.

National Biscuit Company Buys More New York City Property

The National Biscuit Company recently purchased from the Baron Astor estate the northwest corner of Ninth avenue and Fifteenth street, and a three-story garage on Fourteenth street. With the other purchase of real estate in the same vicinity by the National Biscuit Company it is estimated the investment made by the company amounts to about \$10,000,000.

Corday & Gross Company of Cleveland in New Home

The Corday & Gross Company, direct-mail advertising specialists of Cleveland, have taken over new quarters at 1741 East Twenty-fourth street, Cleveland, and now have their complete organization and equipment under one roof.

Advertise in Southern and Eastern Newspapers

The Freeman Advertising Agency, Inc., of Richmond, Va., is sending out contracts to Southern and Eastern newspapers for Brame's Vapomentha Croup and Pneumonia Salve.

Scott and Scott Advertising Emmer Products Company

An extensive advertising campaign has been begun in Colorado and will extend throughout the West for Emmer Products Company, of Denver. Three new products, Buflum's Pancake Flour, Buflum's Breakfast Cereal, and Buflum's Emmerol Flour are being exploited. The advertising is being handled by Scott & Scott, Inc., Chicago.

Goodyear 1920 Lists Going Out

Erwin & Wasey Co., advertising agents of Chicago, are making up a list of papers of less than 25,000 circulation for the Goodyear account. This new list will be used for the 1920 schedule.

"Christian Index" to Become Baptist Church Organ

The *Christian Index*, largest religious paper in the South and one of the largest in the United States, has been purchased by the Baptist Church, to be conducted hereafter as a denominational organ. The paper, which is published weekly, is about 100 years old, and for the past decade Dr. B. J. W. Graham has held the editorial reins. Dr. Graham was also the principal stockholder of the corporation which was privately owned.

Under the new regime the magazine passed from private to church control, the change going into effect officially the first of the year. Louie D. Newton, who directed publicity in Georgia in the Baptist \$75,000,000 campaign for funds, became the new managing editor. The publication is to be conducted henceforth under the supervision of a board consisting of pastors of the Baptist denomination.

Newspaper Owned and Run by Members of One Family

The *Enquirer*, of Yorkville, yesterday celebrated its sixty-fifth anniversary. It is the oldest newspaper in South Carolina, and one of the oldest in the South, that is conducted by the descendants of its founder.

The late Captain Lewis Grist established the *Enquirer* in 1855, and it has been published ever since, passing through the strenuous period of the Civil War and missing but very few issues.

The paper is now conducted by the sons, grandsons and granddaughters of the founder. Two of his sons have editorial and business management of



Sticks Out like a Sore Thumb

AN inelegant comparison, maybe, but when a man is getting out a catalog or booklet which is to show a picture of the goods he makes, he is best pleased with his illustrations when they stick out conspicuously.

Effective printing which makes the reader see a thing as it is and be conscious of the personality of the goods, rather than of the picture itself, is largely a matter of the right printing paper plus printing brains.

Better paper means better printing. Better printing means better seeing, and in the case of commercial printing, better seeing means better selling. The object of the close and accurate standardization of the Warren Standard Printing Papers is to enable the printer and the merchant who buys printing to produce printing results that will be satisfactory to the eye of the beholder.

Good printing is always valuable. Poor printing is always inexcusable, because it is ugly and because it is wasteful. That which fails to please seldom convinces.

S. D. WARREN COMPANY, Boston, Mass.

*Your printer can show you
specimens of printing on Warren
Standard Printing Paper.*



Printing Papers

The Warren Standard Printing Papers are

Warren's Cameo

Dull coated for artistic half-tone printing

Warren's Lustro

The highest refinement of surface
in glossy-coated paper

Warren's Warrentown Coated Book

Glossy surface for fine half-tone
process color work

Warren's Cumberland Coated Book

A recognized standard glossy-
coated paper

Warren's Silkote

Semi-dull surface noted for practical
printing qualities

Warren's Printone

Semi-coated. Better than super,
cheaper than coated

Warren's Library Text

English finish for medium screen
half-tones

Warren's Olde Style

A watermarked antique finish for type
and line illustration

Warren's Cumberland Super Book

Super-calendered paper of standard
uniform quality

Warren's Cumberland Machine Book

A dependable machine finish

Warren's Artogravure

Developed especially for offset printing

Warren's India

For thin editions

*Most catalog printers possess
books that we have prepared con-
taining constructive material for
useless commercial printing who are
serious students of better printing.*

better
paper
and
better
printing



Government to Save Paper

Various suggestions have been offered in Congress that the Government take steps to conserve in the use of paper, and in the Senate it was stated it is costing the Government about \$60 a page to produce the *Congressional Record*. Suggestions were made by Senators to curtail the publication of the *Congressional Record*.

A resolution was passed by the House on December 18 calling for the cooperation of the Government departments in the conservation of newsprint, and requesting that a 10 percent reduction be made by the Government, and that the large amount of printed matter being sent out by the various departments to newspapers should be discontinued.

National Biscuit Company Get Out Novel Folder

The National Biscuit Company has just issued a novel folder in which they summed up the advertising done during the past year and outlined the advertising to be done during the present year. This folder is made of the regular wrapper used by the company for Uneda Biscuits. The reverse side of the wrapper is used for the announcements of the company.

War Record Book Printed by Walk-Over Company

A war record book has just been issued by the Walk-Over Company, in which is published all the activities of the Walk-Over Company during the war, including their part in the furnishing of men for active service, subscriptions to Liberty Loans and Red Cross and the manufacture of shoes for the Army.

Harold G. Blodgett Becomes Central Eastern Manager of "Hardware Age"

Harold G. Blodgett, for several years managing editor of *Hardware Age*, has been appointed Central Eastern Manager of that weekly, with headquarters in Philadelphia. Previous to his connection with *Hardware Age* Mr. Blodgett was with Eugene McGuckin Co., advertising agents, Philadelphia, following seven years of editorial and advertising work with various business magazines.

John A. McNamara will succeed Mr. Blodgett in the editorial department and Charles Downes has been appointed associate editor.

Large Newspaper Campaign for Van Raalte Co. in 1920

Van Raalte Co., Inc., of New York, will use a large part of their advertising appropriation for 1920 to feature Van Raalte Veils, Gloves, Hosiery and Underwear in an extensive advertising campaign to be run in the newspapers of leading cities in the U. S. The schedule is laid out so that many dailies and also the rotogravure sections of the Sunday papers will be used. The account is being handled by the Federal Advertising Agency of New York.

S. S. Kresge Company Gets Out Window Poster

The S. S. Kresge Company, who controls a chain of 180 stores, stretching across the country, have issued a poster which was displayed in all their stores windows during the first week of the New Year. This poster was made up

of few words, but in these few words a great deal was conveyed to the reader. It read thus: A Resolution for ALL—PRODUCE A PLENTY IN NINETEEN TWENTY. In speaking of the thought that is conveyed in the poster, Frank J. Campbell, Director of Promotion for the S. S. Kresge Company, states that it is their impression that it is not so much "work" that is needed as it is production, that many men are working today but are not producing. The great problem is "produce and therefore this thought is lined up strikingly with the advent of a New Year.

Wm. H. Rankin Agency Adds to List of Clients

The Wm. H. Rankin Company, of Chicago, has added recently to its lists of clients the advertising accounts of the American Auto Products Company of Denver and Chicago, manufacturers of automobile products; the Apollo Piano Company, of Chicago, and The Apex Appliance Co., manufacturers of washing machines and ironing machines, who are to inaugurate a national advertising campaign; and the Cheney Talking Machine Company. The Chicago office of the Agency held a real Christmas celebration, and a tree was set up in Mr. Rankin's office. All employees received a substantial bonus from the firm.

John Felix Leonard Joins Staff of Simmonds & Simmonds Agency

John Felix Leonard, formerly associated with the Hearst enterprises, has recently become associated with Simmonds & Simmonds, advertising agents of Chicago, as head of the Copy department. This agency is placing the advertising in metropolitan dailies for National Kekka-stone Co., Chicago; Ill. Electric Ventilating Co., Chicago; and the Central Refining Co., Lawrenceville, Ill.

L. C. Lincoln Promoted Advertising Manager of Sonora Phonograph Co.

Geo. E. Brighton, president of the Sonora Phonograph Sales Company, Inc., announced the appointment of L. C. Lincoln to the post of advertising manager. In the past, Frank J. Coupe has filled the position of manager of both the Sales and Advertising departments, but upon the demands upon his time has compelled him to devote the greater part of his time to the Sales Department in the future. Mr. Lincoln has been the active head of the department for two years. He is well known in the trade, having been associated with the phonograph and piano business for the past twelve years both in a merchandising and advertising capacity.

Paul F. Paige in Chicago Office of Forbes Lithograph Manufacturing Company

Paul F. Paige of the Forbes Lithograph Manufacturing Company of Boston is now located in that company's Chicago office. Mr. Paige was recently released from the Navy in which he served for two years.

Leo Shapiro New Knight Agency Customer

The Newell Knight Advertising Agency of Chicago is placing a schedule for Leo Shapiro Company of Minneapolis in a few large cities of the central west. S. W. Smith is advertising manager of the Shapiro organization.

Maxton R. Davies Returns to Detroit With Seelye & Brown

Maxton R. Davies, vice president and secretary of the Dunlap-Ward Advertising Company, Cleveland, and former manager of that agency's Detroit office, has returned to Detroit to become a vice-president of Seelye and Brown, Inc. He will serve as counsel on automotive advertising and sales.

Mr. Davies is well known in the automobile and allied industries, having been prominently identified with the advertising of Chandler, Cleveland and Grant Motor Cars.

Inter-Church World Movement Publications Advertising Under Direction of B. F. Wolfingen

The advertising department of the *World Outlook* and *Every Land*, official publications of the Interchurch World Movement will be under the direction of B. F. Wolfingen, formerly of *Christian Work*.

Detroit Papers Raise Price of Sunday Papers

The Sunday editions of the *Detroit Free Press* and the *Detroit News* have been advanced in price to ten cents owing to the advancing cost of publication.

A. & S. Furnishes This Vice-President Just Information He Was Seeking

PITTSBURGH FILTER AND ENGINEERING COMPANY

280 Broadway

New York, N. Y.

December 26, 1919.

Editor, ADVERTISING & SELLING.
Referring to our letter of the 22d inst., we have just extracted from your November 15, 1919, issue (Twelfth Annual Directory of Trade, Technical and Class Publications) a tabulation which we have found to be a very complete and valuable piece of work.

With best wishes for a prosperous year, we remain,
Yours very truly,

PITTSBURGH FILTER & ENGINEERING COMPANY.
Louis C. Eitzen, Vice-President.

"Hotel Review" Advertising Manager Resigns to Become Associated with New Hotel Publication

Arch Eadie, who for some time has been advertising manager of *The Hotel Review*, has resigned from that publication, effective January 1, to become associated with a new publication, *The Chilton Hotel Supply Index*, published by the Chilton Company of Philadelphia. Mr. Eadie will make his headquarters in New York.

Critchfield & Company Obtains New Accounts

The Critchfield & Company, advertising agents of Chicago, are placing the advertising of *Outers-Recreation* in the metropolitan newspapers of the middle West. *Outers-Recreation* is a magazine devoted to all outdoors and to those who love and enjoy this life. Among the accounts recently closed are L. P. Larson Jr. Company, Chicago; Fur Merchants' Ass'n, New York City; The Prang Company, Chicago; McLaren Drug Company, Trinidad, Colo.; Storm Mfg. Co., Minneapolis; France Milling Company, Cobleskill, N. Y.; G. F. Worthington Mfg. Company, Bloomfield, N. J.; M. Lwenstein & Son, Inc., New York City; McAllister - Carton - Stulz Corporation, Newark, N. J.

The Printing Department and Foreign Service Department of the company have been moved to the Hunter Building, 337 West Madison street, Chicago.

All-Around Recognition

SOMETIMES a publication offers a responsive audience to advertisers in one or two fields, and not in others.

Often the periodical that “pulls” for the manufacturer of foods or toilet goods fails to make good for the maker of tires or office appliances.

That is where Leslie’s Weekly is different. Its half-million families of American readers are responsive to **ALL ADVERTISING**.

Leslie’s is enjoying the biggest advertising year in its long experience in the publishing field.

The advertiser seeking the most responsive media will be interested in the figures compiled by the Publishers’ Information Bureau comparing the advertising printed in Leslie’s during the first nine months of 1919 with that published during the like period of 1918.

According to these figures, the following approximate gains were made for the nine months:

Cigarettes	162%	Confectionery and gum	80%
Lubricants	129%	Smoking Tobacco	68%
Investment dealers	112%	Tires	39%
Typewriters	103%	Trucks	21%
Automobiles	97%		

Other classifications showing a marked gain are:

Building accessories	Household goods	Mortgages	Silverware
Roofing and shingles	Dental creams	Miscellaneous financial	Jewelry
Hardware	Office machines	Machinery	Tea, coffee, etc.

New classifications of business carried include the following:

Face creams	Light and heating fixtures
Fruits and nuts	Motorcycles
Soaps, powders and cleansers	

Here is all-around recognition of the advertising value of a publication that has a **BLUE-LIST CIRCULATION IN A HALF-MILLION INTELLIGENT AMERICAN FAMILIES**

Since
1855
A National
Force for
Bigger Better
Business

Leslie's
Illustrated Weekly Newspaper
T.K. McILROY ADVERTISING MANAGER
NEW YORK CHICAGO
SEATTLE

The Problem of Human Relations in Industry

(Continued from page 4)

often more valuable. One of my old University Professors used to state that the value of university education lay in the fact that it enabled a man to find out about something quicker than the boss could find out he knew nothing about it. It is this type of man who can add to the sum-total of knowledge. This can be expressed mathematically by stating that by taking one man from a position with one firm and transferring him to an exactly similar position with another firm, the industry as a whole gains nothing, and that only by the addition of something from the outside can there be really anything gained.

INTELLIGENT PLANNING NECESSARY

The foregoing indications as to how progress can be obtained can

only be successfully utilized by intelligent planning. Even comparatively small machine shops these days have their Planning Department; even small railroads have some form of despatch system. Planning methods whereby material is routed along different lines have been found in the mechanical world to give wonderful results. It is only within these last few years that this idea has been applied to the various armies in the world. Our own War College, with its War Planning Division, is simply an enlarged embodiment of the idea that it is necessary to have a group of the highest intelligence lay out with foresight plans along which certain things must travel. The Board of Directors in an industry should be—but, unfortunately, rarely is—a Planning Department. The principle, while it has been looked upon as universal in a machine shop of value to the mechanic, has not yet been applied as it might be to a whole organization. There are signs, however, that this will not long be so. Already some firms are experimenting with what might be called the "Conference" idea, calling together groups of particular men to discuss certain things and to lay out courses of action ahead of time rather than wait for developments to guide them. I believe that by thoughtful planning carried out consistently there will be less energy expended, less waste, more utilization of all sources of endeavor with tremendous increased results.

This planning should take cognizance of the fact that men, on the whole, are thinking beings, and that the men who plan should not appropriate to themselves the right of all thought, but should leave enough flexibility in their plans to allow of a certain amount of freedom and initiative of the other men in the organization. They should, in brief, encourage the development of every being in the organization.

It may be that this might call for the making over of a new world. Robert Burns once said that the interesting thing about humanity was its human nature, and it is human nature to be selfish, to be jealous, to be at times arrogant. Where these emotions are allowed to manifest themselves too strongly in executive work there will be found the whole organization penalized accordingly. We must try to make our minds more flexible, we must be open to receive new ideas, and, if necessary, assimilate them. A striking instance

of this is found everywhere—where old men are retained in institutions, often from mistaken sentimental reasons, at the sacrifice of the young blood which is pushing upwards, striving for recognition. Some means should be thought out to make use of this youthful energy, and at the same time taking care of the men grown old in the organization. Youth will eventually have its way, but the tremendous sacrifice which it at present entails should be minimized to the utmost.

CULTIVATE IMAGINATION AND INITIATIVE

While, as stated, we should let our minds be receptive towards new ideas coming to us, we should, at the same time, deliberately train ourselves to seek out and create new ideas. We should cultivate imagination and initiative, we should consciously stretch out towards the future. There should be some part of the organization, even if it be only a portion of the mass, which should be devoted to research into the coming years. The war has taught us in its few years more about this than all the years that went before. The value of research work done by large institutions like the General Electric Company, The Edison Company, various mechanical companies and dye companies, not to mention the others, proved that a peep into the future is just as essential to the business organization as it is to the minister of religions. Our Bureau of Standards at Washington having demonstrated this fact during the war is going to prove the value of it over and over again during these years of peace. Their efforts should be added to, even only in a small way, by every organization.

We are, I hope, settling down for a long period of peace with, however, the fact facing us that we, as a one-time nation keeping strictly to ourselves, are now part of the great world, and that we are going to meet this world, its Germany, its Japan, its Great Britain, its France in industrial competition, which in its form is going to be as severe as ever the war was. I wonder if in this we are making full use of our human resources. It seems strange to me at times to think of the children going to school, learning many things besides the old-fashioned three R's, and in High School again learning more and more of the new sciences of the world—and these same children leave school and take up the everyday work of the world.

LETTERS TO SALESMEN

Send live weekly letters to your salesmen. I'll send you a letter a week to be sent out on your letterhead over your signature as your letter. One month's trial service \$1.

JOHN J. LUTGE

265 Ninth Avenue, New York City

SALES MANAGEMENT

A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information. Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE assortment of Salesmen's Bulletins describing plans used by notably successful salesmen to overcome such objection as "Not interested," "Come back later," etc. Money back on request.

The Dartnell Corporation, 1270 Brooks Bldg., Chicago

UNDERWEAR HOSIERY

THE
**Underwear Hosiery
Review**

320 BROADWAY, NEW YORK

Graphic Analysis Reveals the Truth

By Reuben H. Donnelley
President of The Reuben H. Donnelley Corporation
Publishers of Donnelley's Red Book

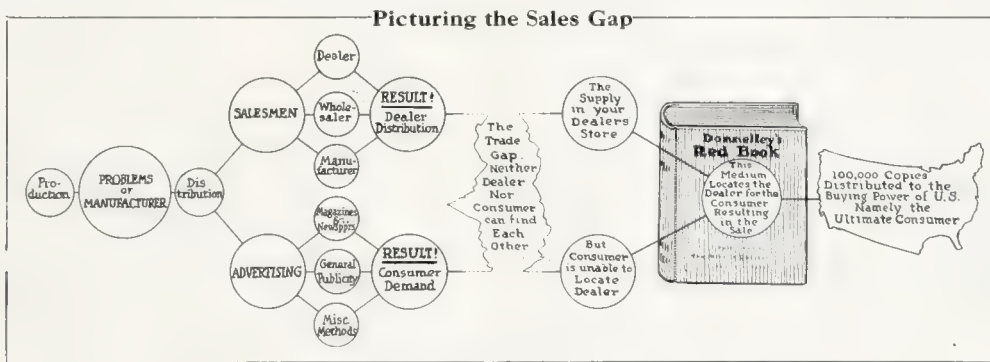
Chart your advertising problem and you visualize this fact—

**There's a sales gap
in your advertising plan**

Between the establishment of dealer distribution

It lists and classifies over 50,000 products offered for sale by 15,000 American Business Concerns—and gives their sources of supply.

It directs and guides prospective orders into the hands of those organizations whose wares are alphabetically listed on its pages.



and the creation of consumer demand there exists a task—as yet undone—to cause these two conditions to function into maximum buying action.

The consumer must know where to buy your product when he needs it—or the sale is lost through substitution.

The vital cooperative factor needed is a **reference medium that will localize your national advertising** by guiding the demand you create to the nearest source of supply, at the moment of desired purchase. You can do it economically through

**Donnelley's Red Book—
The National Buyers' Guide & Sales Catalog**

It is used by 15,000 concerns to convey to buyers the nearest source of supply of their goods.

It is distributed into the hands of 100,000 Executives who direct or influence buying. The circulation is controlled by the publishers in the interests of the advertisers—and guaranteed by A. B. C. audit.

Donnelley's Red Book is backed by 13 Service Stations in 13 cities which answer hundreds of buyer's inquiries daily.

Your products and services ought to be listed in this publication. It will localize all your national advertising and eliminate that order killing sales gap graphically shown in the above chart. Write us for the details.

The Reuben H. Donnelley Corporation

Publishers of 117 Classified Directories

CHICAGO, ILL., 652 S. State St.

NEW YORK CITY, N. Y., 227 Fulton St.

Boston, Mass.
Cincinnati, Ohio.

Detroit, Mich.
Cleveland, Ohio.

Branches in 13 cities.
Milwaukee, Wis.
New Haven, Conn.
Seattle, Washington.

Minneapolis, Minn.
Philadelphia, Pa.

Pittsburgh, Pa.
St. Louis, Mo.

SALESMEN—Several good specialty men who can sell to New York retailers, wanted by old established corporation with assets of over \$18,000,000. Splendid opportunity and future as sales executives is assured those who make good. Commission basis with drawing account. Address, "J. P.," P. O. Box 822, City Hall Station, New York City.

POSTAGE
The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant their studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We represent all Student Publications

MANAGERS of student stores have proven very helpful in stocking and pushing articles the advertising for which we have placed in college papers. Our merchandise representatives are in close touch with these managers. We have no hesitation in guaranteeing adequate supply store distribution for suitable articles.

COLLEGIATE SPECIAL ADVERTISING AGENCY

Incorporated
503 FIFTH AVE., N. Y.
Established 1913

LOS ANGELES EVENING HERALD

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION
127,773

Charter Member A. B. C.

Many of them go to a specialized production factory like the Ford Motor Company, and there, inside of sometimes a few hours and maybe a few weeks, they are placed to work on highly intensive monotonous jobs which may last the rest of their life. Does it not seem a waste to have all this knowledge pumped into these children and then in the mass rarely utilized? The production of Bolt No. 57—so many per hour, every hour of the day, every day of the week and every week of the year must seem to you men (who are accustomed to that which is constantly changing, that which is novel) terrifying.

I am inclined to think that this demand for shorter hours and still shorter hours is nothing more than the desire to get away from this soul-stifling monotony, and that a mere increase in wages is absolutely powerless to help as a solution. It seems to have been demonstrated that the high wage offers merely the wherewithal to escape from this monotony at various times. We state that our educational system trains our children for work. We should take stock of where we are at and just think of what this work really is—not only in our mechanical shops but in our clerical forces and in our selling forces is the same tendency today to specialize and specialize. The training a child gets from his work can usually be given to him in a few weeks' course of intensive study. Is it not time to think of training our children for their leisure period rather than their working period? To my mind, the problem of the shorter hour day is really the problem of the longer leisure.

LEVERHULME AND EDISON COMPARED

Experiments have been and are being conducted towards gaining relief from this monotony. Lord Leverhulme, in his recent book, speaks of a six-hour day, believing that this may be a solution of this unrest—yet not thinking of the work, for example, of Edison, who stated that he worked sometimes thirty-six, forty-eight, even more hours at a time, simply due to the fact that he enjoyed his work. Men in creative work have gone on with complete disregard of the clock, simply because of the powerful incentive within, to develop themselves.

Is it not possible to get this spirit once more into our shops? It is not so long ago that it used to be there. My experience of work in the shops goes back only some twenty years, and yet at that time I know that men took much greater pride not only in their own particular work, but in the work of their organization, than they do just now. As a suggestion, is it not possible to so arrange the hours of work that the "day" on a particular job may be as little as four or even two hours and then switch over to another job for a similar period and, if necessary, complete the old fashioned ten or twelve-hour day by a third period? Leisure properly and profitably employed is nothing more or less than a form of work. This leisure so employed might be led to add to the production of the world. The thought has many times occurred to me, in looking at our big cities with their population huddled together in close, compact areas with tremendous acres of valuable agricultural land close by, that many of the inhabitants might, by means of automobiles or motor trucks, trains or other means of transportation be brought to these fields and put in some of their leisure time at the oldest of trades. The zeal with which war gardens were taken up shows that this idea is not so visionary as it may seem.

Let me close with a little human story which illustrates this very forcibly.

It is said that once in Chicago the night policeman on his beat saw, at 3 A. M., a fellow-Irishman—a mason by trade—going on his way to work whistling blithely and cheerily.

"Pat," he called out to him, "Whither away so bright and so early this morning, and so happy withal?" And Pat replied:

"Sure, it's meself has a job after me own heart, and me whole heart and soul is with me in the desire to get to it bright and early."

"And," he replied, "what is this job that makes you sing like the young lark in the morning?"

"Sure," said Pat, "it's meself that's going to tear down a Protestant church and put up a saloon in its place."

"GIBBONS KNOWS CANADA"

American Chamber of Commerce in London Forms Advertising Service

An important step is being taken by the Advertising Advisory Committee of the American Chamber of Commerce in London to further trade between the two countries, for it is developing a British-American reciprocity advertising information service, to supply exporters in either country with general information as to the marketing of their goods, the existing or potential demand, competition, etc., in the other country.

At the moment the committee is laying the greater stress on the development of British trade in America, because, in common with all other bodies interested in Anglo-American trade, it is deeply concerned with the menace that the present low rate of sterling exchange holds for the immediate future of the American export trade. Realizing that the only remedy lies in British exports to the United States, the committee is giving special attention to the subject so far as it relates to proprietary and trade-marked articles, the sale of which is commonly assisted by advertising.

As a result of letters sent out by the American Chamber in London, the cooperation of several of the foremost American organizations is already pledged in obtaining for British manufacturers the general information outlined above as to the market in America for their goods. Among them are the American Manufacturers' Export Association; Associated Business Papers, Inc., New York; American Newspaper Publishers' Association, New York; American Association of Advertising Agencies, Cleveland; Associated Advertising Clubs of the World, and Periodical Publishers' Association.

The American Chamber is now requesting the Federation of British Industries to supply a few cases, as test cases, in order to insure the smooth working of the service in the future. The following leading British organizations have already signified their interest: Federation of British Industries (Industrial Publicity Service), National Union of Manufacturers, Association of British Advertising Agents, and London Chamber of Commerce.

The advertising committee of the American Chamber hope to have the reciprocal information service fully established within a short time.

It's What We Are Trying to Do

JOINT COFFEE TRADE PUBLICITY
COMMITTEE
of the
UNITED STATES
74 Wall Street
New York

December 16, 1919.
Editor, ADVERTISING & SELLING.

Evidence of the improvement and prosperity of ADVERTISING & SELLING increase with each succeeding issue. The last number always seems to be the best. Congratulations.

Sincerely yours,

ALLAN P. AMES,
Publicity Director.

I. B. Henthorne Joins Penny Chain

Ira B. Henthorne, for three years secretary of the Better Business (formerly vigilance) Bureau of the Minneapolis Advertising Forum, left December 1 for Hillyard, Wash. Mr. Henthorne will become associated with the advertising and sales departments of the J. C. Penny Co.,

who are operating a chain of retail stores in the West.

George B. Langland of Minneapolis succeeds Mr. Henthorne as secretary of the bureau, and L. D. Steenson of Minneapolis has been made examiner. A subscription campaign recently conducted by members of the Minneapolis Advertising Forum has resulted in the 1920 budget being increased from \$3,500 to \$10,000 and assures progress in the "Truth-In-Advertising" work in Minneapolis.

To Reduce H. C. L.

As a result of a conference held at the Hotel Pennsylvania on December 17th between representatives of the National Retail Dry Goods Association and Howard E. Fogg of the Federal Department of Justice the following course to reduce the high cost of living was outlined: It was agreed by the retailers to concentrate their efforts on placing before the public by means of advertising and displaying in their stores, the lower priced and essential lines of merchandise and to encourage their purchase and discourage the purchase of high priced and non-essential articles. On the other hand, the Department of Justice was urged to cooperate with the retailers and make possible the policy of lower priced articles by securing the cooperation of the manufacturer in order that the commodity can be bought by the retailers at a correspondingly low price.

Sweater and Knitted Textile Industry to Have National Campaign

According to plans outlined at a recent convention in Chicago, the National Association of Sweater and Knitted Textile Industry is shortly to undertake a national advertising campaign in behalf of the industry in general. The campaign is to be modelled after the publicity campaigns which have been carried on in behalf of California fruit growing associations. Harold R. Lhove of New York is secretary of the association.

Ad Writing on K. C. B. Style

St. Louis has an ad writer on the style of K. C. B. in the personage of D. C. Seewir, whose advertisements appear in St. Louis quite frequently.

Firestone to Establish in Cincinnati

The Firestone Tire Co. is to establish headquarters in Cincinnati for the entire southern and middle west territories, including the branches at Louisville, Nashville, Dayton, Memphis, Little Rock and all territory served by these branches. J. P. Patterson, who has been manager of the Cincinnati branch, will become manager of this new district, and John Evans succeeds Mr. Patterson as local manager.

Miniature Newspaper Published in New York

The United Neighborhood Houses of New York have published a house organ called *Better Times*, which has the distinction of being the smallest newspaper seen on New York newsstands. The new paper measures 4x6 inches and has eight pages. Its aim is to increase interest of New Yorkers in community work, "in the faith that through neighborhood organization many difficult social reconstruction problems may be solved."

Our new 'phone numbers
are Madison Square

8517

8518

Will you please correct
your records.

Thank you.

Martin Allman
Managing Artist

GOTHAM STUDIOS, INCd.
111 East 24th St.
New York

Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.

Copyrighted



"Gotham for Art Work"

Meet the Ladies

Who is Who in the World of Successful Advertising Women

Mrs. Ethelyn Middleton

WHEN you meet Mrs. Ethelyn Middleton, friend reader, you shake hands with a woman who can, perhaps, lay claim to the most round-about, yet effective, training for the advertising profession possessed by any woman. Sufficiently mature to be the mother of three children, she has only been in the advertising agency business for about five years.

But to begin at the beginning: as a very young girl the stage held out its attractions, and for three years she played

However, by the practise of thorough reading and constant study, both of books and people, the American stranger became "naturalized" and quite familiar with the changing national modes and moods. One of the things Mrs. Middleton turned out during this period of "transition" was a book on beauty culture. "Beauty shops and methods" were out of her line, but her experience in France and her training as a writer lessened the difficulty of the task. The result was two books, two beauty courses and quite a lot of advertising matter for toilet goods.

(Concluded on page 47)

Miss Clotilde Rosenfels

Progressive America is rapidly getting rid of the old-time idea about families. A man's or woman's antecedents aren't held in front or in back of them so much today as they used to be, and although we most heartily subscribe to that policy, we just can't help but introduce you to Miss Clotilde Rosenfels as belonging to "one of the finest families in the advertising land." Waxing enthusiastic, we might truly say "the first" advertising family, or the "largest," "oldest," "youngest," or what not.

Because Clotilde Rosenfels, general

had considerable experience in merchandizing, promotion and advertising work. Her promotional work in a wholesale silver house was followed by experience in the advertising offices of several publications, and later in the office of Benson, Campbell & Slaten, Chicago advertising agents.

Four years ago she became associated with Julian Armstrong, who was organizing the present institution for the direction of cooperative activities among groups of competitors. There was no precedent for the new concern to follow, and for nearly a year Miss Rosenfels handled practically all of the detail work of the office, much of the correspondence, and in the meantime studied the technicalities of the business. In the exchange of market information and the preparation and dissemination of statistics there was call for an unusual amount of judgment and accuracy, while speed was no mean factor in the success of the work.

Her accomplishment in meeting the demands of this exacting position are best evidenced by the fact that the organization now includes twenty-two people, all of whom have received their training at Miss Rosenfels' hands. The bureau is extending a service to six industries, including over seventy large manufacturers.

(Concluded on page 47)

Miss Mary M. Crowley

About eighteen years ago, Mary M. Crowley began her business life as a stenographer, breaking into office work after some preliminary speed work as a reporter. In her first job she acted the part of a twin-drive secretary to two concerns sharing the same office space—which was no cinch. Eventually one of the firms took over the whole space and

with Charles Frohman's companies. As time wore on the prospects clearly pointed to the fact that she would not become tall enough in stature to handle the parts she wanted, so her mother took her to France in order to round out her education. On the "other side" the writing field attracted the actress-student, and she began newspaper and short story writing, even going so far into the line as to marry Lamar Middleton, an American, who up to the time of his death, was Paris correspondent for the Chicago *Daily News*.

In 1909 Mrs. Middleton enjoyed the distinction of being the cable representative of an American newspaper in Europe—quite a novelty then—taking up the work of her deceased husband until a formal successor had been appointed. Not long after this the advantages of an American education for her children prompted her to return to the United States with them. Her ambition was to do freelance work here, but she shortly discovered that her sixteen years in Paris had made a "foreigner" of her, as far as the American editors were concerned

manager of the Armstrong Bureau of Related Industries, is the sister of Irwin S. Rosenfels, well known to the profession by virtue of his work with Sears, Roebuck & Co., as well as the sister of Miss Edna D. Rosenfels, formerly engaged in magazine advertising and now associated with the Armstrong Bureau.

Quite a formidable line up!

But to proceed: Clotilde Rosenfels has



the new manager took Miss Crowley for his own stenographer.

This was a pretty good "break" in her favor, for the new chief, being an ideal man to work for, was away a great deal. Now this doesn't mean at all that the lady was an ordinary key-pounder who would go A. W. O. L. while the chief was on the road—it means that it fell her lot to handle many, many things in connection with the conduct of the establishment which might not have been her fortune had he stayed home. Frequently matters of importance would arise, some of which, by ingenuity, were held over until his return, and others, because of their pressing nature, had to be taken care of on the spot. The training was just right—the "trainee" was just right, and under those circumstances she naturally grew into bigger things.

The business progressed and the office force grew, and finally the Chicago member of the company, John Budd, bought out the Eastern membership, opened a St. Louis office, reorganized as a corporation under the name of The John Budd Company and left for headquarters in New York, assigning Miss Crowley to the post of office manager on the Western sector. Today she is the executive of the organization's Western branch, conducting the general correspondence and managing the running of the "whole shootin' match." She is thoroughly in touch with each man's line of work, and in a position to supplement it or bring assistance from some of the others when necessity arises. By her method the salesmen are relieved of all detail, and are at all times free for outside development work. Not satisfied with being rear-admiral, the good lady has also landed herself on the company's board of directors, and is, too, a stockholder in the corporation.

Miss Crowley is associated with many of the clubs in Chicago, but she is quite positive in the assertion that none of these affiliations is valued more highly than her membership in the Women's Advertising Club, where she hobnobs with her sisters of the profession—and where both parties to the hobnobbing are benefited by it.

Mrs. Ethelyn Middleton

(Continued from page 46)

During this free-lance period Paul E. Faust, who recently became a member of the firm of Mallory, Mitchel & Faust, turned over considerable work, including the important branch of a furniture account, a national food account, etc. As the work increased in volume, he invited her to become a member of the organization—and another competent woman was added to the growing list.

Her preparation for the advertising business was, as we originally remarked, somewhat roundabout, but none the less effective. The stage, the home, the daily paper, the magazine—and the beauty course. What more solid foundation could one ask?

Miss Clotilde Rosenfels

(Continued from page 46)

Miss Rosenfels has maintained a very definite and live interest in the advertising field, although not directly connected with it, and is a member of the Chicago Women's Advertising Club, where she is regarded with the same high esteem that has been accorded her everywhere else.

The Value of Newspaper Advertising

The following article is contained in a booklet just issued by the Toronto *Globe*:

"Daily newspaper advertising won a new, emphatic and wide-spread acknowledgment of its power by its service during the war. In Canada, Great Britain and the United States the daily newspapers became the right arm of the Government in stirring up the people to war effort—by urging enlistment in the armies and navies, subscriptions to war loans, contributions to the Red Cross, Y. M. C. A., Knights of Columbus and other war work, and by inviting and urging the public even to alter their personal habits and actions so that the effort of the nation might be concentrated and strengthened.

"This was accomplished through the display advertising columns. The essential difference between the news and the advertising departments became recognized at the start of the war. The news columns carried the news of all these appeals. But news cannot be published twice. One printing of an item disqualifies it for further attention in the news columns.

"The effectiveness of the display advertising columns lies in their ability to repeat — REPEAT — REPEAT—the same story time after time, in a new dress, perhaps, and thus firmly to make an impression on the public."

Advertising Company Issues Interesting Booklet About Brooklyn

The Broadway Subway and Home Boroughs Car Advertising Company, Inc., have issued a booklet about Brooklyn in which facts, statistics and charts of the city are shown in an interesting way. The object of this work is to make the Brooklyn and Queens field more understandable and appreciated by all who wish to reach a great concentrated, high-grade market.

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters
You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

Training for Authorship
How to write, what to write, and where to sell.

Cultivate your mind. Develop your literary gifts. Master the art of self-expression. Make your spare time profitable. Turn your ideas into dollars.

Courses in Short-Story Writing, Versification, Journalism, Play Writing, Photoplay Writing, etc., taught personally by Dr. J. Berg Esenwein, for many years editor of Lippincott's Magazine, and a staff of literary experts. Constructive criticism. Frank, honest, helpful advice. *Real teaching.*

One pupil has received over \$5,000 for stories and articles written mostly in spare time—"play work," he calls it. Another pupil received over \$1,000 before completing her first course. Another, a busy wife and mother, is averaging over \$75 a week from photoplay writing alone.

There is no other institution or agency doing so much for writers, young or old. The universities recognize this, for over one hundred members of the English faculties of higher institutions are studying in our Literary Department. The editors recognize it, for they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The Writer's Monthly*, especially valuable for its full reports of the literary market. Besides our teaching service, we offer a manuscript criticism service.

150-page illustrated catalogue free
Please address

The Home Correspondence School
Dept. 37 Springfield, Mass.
ESTABLISHED 1897 INCORPORATED 1904

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

January 13-15—Exhibit of Agricultural Publishers' Association, Hotel Commodore, New York City.

January 14-16—Convention of the National League of Commission Merchants of the United States, Hotel Statler, Cleveland, Ohio.

January 15-16-17—Annual Newspaper Institute, University of Washington School of Journalism and the Washington State Press Association, Davenport, Wash.

January 16-17—Convention of the Western Paving Brick Manufacturers' Association, Kansas City, Mo.

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Canners Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley - Plaza, Boston.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

Three Prominent Speakers at Sphinx Club Dinner

On Tuesday, January 20th, at the Waldorf-Astoria, the Sphinx Club will hold its 165th dinner. The 164th dinner set a new record of attendance, but it is expected that the January 20th dinner will be even larger. Among the speakers of the evening are Augustus Thomas, America's most famous playwright and orator, Herbert Kaufman, assistant secretary of the interior, publisher, editor, author, philosopher, publicist and advertising expert, Dr. Charles A. Eaton, clergyman, sociologist and lecturer. He also achieved distinction as head of the National Service Department of the United States Shipping Board. At the present time he is associate editor of *Leslie's Weekly*.

Los Angeles Agency Enters San Francisco Advertising Field

The Crank-Paris Company, advertising agents of Los Angeles, have opened a branch in San Francisco with a view of carrying on their activities throughout northern and central California.

New Orleans "Item" Publishes Paper for Retail Trade

A newspaper for the retail trade of New Orleans is published by the advertising department of the New Orleans *Item*. The object of the paper is to create increased interest and closer co-operation between the manufacturer and retailer.

San Jose, Cal., Paper Publishes Big Edition

The *Mercury Herald* recently published an edition of fifty-two pages in which one single advertiser carried thirty-two pages of advertising matter. This advertiser was L. Hart & Sons, operators of a large department store in that city.

Gotham Studios Move and Reward Employees

The Gotham Studios, established five years ago and for the past three years located at 1133 Broadway, have, effective January 1st, 1920, moved to 111 East 24th Street, where they have taken over an entire building. The ground floor is devoted to executive offices and the two upper floors devoted to their studios. Owing to a keen appreciation of the work of its employees the Gotham Studios at Christmas time gave every employee a turkey and on their occupancy of new quarters each employee received a check for five percent of their 1919 salary and a substantial increase in salary was given to all.

Fifth "Business Builders Conference" to be Held January 23

The fifth "Business Builders' Conference," which is composed of retail merchants from twenty different States will be held in Chicago January 23, 1920. The conference was organized in 1917 and has held semi-annual meetings in Chicago every year, to which the leaders in the retail business come, and topics covering every phase of their business are discussed.

Haeslet Becomes President of Signal Truck Company

James G. Haeslet, one of the best known men in the automobile business, has been elected president of the Signal Motor Truck Company, of Detroit, at a meeting of the directors of the company last week, succeeding W. K. Hoagland, resigned. Mr. Haeslet's connection with the automobile industry dates back for twenty years. His most recent work in the automobile industry was as vice president of the Studebaker Corporation in charge of production and engineering. This position he left in 1917 on the entry of the United States into the war. Mr. Haeslet offered his services to the Government, and with Howard Coffin was engaged in the production problems involved in getting out the Liberty engines in quantity. He remained at this work throughout the war, serving with the rank of major.

Addition to Staff and Business of Vanderhoof & Company

Vanderhoof & Company, Marquette Building, Chicago, have secured the advertising account of the Federal Pure Food Company, 2303 Archer Avenue, Chi-

cago, manufacturers of flavoring extracts and other food preparations.

M. J. Lacy, formerly assistant to Herbert Vanderhoof, head of the agency, has been appointed general sales and advertising manager for the Federal Company. Mr. Lacy is succeeded as assistant to the president by Irving R. Branner, of the Vanderhoof & Company copy department. A new man in the copy department of the agency is Sampson Horn, formerly with Victor Breytspiraak Co., Chicago.

Chicago Garment Association to Do Extensive Advertising

The Chicago Garment Manufacturers' Association, an association of Chicago women's apparel makers, are planning an extensive advertising campaign in behalf of the Chicago garment industry. It is said that the beginning appropriation will be \$15,000.

L. Dudley Field Becomes Sales Manager of AnSCO Company

L. Dudley Field has been appointed sales manager for the AnSCO Company of Binghamton, N. Y. Mr. Field has been for some time in charge of the advertising department of this company.

A Nation Wide Service For Advertisers and Printers

*Making your paper purchases
a more profitable investment*

The most comprehensive paper service ever established has been inaugurated simultaneously in all of our branches clearing through headquarters in Chicago.

It is for the firm who issues or prints advertising literature ranging from the smallest booklet up to catalogues the size of Montgomery, Ward or Sears, Roebuck.

It covers the selection and use of the cheapest grades to paper and cover stock De Luxe and every size and weight known to the paper business.

From folders to broadsides, and from phantom weights to bristols as heavy as lumber your every need is covered as well as papers for every process of reproduction that will reproduce merchandise, products or service in a manner second only to the original.

The Publisher will find our manufacturing service covers every grade of magazine book from the cheapest to the best, any finish, any quality, any tonnage books, magazines, publications each have a mission which is enhanced or retarded by the paper used.

SEAMAN SERVICE PAPERS

"For every printing need"

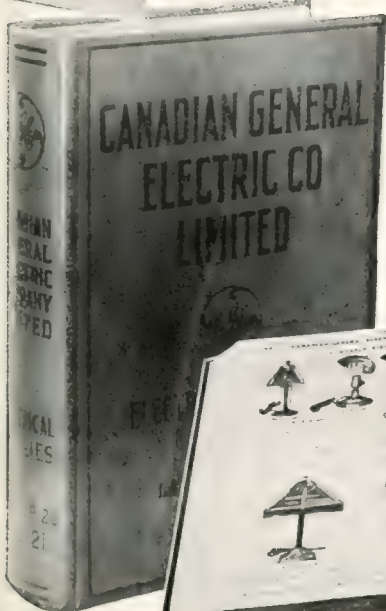
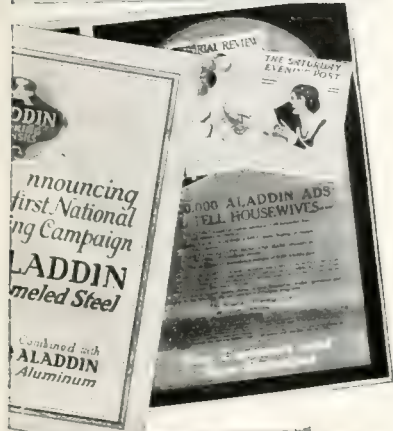
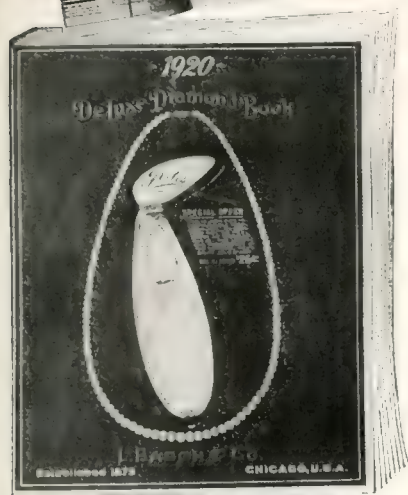
*Write for the Price
List and Sales
Manual*

**It will save
you money**



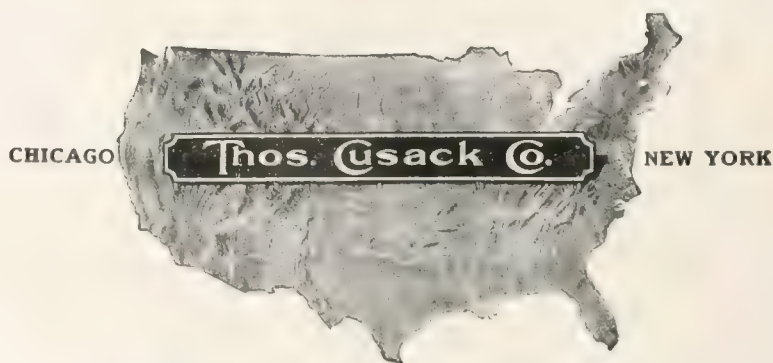
Seaman Paper Co.

1162-208 S. La Salle St.
Chicago, Illinois





A Corner On Selective Circulation



The Symbol of National Circulation

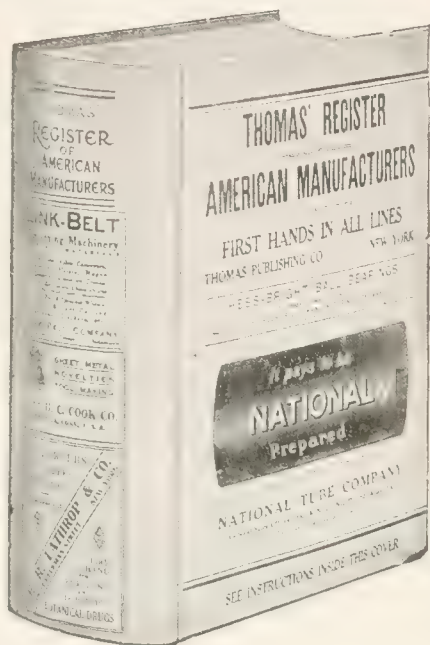
January 17th
1920



Advertising & Selling

New Edition {11th} Nearing Now Completion

Member Audit Bureau of Circulations



PRICE \$15.00

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

A volume of 4,200 pages, 9 x 12

The largest publication of its kind ever issued anywhere in the world, nearly four times the size of its nearest competitor. Yet it could not be one page less except at the expense of its scope and completeness.

MORE than 16,000* important concerns in the U. S. and more than 1,500 abroad have bought recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day.

Not a free Distribution Scheme.

They want it, order it, pay for it, and keep it constantly accessible for the special purpose of finding where to buy and to save the time and trouble of looking elsewhere for such information. Its circulation is 99% paid.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year.

Nearly 2,100 advertisers in last edition—no other trade publication of any kind has ever exceeded this and with one exception, none has ever come within 60% of it.

*The majority (more than 10,000) bought the work since Jan. 1919. Many subscribers use one edition for two or more years.

Thomas Publishing Company

129-135 Lafayette Street, New York City

BOSTON, Allston Sq. CHICAGO, 20 W. Jackson Blvd. SAN FRANCISCO, 433 California St. TORONTO, Tel., Brighton 1490 Tel., Har. 2366 Tel. Sutter 4604 91 Constance St.

FOREIGN AGENCIES—Cable Address "Thom reg"

- | | | |
|--|---|---|
| Mexico—"The Aztec Land," Gante 14, Mexico, D. F. | icana, San Bernardo 78, Madrid; Br. at Barcelona. | Australia—Jno. H. Saunders Equitable Bldg., Sydney. |
| Porto Rico—E. W. Pope, 15 Condado St., Santuce. | Holland—Scheltema & Holkemas Boekandel, Rokin 74, Amsterdam. | Java—P. E. Staverman, Sourabaya. |
| Cuba—Braulio Corral, Galiano 84 Altus, Havana. | Norway, Sweden & Denmark—Edgar H. Simpson, Magnus Bergs Gade 4, Kristiania. | Singapore—A. G. Fletcher, 213 Orchard Rd. |
| Argentina—Libreria de J. Menendez, Bernardo de Irigoyen 186, Buenos Aires. | Hawaii—Chas. R. Frazier Co., Honolulu. | India—T. H. Campbell, Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta. |
| England—Otto Popper, 24 Railway Approach, London, S. E. | Philippines—Merchant's Publicity Co., 74 Escolta, Manila. | French Indo-China—Biedermann & Co., Saigon. |
| France—A. G. Hostachy, 74 rue de Rennes, Paris. | Japan—Jas. Appleyard, 135 Kitanocho 4 chome, Kobe. | South Africa—Sperrin-Palmer Co., 85 St. Georges St., Capetown;—J. Wright Sutcliffe Henwoods Arcade, Johannesburg;—Allen H. Lawrie, 318 Smith St., Durban. |
| Italy—F. Scrimaglio & Co., via Cesare 8, Genoa. | China—Chun-Mei News Agency, 34 Nanking Rd., Shanghai. | |
| Spain—La Union Hispano-Amer- | | |

ADVERTISING & SELLING, JANUARY 17, 1920

20th year. No. 30. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 131 East 23rd St., New York City

about OURSELVES



THE BLACKMAN-ROSS COMPANY is an Advertising Agency. We deal in an elastic sales medium. We can hold few fixed views. But some views we do hold which are both fixed and fundamental.

We will cover them briefly.

We respect advertising as an economic force. We consider it our duty to foster that force. We won't knowingly take part in advertising which tends to cheapen or weaken advertising as a sound business power.

We know that advertising exaggerations are short-lived—that they hurt rather than help the sound business. We believe that they weaken public confidence in advertising as a whole. We oppose exaggerations as a cheapening influence—a slipshod way out of solid work.

We believe there is a grip somewhere in the truthful story of every worthy product or service. We know of no short cuts to that grip. We depend on thoroughness to carry us to it.

As an example, we maintain a Test Kitchen. This Kitchen in charge of a capable woman, brings out underlying facts about kitchen products we advertise. It helps us to present instructive facts in women's language fitted to home conditions.

We aim to bring the equivalent of our Test Kitchen into our planning for products and services designed for men or falling outside the kitchen class.

We believe advertising is far more than an external force. Practised soundly, we know that it is a powerful internal force as well. We believe the planning, therefore, should represent a thorough exchange between the Advertising Agency and the Organization which employs it.

We believe every house in a position to advertise should, besides an Advertising Agency, employ an Advertising Manager. We believe that the Advertising Manager should be a man of real calibre, paid a real salary, and charged with real responsibility. His department, if solid, will take a strong hand in moulding company policies.

Blackman-Ross Company

ADVERTISING

95 Madison Avenue

New York

Philadelphia

What local advertisers do is usually a trustworthy guide to national advertisers and advertising agencies in judging the selling power of a daily newspaper.

The worth and need of Saturday advertising has been strongly demonstrated by Philadelphia's retailers during the past six months in the Philadelphia Bulletin.

An analysis of four recent Saturday issues of The Bulletin shows the following table of display retail store advertisements:

Automobiles and Accessories	122	Electrical and Household Goods	142
Musical Instruments and Phonographs	67	Women's Wear	88
Jewelry	72	Men's Wear	53
Restaurants	73	Shoe Stores	17
Dyers and Cleaners	15	Furniture	22
Stationers	26	Drug Stores	8
Photographers	5	Dentists	18
Beauty Shops	15	Department Stores	12
Amusements	284	Dancing Schools	100
Florists	11	Hardware	7
Confectionery	10	Optical Goods	15
Coal Dealers	10	Art and Antiques	4
Cigars and Tobacco	15	Riding Academies	3

The above figures do not include General or National advertisements, nor 12,455 Want Ads.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The daily circulation of The Bulletin is the
SECOND LARGEST in the United States.

*December
Circulation*

457,569

*Copies
a Day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of stimulating circulation have even been used by The Bulletin.

*Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers" and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., Goodrich Tires, Kellogg's Krumbles, Moxley & Jelke butter, and others do on Saturday evening.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

JANUARY 17, 1920

Number 30

Adopting Advertising As Standard Equipment

One of a Series of Statements from Acknowledged Leaders of American Industry on "What Advertising Means to Our Business"

By F. A. SEIBERLING

President, The Goodyear Tire & Rubber Company

It has been my observation that a member of our organization often will refer to the advertising of The Goodyear Tire & Rubber Company as a force closely associated with his own daily work.

He may be engaged, here at Akron, on the factory staff, or as a salesman, a service manager, an accountant, a teacher in our school, or he may come from a distant branch, but, regardless, he usually shows the same tendency.

He is keen to the important relation which our advertising bears to his individual duties and opportunities.

There is a reason for this which goes deep into the foundation of our growth and which extends throughout the scope of our worldwide activities.

That reason is this: We have made our advertising an integral part of our whole endeavor.

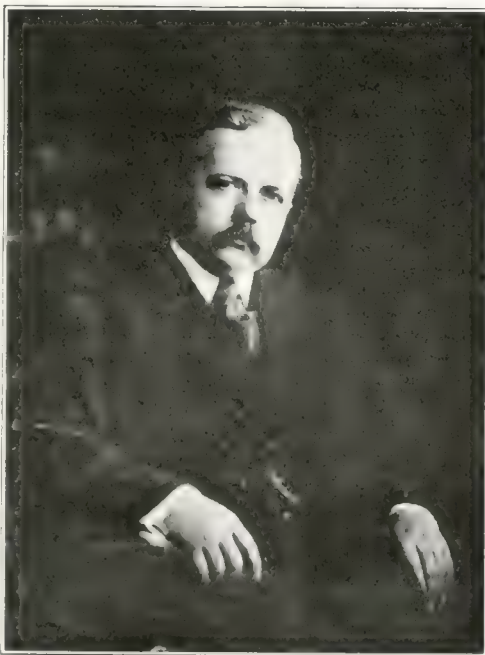
It has been our conviction that sales effort should be service effort and that, to render a complete service, we should thoroughly and consistently inform the market concerning our product and ourselves.

So, advertising in no sense has been an appendage or an ornament or a desultory representative of our business.

We have never looked upon advertising as a temporary device, as an intermittent stimulant for trade, or as something not entirely essential.

We have never favored a policy of waiting for emergencies that require forced advertising.

Rather have we looked upon advertising as a definite tool of constant utility.



F. A. SEIBERLING

In this spirit, we have adopted advertising as standard equipment; we have made it a permanent unit in our machinery of service, we have used it as a means to improve the service we render.

To-day it is apparent to our people that the Goodyear attitude to-

ward advertising is reflected in the kind of advertising we do and in its effect upon the trade and the public.

For this effect is much the same upon our dealers and consumers everywhere as it is inside our offices and factories.

Dealers and consumers come to regard each transaction as one between themselves and manufacturing end of the Goodyear Tire and Rubber Company as well as between themselves and the intermediary.

They come to feel that they know The Goodyear Tire & Rubber Company as a builder and their buying confidence is more than an appreciation of product primarily; it is a belief in original purpose.

This is a result which we highly prize and cherish because we regard it as the finest result of which advertising is capable.

We seek to sustain it continuously by means of advertising which, having become so ingrained in our organization habits, thought and actions, represent us most clearly to the reader mind.

It may be said, then, that just as we select materials, develop construction methods, drive machinery, ship our products and keep watch of our markets, so do we advertise.

Advertising is a part of the daily work of all us here because we look upon it as a necessary part of the service we render.

The Business Outlook for 1920

100 Leading National Advertisers Almost
Unanimously Prophecy a Record-Breaking Year

IT is only human that we should look back over the twelve months that have just passed and base an estimate of future possibilities on the experiences of the dead year.

The man who has done that publicly has encountered two opposing attitudes: the one says, "Oh, Lord! What next?"—the other says, "Let's go!"

And because opinions do differ on the future, we took it upon ourselves to write to about 325 national advertisers of prominence so that we might get an idea of their anticipations. We have chosen about 100 replies for analysis, and one instantly sees in their content a most optimistic outlook. The national advertisers, the "light houses of American business," signal clear weather and open water for the good ship "Business" without question.

Roughly, 96 percent of them unhesitatingly inform us that they anticipate marked expansion in the coming year: more business, better results, and more satisfactory conditions. About 79 percent specifically say that they expect to do a greater volume of business than last year—some estimating the increase at double and treble the previous figures.

Around 24 percent have committed themselves to the belief that business, in general, will be prosperous, but this question was merely a sidelight on the main issue of their own problems. Over 62 percent assure us that their advertising appropriations have been or will be increased during the present year, and 16 percent say that they will, at least, not be decreased in comparison to last year's total.

The one universal complaint is lack of stock. The chief problem is not a selling or advertising one, but the matter of production. Many firms are adding factory space, securing more raw material and doing every thing humanly possible to help out, but the demand still exceeds the supply and gives every indication of continuing to do so for some time.

In spite of this fact, it is significant to note that many firms are quite determined to do more advertising than ever—"as a matter of

insurance for the future," as most of them put it.

Getting down to specific cases, we have divided the following opinions into several groups according to type. The first is miscellaneous—manufacturers and advertisers producing or marketing a wide variety of products. The second group is devoted to supplying manufacturers of other products with equipment, supplies, etc. The third group is the automobile and accessory field; the fourth, the office field; the fifth, the home group; and the last, those people who sell things that might be considered in the light of "extras."

Such a classification will present different faces to the question: precisely, if the seller of staples and the seller of luxuries both expect to do well this year, it is reasonable to conclude that everyone in, around, outside of and between those classes ought to do well, too.

In the first, or miscellaneous group, one of the most optimistic forecasts is that of:

G. LYNN SUMMER, advertising manager of the International Correspondence Schools:

"For 1919 as compared with 1918, we spent 24 percent more money in magazine advertising and received directly a 52 percent increase in business as a result. Our business, as a whole, has shown such a very great increase during 1919 that we look for continued prosperity during 1920, and we are starting off the year with an increase of approximately 50 percent in our advertising expenditure for January, February and March as compared with the same months of 1919."

Likewise the opinion of:

C. A. STEDMAN, advertising manager of the New Jersey Zinc Company:

"The year just opened gives every evidence of continuing prosperity. The business outlook for Zinc is very good, due, in a measure, to the increased uses of this metal in its various forms. Rolled Zinc particularly is coming into use, and we would not be surprised to see the end of this year find it strongly entrenched as a leading roofing material, the same as it is in France, Belgium and other European countries. We believe Zinc will be sold in increasing volume this year.

"Our Advertising appropriation has been slightly increased to take care of the greater cost of advertising rates and will be along the same lines as in former years."

From a radically different field comes the forecast of:

D. G. NEWTON, of the Hotels Statler Company, Inc.:

"Mr. E. M. Statler expects a very heavy volume of business and pleasure travel during 1920—which means, of course, that hotel business will be very good during the year.

"While it is expected that the present volume of travel will be maintained, yet the net will be materially reduced by reason of increased labor costs, higher cost of equipment, power, taxes and general expenses. Mr. Statler further states that, in his opinion, hotel prices for both rooms and food will not be increased.

"We expect to do our usual amount of advertising, largely as insurance of future business."

Geographically we jump to New England and note the remarks of:

AUSTIN D. KILHAM, of Bird & Son:

"We look for a much larger business in 1920 than we have had in 1919. We have anticipated the rush for building material by increasing our sales force and by making preparations for large production."

Characteristic of the "oversold" army of manufacturers is the report of:

GEORGE E. LONG, vice-president of the Joseph Dixon Crucible Company:

"We shall probably not increase our advertising appropriation.

"As we were on the 1st of December some 250,000 gross of lead pencils behind our orders, we shall not increase our sales force in that department, although we may in our department of lubricants."

From a highly technical and restricted field (referring to conditions) comes the outlook of:

HUGH A. SMITH, advertising manager of the Bausch & Lomb Optical Company:

"With our wartime contracts recently cleaned up, and our greatly increased facilities restored to normal production channels, we expect to catch up early in the coming year and to place our production on a basis which will demand returns from our sales and advertising efforts. From our normal trade, then, we look for a larger business in 1920 than in 1919, in which year we have been unable to take care of all of the business waiting just around the corner.

"Our advertising appropriation has been materially increased for the coming year, but not for product advertising. We have just inaugurated a new institutional campaign in the general magazines, which will be maintained throughout the greater part of the year."

Covering still a different field are the remarks of:

S. DOUGLAS MALCOLM, manager of the American Express Company's advertising department:

"In my opinion the outlook for the business of the American Express Company for 1920 will be a repetition of our

experience for 1919, the biggest we have ever had in the long history of our Company.

"It is a fact that the lines of business we handle are almost perfect barometers for the business conditions in the country in general. Big money order sales are a sign of working men's prosperity. Big foreign remittances abroad indicate manufacturing prosperity, because this business comes from the working man. A large Travel business generally means affluence and optimism. A considerable Financial Banking and Forwarding volume means a live export and import situation."

A little different acceptance of the general optimism is offered by:

E. I. LA BEAUME, advertising manager of the Hercules Powder Company:

"We have slightly decreased our advertising appropriation, and at the present time we have no definite plans for the expansion of our sales force. The decrease in our appropriation was not brought about by doubts as to the future. We figured out what we thought we would need to do what we want to next year, and recommended an appropriation to cover it, which was authorized. If the reduction signifies anything, it is merely a general feeling on our part that there is a prevalent tendency to over-advertise."

"We are going full steam ahead with all the advertising and with all the salesmen we think we need. During the past year a good deal of time has been devoted to reorganizing on a peace basis, and we believe we are in a better position than ever before to go after all the business in sight."

A similar viewpoint from somewhat the same field is found in the opinion of:

H. P. MUELENDYKE, advertising manager of the United States Cartridge Company:

"We are certain to do during 1920 the largest business in the history of the company."

"The volume of our advertising will be about the same as in 1919."

From Philadelphia comes the word of:

ARTHUR ROSENHEIMER, advertising manager of the Belber Trunk & Bag Company:

"We look to 1920 for the largest business in the history of our house and have arranged our advertising and sales campaigns accordingly."

"Conditions seem to be extremely favorable to our particular proposition. Everything seems to indicate that more traveling will be done in 1920 than ever before, and we are convinced that our publicity, supplemented by that of our distributors, has created a growing appreciation of fine travel equipment that will inevitably react to the benefit of the luggage industry."

"This situation and the conviction that American Business will be able to cope with all of the elements that may endeavor to impede its progress, leads us to view with the utmost optimism the prospect of reaching our sales objective."

Jumping to the middle west, we have the supporting "vote" of:

H. G. STIBBS, advertising manager of the Carnation Milk Company:

"All of us are counting on making 1920 the banner year for the Carnation Milk Products Company."

"Our proposition is merely one of education on the part of the consumer, to let him know what Carnation Milk really is, and we believe that our 1920 educational campaign is undoubtedly better than campaigns planned in former years."

Hampered by lack of raw materials, like so many, note the opinion of:

W. E. HUMELBAUGH, advertising manager of the Genesee Pure Food Company:

"For several months past we have been unable to fill half the orders received

Keep Business Booming. Ask Dr. Pratt About Possibilities of Foreign Trade.

IF you have a question you would like to ask you can get it answered, without charge or obligation, if you are a subscriber to ADVERTISING & SELLING, by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what affect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through ADVERTISING & SELLING, and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the second article of which will appear in our issue of January 17th.

Mail your questions to Dr. E. E. Pratt, care of Advertising & Selling Co., Inc., 131 East 23d Street, New York City.

owing to the fact that we could not get the raw materials required for making our product.

"The outlook for 1920 is better, perhaps, but not good enough to warrant our going ahead 'full speed'—as one ambitious young advertising man has advised everyone to go."

"If we can get the raw materials we shall make a very strong effort to do more business during 1920 than ever before in any one year. This effort would certainly include the placing of a great amount of advertising and the employment of an unusually large force of salesmen."

In the farm implement field we receive this angle from:

HARRY J. BARBOUR, advertising manager of the Avery Company:

"To answer this it will first be necessary to go into the past few years of history. During the war we did not let up on our advertising at all. We continued it steadfastly, and you might say

courageously, month after month. Now that the war is over, we are doing the same. Our advertising appropriation will run the same percentage to sales as it has in the past. We look for increased tractor sales, and if the economic situation, that is, the scraps between capital and labor do not become too serious, we are sure that 1920 will be a good year."

Still agriculturally interested is:

HUGO E. BIRKNER, assistant general manager of the Davey Tree Expert Company, Inc.:

"It is a pleasure to inform you that we are making our plans for a 50 percent increase in business for 1920. We shall increase our sales force to that extent and likewise our advertising appropriation. We anticipate the biggest year in the history of our business and our plans are being made accordingly."

Using concrete figures, here is the opinion of another farm tractor man:

J. D. CHAPPELL, assistant general sales manager of the General Ordnance Company:

"We have several reasons to believe that the tractor business and modern farm machinery business will exceed all previous records in 1920."

"We have had an increase of 605 percent the first ten months of the year in sales, and increased our production 350 percent and expect to better this in 1920. We, of course, expect to add materially to our sales force; in fact, to all activities of the business."

Approaching the problem from an international standpoint, too, is this report of:

H. H. PARKER, advertising manager of the Macbeth-Evans Glass Company:

"Our advertising appropriation for next year has been increased, but it is extremely doubtful if there will be a material increase in our sales force."

"The business which we will do in 1920 will be limited only by the production of our plants. As is the case with the majority of companies, our most serious problem lies in securing sufficient skilled and unskilled labor."

"Notwithstanding the fact that we can hardly meet domestic demands, we are reaching out into all corners of the world to find markets for our products. The manufacturer who overlooks the development of his export business during this time of unparalleled domestic prosperity is, in our opinion, injuring his future possibilities, and at the same time retarding the development of America as the market-place of the world. Obviously, if this country is to become the factor it should be in the world's markets, it is necessary that American manufacturers cultivate intensively and intelligently the trade which lies between our shores. We could sell our entire production and more in the United States at the present time. We realize that the day is coming when we shall need the export business to take care of our surplus production, and we feel that if the majority of American manufacturers would come to this same realization there would be a consequent increase in our export business, with the result that when we reach the point where the supply exceeds the demand in so far as domestic requirements are concerned, America will be firmly entrenched in for-

eign markets. The adoption of a definite export policy by as many manufacturers as possible will unquestionably result in the present prosperity continuing over a longer period of time."

Getting back to the inevitable problem of production, the virtual sum-up of the "miscellaneous" group is found in the opinion of:

ROBERT E. MILLER, advertising manager of the Hamilton Watch Company:

"The outlook for 1920—with us is simply a matter of production, and while we are advertising about the same extent as we have been in the past, it is a matter of business insurance and building sales for the future, and we do not plan any unusual sales or advertising efforts this coming year.

"We have been oversold for several years, and until we bring our production up to the point of somewhere near equaling our sales possibilities we are not going into more extensive advertising. Our production, of course, is limited and handicapped in our case by the lack of skilled workmen, but we are somewhat remedying this by training more people within our own plant and the production is now showing signs of a very nice increase.

"I will say that we believe that the sales possibilities for 1920 are great, and that if all manufacturers work to production capacity and the laborers work a little bit harder and save a little bit more that everything will go splendidly."

The second group, those who furnish others with the implements of material with which to manufacture more goods, is worthy of unit notice in the fact that an increase of the business of these concerns indicates a much greater increase in the business of other customer-manufacturers. Consequently, the opinions of these folks are worth considering with especial care. We may well start with the remarks of:

PAUL B. FINDLEY, advertising manager of the Fairbanks Company:

"In our opinion the outlook for business in 1920 is excellent. In the last few months of 1919 there was a substantial and increasing improvement over business conditions in the early part of the year. We feel that the present up-grade may be expected to be continued for some time to some.

"Our advertising program is being continued for 1920 on a slightly larger scale than in 1919. Its primary purpose is to sell the 'House of Fairbanks' as an institution—to tell the buying public of the services and facilities that we can render to them in mechanical equipment and supplies.

"With a lessening interference by the Government in business affairs in general, the way will become clear for private initiative to plan constructively for the supplying of a huge demand, both at home and abroad, for goods of all sorts. The only thing that can interfere with 1920 being a banner year for all lines of American business will be the politicians' fingers in the pie."

Another cheerful note comes from the pen of:

L. A. SAFFORD, second vice-president of

the McQuay-Norris Manufacturing Company:

"McQuay-Norris Manufacturing Company will increase their advertising appropriation for 1920 very materially. They will also increase their sales force very materially. We are opening five new Branch Offices in addition to doubling our force of field salesmen who do development work.

"We believe this answers as well as anything can what we think of the outlook for 1920. We expect that it will be the biggest business year that has ever been known in automotive equipment."

A little different idea is expressed by:

A. T. HUGG, director of advertising and sales promotion for the Detroit Steel Products Company:

"While any man's guess is fairly good as to what will happen next year, we expect a considerable increase in building activity and, therefore increased sales of steel sash.

"We are increasing our shop capacity to take care of what we expect will be a larger year than we have ever had before. We have been taking on more salesmen for some time back and are giving them intensive training, with the expectation that we will need every available man. Our advertising plans have undergone some considerable changes, and we cannot say at this moment whether the appropriation will be greater or less than last year. We are thoroughly convinced, however, that it will be more effective.

"All our plans are based on the expectation that 1920 will exceed 1919 in every way."

From the building field, too, comes the forecast and comment of:

W. T. CHOLLAR, manager, service department of the Atlas Portland Cement Company:

"We are anticipating an exceedingly good business year in 1920. In fact every indication points to an unusual year for our business and one that will probably only be limited by the supply of cars and motive power necessary for the transportation of the various materials used in the construction of concrete.

"So far as our advertising is concerned, we are not diminishing our appropriation in any way; in fact, are increasing it to a certain extent, although in view of the fact that our appropriation covers fiscal rather than calendar years I cannot give you any definite statement as to the amount to be expended for the entire year of 1920."

While on this topic, it is interesting to quote the remarks of still another building concern:

S. ROLAND HALL, advertising manager of the Alpha Portland Cement Company:

"It looks as if the year should be a good one for all building material people if transportation facilities are such that shipments can be handled well. I was much impressed this week by hearing the Traffic Manager of one of the largest industrial companies say that business in our line and in many other lines depended on how shippers cooperate with the railroads in reducing the peak load.

That is to say, in evening up shipments throughout the year rather than concentrating them in the usual busy season. I believe some effort will be made to have

shippers of grain, fertilizer, building material and all other staple products understand the situation and cooperate."

From Ohio we have the comment of:

R. J. KAYLOR, publicity manager for the Youngstown Sheet and Tube Company:

"We do not have a regular advertising appropriation, our policy being to invest in advertising such an amount as the condition of the markets, the possibilities of production, and the indications for the future seem to warrant. Up to this time we see no indications that it will be necessary to increase our sales force or our advertising in order to dispose of all the material we can possibly produce during the present year.

"For a considerable length of time the volume of our sales has depended entirely on the quantity of the various materials we manufacture that could be produced by our operating department, and for this reason, with the hope that the present year will not be marked by the industrial unrest which characterized the past year, we expect the volume of our business in 1920 to exceed that of 1919."

Interested in many lines of ultimate consumers is:

R. D. BALDWIN, advertising manager of the Simonds Manufacturing Company:

"The outlook for the advertising of and the selling of SIMONDS SAW STEEL PRODUCTS for 1920 is as bright as it has ever been for any other year. We believe that business will continue to come without any great effort for some time in the future, but, nevertheless, wish to keep our organization in fine working shape, ready for anything which may turn up."

The opinion of another widely-interested company is expressed by:

EBEN GRIFFITHS, advertising manager of the Vacuum Oil Company:

"We are looking forward to 1920 as a year of very great possibilities in the lubrication field. I am sure you will agree that the industrial outlook is clearing from day to day, and that the big result of our return to a normal peace condition is to be a tremendous demand for all kinds of industrial material for some time to come.

"We are enlarging our sales and advertising plans considerably this year. We are adding salesmen at practically all of our marketing branches, and we have a very ambitious plan for advertising in 1920, covering Gargoyle Mobiloils for the lubrication of automobiles, tractors, etc., and Gargoyle Lubricants for the lubrication of industrial machinery of all kinds."

Increasing advertising in spite of a shortage is the message of:

C. H. CLARK, advertising manager for the Robbins & Myers Company:

"Judging from conditions as they now exist, we cannot see why we should expect anything different in 1920 from the condition which existed in 1919, when the demand for our product far exceeded our ability to produce it.

"We will make an increase in our advertising investment not because we feel it to be necessary to sell our 1920 output, but as a result of a policy we adopted some time ago to keep forging ahead with

(Continued on page 49)

The Men and Women Who Make Our Mediums

John R. Rathom

One of a Series of Informal Visits With the Leading American Editors and Publishers With the Object of Interpreting What They Mean to Advertisers.

By J. E. BULLARD.

ENDOWED with an uncommon capacity for investigating, John R. Rathom would have made a success in any line of work calling for extensive research. Early in life he demonstrated this inborn inclination for getting at the bottom of things and securing first-hand information. Before he was old enough to vote he had left his native country and was studying conditions in other and much older countries. All through his life he has been searching for the real truth and has never been satisfied with any such casual search as satisfies the general run of mankind.

He was born in Melbourne, Australia, on July 4, 1868, and was educated at Scotch College, Melbourne; Whinham College, Adelaide, and Harrow, England. When eighteen years old the spirit of adventure, combined with his even more pronounced spirit of investigation, resulted in his becoming a war correspondent in the Soudan Campaign of 1886 for Melbourne newspapers. He afterward spent several years in China, Japan and New Guinea, and not only was able to study conditions in these countries at first hand but also mastered the Chinese language so thoroughly that he was able to talk it with fluency.

In 1890 when the Schwatka Expedition set out for Alaska he went with it and after leaving Alaska became telegraph editor on the *Portland Oregonian* under the late Harvey W. Scott when that great editor was in his prime.

Two years later found him in San Francisco working as staff correspondent with the *San Francisco Chronicle*. Here he found conditions and opportunities that peculiarly appealed to his nature. There were political plots to unearth and there was enough personal dangers connected with the work to satisfy his spirit of adventure. It is not surprising, therefore, that he remained in this city for some time and that while there he laid the foundation for the reputation that he was about to build for himself.

He excelled in uncovering difficult stories, stories that required tireless, fearless and thorough research work. He was particularly successful when working on political plots.

SAVED CALIFORNIA MILLIONS OF DOLLARS

His exposure of the famous ballot machine frauds saved the state of California millions of dollars. The work which he and others were doing at that time has gone on until it has resulted in a very decided purifying effect upon the politics of that great western state.

When the United States declared war upon Spain after the sinking of the Maine, Mr. Rathom was sent to Cuba as war correspondent for

the *San Francisco Chronicle*. He landed with Shafter and went to the front with the first troops. In this campaign he was badly wounded and this wound began a string of misfortunes that threatened to end his career.

While recovering from the wound he was attacked by yellow fever and after a long illness, during which he was reported as dead in many of the American newspapers, he was sent to the United States from Santiago. No sooner had he reached New York, however, than he was attacked by malarial fever and held at Montauk. By this time hospital life was beginning to pall upon him. Accordingly, one night he escaped and walked to Amagansett, taking the train from that village to New York. He had overestimated his strength, however, and was taken in an apparently dying condition to St. Luke's Hospital in New York.

Such experiences as these did not dampen his spirit of adventure or work any change upon his natural inclination for investigating things. Two years after going to Cuba he was sent to South Africa to report the Boer War. Here he received



John R. Rathom taking things easy looking over his Rhode Island farm -naturally there is some water in sight in "Little Rhody"

two wounds which prevented his seeing the capture of Cronje and caused his being invalided home in 1901. During the Boer campaign he won the friendship of General Kitchener, a friendship that was kept warm until the latter's death by a very long personal correspondence.

Arriving from South Africa, he returned to the staff of the *Chicago Times-Herald*, and within two years was made staff correspondent of that newspaper. While working in this capacity he entered the select circle of the best-known newspaper men in the country. He was one of the group of star men, of which William E. Curtis and Walter Wellman were prominent members, who were sent out to do the big signed feature stories for which the *Herald* became famous.

Among Mr. Rathom's most important contributions was a series of articles, running over a period of a year, on America's foreign

born citizens. The research work required to gather the material for these articles gave him a very clear insight into the attitude taken by these citizens toward the United States. He also was able to learn a great deal about little known European conditions that finally had much to do with precipitating the World War.

This work brought him into close contact with the Bohemian National Alliance and the Croatian National Alliance, both of which with their thousands of members knowing the methods and aims of the Central Powers were to prove of value in his next big job of investigating and digging after the real truth.

He covered the Iroquois Theatre disaster, and wrote the "lead" of that story, consisting of several thousand words, in three hours. That accomplishment is placed among the classics of American newspaper history.

In March, 1906, Mr. Rathom left

the *Chicago Herald* to become managing editor of the *Providence Journal* and *Evening Bulletin* at Providence, R. I. In 1912, he became editor and general manager of these papers and still holds that position.

In this conservative old New England city founded by Roger Williams and both older and smaller than the other American cities where he had worked, one would hardly expect that one of Mr. Rathom's type could find enough excitement to satisfy his nature. But he did. The *Journal* became a really independent newspaper and attacked every form of abuse, dishonesty and sham in the community. Its fight against the New Haven Railroad was directly responsible for the house cleaning and reorganization of that road and the elimination of the dangerous elements that controlled it.

The *Journal* broke the power of Charles R. Brayton, the famous "blind boss" of Rhode Island, and

The Wonderful Effect of Three Simple Line Plates

(Shown by this week's cover)

There is a certain undeniable sparkle to color printing secured from line plates, as shrewdly exemplified in the cover by Raymond Perry on this week's issue of ADVERTISING & SELLING.

Such plates are far cheaper than other color processes. In this case, the original was made in pen and ink, the entire background, however, appearing on the original in the color shown, orange. A thin wash of blue was painted over the ship and marine foreground.

The engraver can make a line plate from certain colors, orange being one of them, and the negative is as successful as though made from pen work in ink. Blue does not photograph, on the other hand, and the color scheme here could be suggested on the Perry illustration. This scheme has its advantages, for a color drawing can be submitted exactly as it will appear when the plates are made. In other words, a tissue paper over-layer color scheme is unnecessary and the appearance of the original is exceedingly attractive.

The engraver charges for entire surface areas on the color plates, although these colors may not actually cover the

entire design, and there is a slight additional charge for what is known as "Manipulation," or essential cutting out and tooling.

Raymond Perry, the artist, who made this design for ADVERTISING & SELLING, has an enviable record of achievement. He studied at the Art Institute and Art Academy, Chicago, is a Painter-member of the Salamagundi Club, and has exhibited many times at The Annual Exhibition of American Artists, Society of Chicago Artists and the various New York Galleries. He designed the very beautiful stained glass windows for St. Andrews Church, Pittsburgh, and for the Memorial Library, Hanover, Pa.

Mr. Perry is also a national illustrator of note, having long contributed to the more important popular magazines. His unique series for *St. Nicholas* has been put into book form.

One of the artist's more recent canvasses was a large oil painting for The American Rolling Mill Company, "The Armco Spirit" was represented in splendid allegory, and Mr. Perry is now in Middletown, as a party to the unveiling of this progressive advertising achievement.



Nearly Everybody
Worth While
Reads Cosmopolitan

THE CONDADO VANDERBILT HOTEL
NEW YORK CITY

The Landerbilt Hotel
Thirty Fourth Street East at Park Avenue
New York

HILL TOP INN
NEW YORK CITY

December 29th, 1919.

Mr. J. Mitchel Thorsen, Esq.,
Business Manager,
Cosmopolitan Magazine,
New York City.

Dear Mr. Thorsen:

Because Cosmopolitan has a larger sale than any other magazine at the Landerbilt Hotel, we know that it is read extensively by our guests. For the same reason we believe that throughout the country generally your magazine appeals to the kind of people we are glad to number among our patrons.

This is not surprising when you consider that the best known writers of today, both in this country and in England, write for Cosmopolitan and that they deal with modern topics in a way to interest cultivated minds.

Yours very truly.

Wm. H. Ambrose
MANAGER.

forced him into retirement. There is a well-authenticated story that just before his downfall he was approached and asked for his aid in putting through some off-color legislation. "Take it away," he growled, "I won't touch it. The first thing you know that d--d Rathom will be ringing a bell about it."

Rathom continued to build up the two newspaper properties entrusted to his care. He gathered around him a large staff of very loyal workers whose services stood him in good stead when he had to depend so much upon the loyalty of others, when, in fact, his very life depended upon their loyalty.

When the World War began Mr. Rathom's spirit for investigation came to the fore. He at once began to gather together and record all the information procurable. He went about the work in the same systematic and thorough manner that any scientist goes about new research work. All wireless messages were intercepted and recorded. These messages were all deciphered and he soon had in his possession a great deal of startling information in regard to German plots and treachery in this country.

Information that he made public and which he placed before the authorities at Washington soon made him a very much hated man by the German plotters. No efforts were spared to counteract the effects of his work or even to get him out of the way altogether. Though he could not go to the war he had brought the war to himself with a vengeance.

Holding no public office he was compelled to work to a very great extent alone. He had to create his own machinery of inquiry and he had to depend upon his own resources. Nevertheless, he was able to outwit the Germans at every turn. He demonstrated that he understood the psychology of the German mind.

To the energy and ingenuity of Mr. Rathom and his loyal staff were due largely the complete overthrow of the plotters, the expulsion of Ambassador Von Bernstorff and subordinate conspirators like Von Papen and Boy-Ed, and the ultimate acknowledgment by the whole American people that the charges against the propagandists that were printed by the *Providence Journal* were abundantly justified, and this campaign of investigation had saved the nation from their insidious

machinations. In short, John R. Rathom probably did more than any other man to prepare the American people to enter the war as a unit, and to make all our citizens concentrate their efforts upon winning it. The words "The *Providence Journal* will say this morning" became a household phrase throughout the country.

The success of this work was a tribute, not only to Mr. Rathom's great ability for getting at the truth of things, an ability which he has demonstrated throughout his career, but also of his ability to select men and to inspire them with loyalty. A great deal of the detail work fell upon the shoulders of ten newspaper reporters from his staff. It is perfectly apparent that the work these men did was dangerous work. They knew that it was dangerous work. They also knew that the German agents would pay any price for information that they possessed. Allowing a little information to leak out might mean a money reward that would give them a goodly income for life. In the face of these conditions there was not a single leak. And while effort after effort was made to bribe many of the four hundred and fifty employees of the *Journal*, not one traitor or weakling was developed during those three thrilling years.

In 1917 Mr. Rathom was elected a director of the Associated Press and was elected a member of the executive committee of that organization in 1919. Among the honors that have recently been conferred upon him by foreign governments are Knighthood in the Order of the Crown of Italy, and the Belgian decoration of Chevalier of the Order of Leopold. This last he received on the recent visit of King Albert of Belgium to this country "for constant and devoted services to the cause of Belgium from the beginning to the end of the World War." Most naturally he values these very highly, but what he values still more are the telegrams of congratulation which he received from William McKinley and Theodore Roosevelt on the day that his papers of American citizenship were granted.

During his busy life Mr. Rathom has found the time to contribute to *Scribners* and to many other American magazines. He has been a leader in the boy scout movement since its inception in this country and is an enthusiastic disciple of Isaac Walton, his favorite pastime

being fly fishing. He takes much pleasure in making his own rods and his own flies.

When one first sees in person a man who has made a big reputation for himself, he is not unfrequently disappointed to find that person not so large in stature as his big reputation has led one to expect. In the case of Mr. Rathom there is no such disappointment. He is a big man physically as well as mentally. He has a kindly sympathetic nature and is more prone to give credit to others than to claim it for himself. In this we find one of the reasons for his success and power in leadership.

Movies to Advertise U. S. in East Indies

America and American products are to be advertised in the Dutch East Indies by movies on a motor truck. A travelling theater, which at times during the war gave performances at the White House for the benefit of President Wilson and other officials, has been lent to the Dutch East Indian government by the Bureau of Commercial Economics and will leave for Singapore, Straits Settlement, today, on the steamship John Roach.

Fifty thousand feet of film, depicting the process of manufacturing various articles made in this country, American methods of preserving health and preventing disease, American farm life and the work of the American army and navy, will be sent with the truck, which is equipped to begin a performance at once wherever it stops. Some of the film is supplied by American manufacturers and some by the government.

This is the first truck sent abroad by the bureau, which was formed eight years ago to promote trade, largely by means of motion pictures.

Washington Times Gives Party to New York Automobile Show Visitors

The *Washington Times* automotive department gave a rather elaborate complimentary theatre and dinner party to the Washington Automotive Trade Association and leading dealers connected with the automobile industry in Washington. More than two hundred guests from all over the country were present. The occasion of this party was to celebrate the first anniversary of the editorship of the *Times* automotive section by L. J. Faulkner, who has cooperated and worked with the automobile trade of Washington to such a degree that the section has become a recognized leading one of the country.

Jacksonville, Fla., As a National Advertiser

Jacksonville, Florida, has launched a national advertising campaign which is being conducted by the advertising committee of the city council. The advertisements are being placed in the big magazines both weekly and monthly and in the leading newspapers throuth the country and all illustrations used and copy prepared and the details handled with the publications is being done thru the Thomas Advertising Service of Jacksonville.

The Direct Route Is Best

*Cheapest and most effective in trade stimulation
through advertising, just the same as any
other human endeavor*

OUR people have been trained by long years of experience to read their daily newspapers, not only for the news of the day, but for the news of the shops as reflected in the daily offerings of the merchants.

These merchants advertise today for results tomorrow, and they get results in accordance with the reputations they have established for fair dealing and accuracy of representations.

The general advertiser seeking to break into any considerable market like New York, can do so most effectively by following in the footsteps of local tradesmen who have built up enormous volume of traffic by knowing how to reach the buying public.

The daily newspaper provides the direct route in any big city—the cheapest, quickest and most resultful way—to reach all worthwhile people with money to spend.

Some may be tempted through clever salesmanship to waste their money on more or less worthless mediums, but the go-get-'em men are not tempted by false arguments—they know.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

Member
A. B. C.

180,000
A DAY

1920 Will Be America's Greatest Advertising Year

Increased Appropriations Will Take Care of Increased Rates—Advertising Still Cheapest Purchaseable Commodity Practically Unanimous Opinion of Leading Agencies Everywhere

FRANK PRESBREY, president of the Frank Presbrey Company, struck the keynote of what the advertising agents in all parts of the greatest advertising nation on earth think about the year before us when he told a representative of ADVERTISING & SELLING: "I prophesy that 1920 will be the greatest year in advertising the world has ever seen and that every advertiser will increase his appropriation."

He is joined in this feeling, almost without a dissenter, by every advertising agency in the country.

Lack of space forbids our quoting at length all of the agencies on this or other points but in this brief resume you will get the boiled down opinion, in their own words insofar as possible, of more than one hundred of the best known and largest advertising agencies in the land.

Just a few of those seconding Mr. Presbrey, for example: "The outlook from an advertising standpoint is extremely good," report Geo. W. Edwards & Co., of Philadelphia; "The increased appropriations of 1919 are being increased again for 1920—very considerably increased," is the opinion of the John O. Powers Company; "We are staunch believers in the future of advertising and optimists as to the future itself," N. W. Ayer & Son, Philadelphia; "Street & Finney's 1919 business was more than double 1918. The business booked at present for 1920 is more than double 1919. The non-cancellable advertising for 1920 is greater than the total volume for 1919," comes from H. B. LeQuatte, business manager of that agency; "While 1919 has far exceeded any previous year from an advertising standpoint I feel that 1920 will outdistance 1919 by a still greater degree," say Sherman & Bryan of New York; adding "advertising campaigns already booked through our organization almost double in volume the amount of business handled during 1919"; while the MacMartin Advertising Agency of Minneapolis say: "There never has been a time when the future of advertising looked as rosy as at this time"; "Our own accounts will increase several hundred percent," reports Walter B. Snow, of Boston; the idea of the biggest year ever is prevalent in Toledo, too, the Arkenberg-Machen-Dowd Company of that city say: "We feel that the coming year will be the greatest in the history of advertising."

J. H. Cross, of the J. H. Cross Company, Philadelphia, considers: "The outlook for 1920, so far as our clients are concerned, is excellent."

While W. B. Somerset, general manager of A. McKim, Limited, Montreal, Canada, believes increased amounts in advertising are logical at this time, for he says: "Changing conditions as to markets always produce extra effort to adjust commercial life to the new status."

C. Leon Barritt, vice-president and general manager of Woodward, Incorporated, Chicago, shows how far ahead

Good Will Can Never Be Oversold

***I**N connection with the accompanying resume of what the leading agencies from all over the country think on the important questions facing advertisers and publishers at this time it is interesting to note this in a statement just issued by Harry Dwight Smith, president of the American Association of Advertising Agencies: "American business men have no fears for the future. They are thinking straight and backing their judgment with real money. They are proving by their commitments for nineteen twenty that an oversold condition is no reason for under-advertising."*

"They have come to realize that good will and public acceptance of a name or brand can never be oversold."

their clients are planning when he writes: "The appropriations of our clients for 1920 vary from 50 percent to 500 percent in increases, but in their cases the increase is due primarily to the plans the advertiser is making for the expansion of his business, based on his accomplishments up to this time, and the outlook for the next three to five years."

Robert Tinsman, president of the Federal Advertising Agency, of New York, succinctly says: "A word covers our outlook for 1920 advertising—'bigger than ever,' because the advertiser has been demonstrated the higher efficiency of adequate advertising, as never before, during the past year."

"The outlook for 1920 leaves very little to be desired from a standpoint of prosperity," is the opinion of the Blackman-Ross Company.

Roy S. Durstine, of Barton, Durstine & Osborn, Inc., gives their experience in this way: "Without exception the appropriations of our customers for 1920 will exceed their advertising investments in 1919."

Especially optimistic are the remarks of William H. Rankin, head of the big Chicago agency bearing his name, for he says of 1920:

"Production is going to be the only foe that I can see that advertising is going to encounter during 1920; and when I say production, I do not mean production of products because advertisers have long since given up the idea that they should not advertise when they cannot produce their goods. They have been educated to advertise even more when their production is oversold than at any other time. What I mean by production is production of space to take care of the advertising which the advertisers will need for 1920."

Nor are all these highly optimistic statements from the biggest of agencies some of these doing a more or less local-

ized business report the same; for example, one located in small central state city reports: "We are anticipating an increase of 200 percent over this year's business."

THE SITUATION AS TO INCREASED RATES

Of course the big question before all advertising agents, publishers, and similar interest is what effect will be increased rates have upon advertising.

S. O. Landry, president of the Chambers Agency, of New Orleans, gives an excellent angle to this problem when he says:

"I do not believe that the average increase in rates has been over 10 percent—over and above the additional circulation. Practically every commodity except advertising space has advanced from 25 to 100 percent in the last five years."

"With a certain small class of 'half-sold' advertisers the increased rates will undoubtedly mean a decrease in appropriation. The confirmed advertiser will see the justice of the matter and will cheerfully acquiesce in a more equitable distribution of his earnings," is the idea of W. E. Lunnis, of the Greve Advertising Agency of St. Paul, Minn. While H. K. Boice, vice-president of Critchfield & Co., New York, sizes up the situation thusly: "We think that advertisers generally recognize the fact that it is impossible to complete an advertising program for the same amount of money now as in former years and are planning accordingly. However, the advertising dollar still buys a good deal more than the average dollar, in our opinion."

Kenneth Groesbeck, vice-president of the Harry Porter Company, says: "Judging from our own clients, that advertising appropriations are increasing, not only to cover the necessary increases made by publications, but also to meet the bigger and better business which seems to be a sure bet for 1920."

Howard Marcus Strong, of the Strong Advertising Agency, Springfield, Mass., reports a similar expansion: "There seems to be no disposition on the part of advertisers in Western New England to decrease the amount of their advertising on account of increased cost of space. On the contrary expansion in both periodical and newspaper advertising is being planned by the 'regulars,' while many new manufacturers are about to enter the field of publicity. There is every indication that 1920 will find the various publications with very little unsold space on hand."

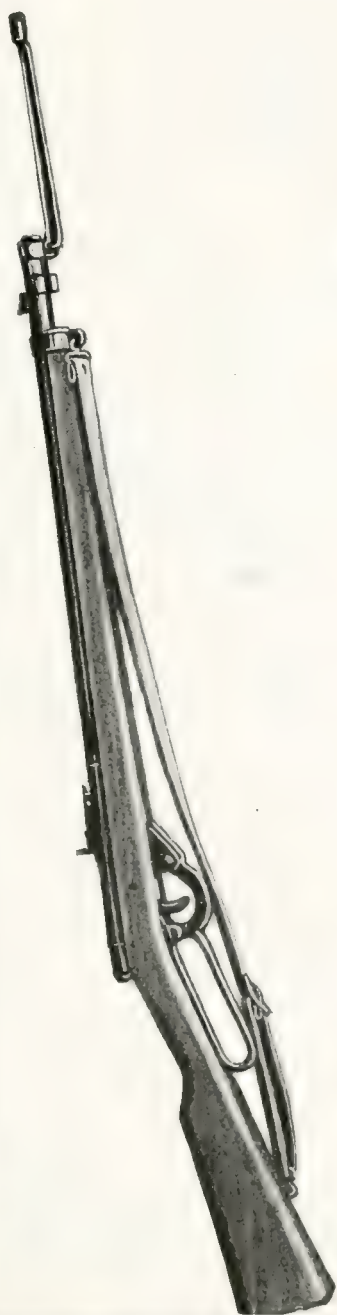
"I feel that the average advertiser will increase his appropriation to cover the necessary increases made by publishers," is the opinion of Cleveland A. Chandler, vice-president of the Amsterdam Agency, of Boston.

Down in St. Louis the Gardner Advertising Agency, according to H. S. Gardner, president, find that:

Collier's

THE NATIONAL WEEKLY

under the Act of March 3, 1879 5 CENTS A COPY



Daisy Air Rifles and Collier's

This year the Daisy Manufacturing Company has used more space in Collier's than in any other general publication to advertise Daisy Air Rifles.

“Watch
Collier's”

"Without exception, our clients have increased their appropriations to more than take care of the increased rates made by publishers."

Out in Indianapolis, where in June, according to President Meredith we will hold a real advertising convention, Guernsey Van Riper, treasurer of the Sidener-Van Riper Advertising Agency, finds: "The increases in rates so far have had no appreciable effect upon our schedules. It seems that the rates as announced are in the main justified and that full value is offered for the price that is asked. I believe the average advertiser will not hesitate long to increase his appropriation to cover these increases."

Not all agents agree, however, that advertisers will increase their appropriations to meet increased costs, for example, Irwin Jordan Rose, of New York, says: "We believe that the expenditures will be the largest in the history of advertising, from a dollars and cents standpoint, we believe that many of the advertisers will curtail the space to make up the increased cost. Mr. Rose feels confident, however, "that advertising agents as well as publishers will have an unusually profitable year."

E. T. Gundlach of the Gundlach Advertising Company, Chicago, agrees with Mr. Rose, in fact he goes further and adds: "We are not aware that any advertiser will increase his appropriation to cover the increase in rates. This could be done only on the assumption that an advertiser has prepared himself to use a certain number of square inches of white space, and will pay for this number of square inches accordingly. No such attitude on advertising has ever become within my observation, either among mail-order advertisers or those who sell through dealers."

Another Chicago agency head, who, unfortunately, requests anonymity, says: "As to the advertiser increasing his appropriation to cover the increases made by publication, I personally do not think the average advertiser will, as most advertisers to-day are basing their advertising appropriation on a percentage basis; and, if the money will not go as far as in the past, the weaker publications will suffer."

This same agency head, and it is one of the larger agencies of the country, gives out a warning to publishers in these words: "I think publishers are making a mistake in putting up their advertising rates too high—and the increased revenue that they must secure should be put on the price of the publication to the public. The public should pay the increased cost and not the advertiser."

INCREASED RATES MEAN IMPROVED ADVERTISING

In fact many agency men are inclined to believe that increased rates will prove a blessing in disguise. James Albert Wales of the Wales Advertising Company, New York, covers the ground thoroughly in his statement and at the same time shows the tendency of the hour: "The increases in rates have had no appreciable effect on the total volume of advertising, as far as we can see, but there is a notable tendency to make the smaller advertisements more attractive than ever before, because, as we have pointed out to our clients, the greatly increased volume of advertising

is making it much more difficult for small-space advertisements to stand out on the page and attract attention."

"It is really necessary that the smaller advertisements be dressed up in the most attractive appearance possible, if they are to be seen in the constantly increasing mass of other and larger advertising."

"This same condition has prompted us, in a number of cases, to suggest to our clients that they use insertions of larger units, rather than a great many insertions of smaller ones. Our theory is that the larger units will not only stand a better chance of attracting favorable attention, but it will also carry a better influence upon the trade—in view of the fact that wholesalers and retailers nowadays are apt to gauge prestige largely by the size of space which is used in the advertising."

"In the trade and technical papers the volume of advertising has increased to such an extent that we now recommend to our trade and technical clients to use what we call 'national advertising in technical and trade papers'—to use in the trade and technical journals a quality of copy and illustrations that ordinarily one would expect to find in the more costly space in the national publications."

"Also, we recommend a wider use of color, so as to give our clients' advertisements a further dominance."

E. A. Machen of the Arkenberg-Machen-Dowd Company, Toledo, Ohio, has a slightly different idea on this point of increases to meet the increased advertising rates, which he expresses as follows:

"The average advertiser may not feel inclined to increase his appropriation to cover the necessary increases made by publications, but those advertisers above the average have already increased their appropriations, not only to cover the necessary increases, but to take on additional advertising for this year which will hold such golden opportunities for the courageous."

"1920 will be the time when a prudent manufacturer will be inclined to mend his roof rather than wait, like some will do, saying 'Why should I put on shingles now when the sun is shining?' Later these same men who defer putting on the patches when the weather is bright and fair will be the ones to exclaim 'Why, I can't mend that roof now—it's raining too hard!'"

R. R. Shuman, president of the Shuman Advertising Company, Chicago, seconds this idea in these words, which he heads: "Better Advertising—Rather Than More." Our analysis of the advertising situation for 1920 is that the large advance in rates made necessary by publishing conditions will have the tendency to induce the advertiser to greater care in the character of the advertising he does rather than in increasing or decreasing the amount of space. As far as we are able to learn, the tendency will be to expand the advertising appropriation only sufficiently to take care of the advanced rates and to endeavor to make the larger investment per line, inch or page per publication pay commensurate dividends by improving the character and quality of copy and display which goes into that higher-priced space. This improvement in quality of advertising done has been made necessary by two considerations:

"First, The one already referred to, being the increased cost of the space, and

"Second, A condition which applies to all kinds of publications, but, perhaps, particularly to trade papers. The tremendous volume of other advertising that competes for the readers' attention makes necessary the employment of all the arts of copy and display in sheer self defense."

Francis D. Halsey of the Berrein Company while he thinks the average advertiser will not hesitate to increase his appropriation to cover the necessary increase in cost of space, goes on to say: "These costs, being higher than before, will make him stop and think. By stopping and taking thought he may come to realize that he can use space more intelligently than he has been doing, and see that he can accomplish the same ends as before and need less space to do it. I do not think the increased cost of space in itself will result in smaller schedules."

W. T. Mullally, president of Maclay & Mullally, Inc., in a statement headed: "Better Advertising in 1920," says:

"A barometer of the progress of the United States could be found in the history of advertising. Every thinking man must be a 'bull' on the United States for 1920, for

'She has written her name in bright letters of fame,

In the pathway to Liberty's portals;
And the serfs that now blame, will
crimson with shame

When they learn they have cursed an immortal.'

"When war was rampant the business men of the country laid aside their business and attended to war matters. The minute it was over they returned to their desks and are bending every effort to make production meet the world demand."

"Advertising has been a principal factor in bringing business to the high standard that it is to-day. Therefore, advertising will be used even to a greater extent in furthering the interests of business."

"I have no sympathy with the expression of 'advertising costs.' You might as well speak of 'the cost' in an investment; the returns eliminate any such idea of the cost and unquestionably advertisers, who are students of sales problems, will pay for this legitimate investment, not taking into account what it cost in the past, but considering what returns it will yield them in the future."

The literature which was distributed in the German lines unquestionably had a great effect in making the German soldier a willing captive. You have heard no criticism of this expense. The whole field for advertising has been broadened tremendously and its potentiality has reached even into the cold, hard recesses of our banks."

"I point especially to financial advertising because it is indicative of what strides the profession of advertising has made. And if the banker will recognize the value of advertising and lend to the manufacturer or merchant because he is an advertiser, it naturally follows that that merchant or manufacturer will advertise more generally and in a better way than ever before."



IT DOES NOT WORK

You can't make a cat sing by feeding it bird seed, and you can't get farmer trade by advertising in publications that are not built for farmers.

The one purpose of *Successful Farming* is to increase the incomes and add to the happiness of more than 800,000 farm families who live on farms and depend on the farm for their living. They pay us an annual fee for their service which includes advertising guaranteed to be truthful.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

BELIEVES ADVERTISING BILLS WILL BE DISCOUNTABLE

"I believe that the day is at hand when a man will be able to enter his bank and discount his advertising bills, because the banker realizes that goodwill is a tangible asset and is the thing that has made the Federal Reserve System and acceptances what they are to-day. In fact, if it had not been for the goodwill of the allied countries and the United States to one another the war could never have been won.

"The only people who will not advertise in 1920 are the people who are ashamed of the way in which their profits are made and who are not able to come to the public with an open story, giving the fundamental reasons of their business and a thorough account of themselves. To advertise means that you dare draw the searchlight of truth fully on yourself and your business. To have the opportunity to draw such a light and not do it is to say that you are afraid to face public opinion.

"When we say that business will have a banner year in 1920 and for many years to come, we have said that advertising will have one of its biggest and best years.

"Let every live, dynamic business man clear his decks for action. This country is the leader of the world; our ships will circle the globe; the great undeveloped potentiality of our own country is being developed.

"My answer to the 'wolf cry' of Bolshevism is Mr. Rockefeller's \$100,000,000 gift for a better education. When education advances, ignorance flies. The disposition of our capitalists' millions is a tangible proof that we are not and can never be in any real danger of a moneyed autocracy. The decisive and just handling of the Boston police strike, the steel strike, the railroad strike and the coal strike definitely eliminates any danger of serious labor troubles and shows that the real laborer is a true American.

"This country will continue to be a government of the people, by the people and for the people, and advertising is the natural channel for informing the people—then let us welcome 1920 as the greatest year in the history of advertising and a worthy forerunner of many, many prosperous years to come."

Still another angle that shows a silver lining to the cloud of increased rates is suggested by Carl S. von Poettgen of the agency of that name in Detroit, who suggests: "In my mind advertising conditions at present offer a great opportunity to the very meritorious weekly and monthly publications which are not usually considered first on advertising schedules, but which have undoubted value. They can if they so desire establish themselves as permanent essentials to many an advertiser's campaign. They will in any event receive a considerable amount of over-flow advertising; but if they make no attempt to earn it, they will have achieved no permanent good.

"A great opportunity is also open to the newspapers to establish what they have never been able to do before—the use of moderate sized space by national advertisers on a regular year-round schedule for prestige purposes as well as for direct sales."

"As against which the tendency is more and more to concentration using larger space and fewer mediums," writes Edgar Parker on behalf of the John O. Powers Company.

THE PLACE OF ADVERTISING IN BUSINESS

The place advertising holds in the business world is being brought out by this increase in rates, however. B. B. LeQuatte of Street & Finney, Inc., for example, sizes up the situation in these words: "Our clients believe advertising to be one of the powerful forces in their business, and we cannot conceive of any of them handicapping their business by reducing the amount of the message sent to the American public because of the cost of sending this message has increased necessarily."

W. C. D'Arcy of the D'Arcy Advertising Company, St. Louis, emphasizes this feature when he says: "I think advertising to-day enjoys a greater public confidence than at any time in history. The advertiser recognizes a new force in advertising, it is no longer a game of chance, but a powerful element that must be reckoned with, and the price has nothing to do with its employment. The demand to-day, in fact, the necessity of the hour is good advertising values, cost is not the controlling factor in appropriations. Advertising will continue because it has found itself and the advertiser has sensed its power. Efficiency and results are the determining factors now as at all times. Price is not an element, it is a mere detail."

CONDITIONS MAKE NEW ACCOUNTS

New clients are being made these days despite the increased cost, as well as revivifying old accounts, for example, Clarkson A. Collins, Jr., of the agency of that name, New York, writes: "In general, there seems to be a great increase in advertising. In the building and allied trades, for example, such a business will be done in 1920 as has not been known for years. This condition will naturally be reflected in advertising of building supplies and materials of all kinds. The same thing applies to many other lines of industry."

Geo. H. Read, vice-president of Johnson, Read & Co., Chicago, reports: "Not only do we find a growing respect for advertising amongst old advertisers but we note fast growing interest in advertising by manufacturers who a short time ago would give no consideration whatever to the subject. We believe that 1920 will open a new era for American advertisers—an era that will find adequate advertising appropriations the rule rather than the exception.

C. R. Ferrall, vice-president of the MacMartin Advertising Agency, Minneapolis, has a similar experience to report: "Within the past few weeks we have closed contracts with two of the oldest most substantial concerns in the Northwest, who have never apparently believed in advertising, who, at least, have never advertised. Both came to us voluntarily, requesting information and asking us to advise what they should do in an advertising way. These instances are only offered as examples of what is taking place almost daily with agencies in this territory."

This likewise is the experience of a well-known eastern agency, which reports: "The influence of present conditions seems to be clearly evidenced in

the new advertisers who are coming into the field. These range from the small concern that has been led to take its first step in advertising up to a long-established organization with sound reputation and ample resources that sees in advertising the essential means of maintaining that reputation and assuring increase of business."

It is upon these new advertisers though that Harold A. LeBair of Sherman & Bryan, Inc., finds the increases have the most effect, for he says: "On new advertisers increased costs of advertising space has a more direct bearing because they are being made to realize that they must make an appropriation of sufficient volume to give them a proper representation in whatever media they plan to use."

USING NEWSPAPERS LARGELY

Wood, Putnam & Wood Co., Boston, report another interesting sidelight on the present situation when they say: "At the present time the bulk of our business is going into the newspapers and trade journals, whereas a few years ago conditions were reverse. This is due to the fact that many of our clients are advertisers who do not have national distribution and prefer to advertise their goods by zones, using the newspapers for this purpose, awaiting the time when they will have had national distribution—then they will, no doubt, become large magazine advertisers."

WORDS OF WARNING

Just as "every silver lining has its cloud" there are words of warning from a few.

David G. Evans, president of Evans & Barnhill, Inc., New York, says: "Our hope is that the great rush into the use of advertising evidenced during this year is not to continue, because from our viewpoint much of it was indeed unsound, and if it continues through the coming year it is our belief that it is going to injure the future of advertising."

To quote Jefferson Thomas, president of the Thomas Advertising Service, Jacksonville, Fla., we find: "There are some under currents which may complicate the situation. There is unquestionably a tendency to attack advertising as an extravagance, and in the campaign along this line it would appear that there have been enlisted a considerable portion of the Bolshevik agitators and a large number of our national legislators. We fear that the outcome may be a somewhat serious one, unless there is prompt, intelligent and co-ordinated counter-endeavor on the part of the reputable interests which are utilizing advertising for the public good."

J. A. Richards in a way agrees with Mr. Thomas when, commenting on the point of a readjustment, he says: "Doubtless sooner or later there will be a readjustment in prices and this will affect the volume of business quite likely, but the advertiser who has sold his goods in flush times through advertising will keep on offering them and selling them too when the market is not so easy, because advertising has so clearly demonstrated itself as an economical selling force."

All this is sound wholesome advice as that of Frank Presbrey, who adds:

The Magazine of a Remade World

The tremendous success of

THE RED BOOK MAGAZINE

is largely the result of the editorial policy being closely identified with the various phases of interest surrounding our everyday life.

The greater number of people today reach out to fictional literature so as to share in the thoughts of the few in real or imagined life. Whether conscious of it or not, practically every person inclines toward dramatized fiction—as it does not demand the strained mental effort that is usually required to carry the thought of an unimaginative writer. The hidden meaning of a deeply involved sentence may be worth searching for, but how few executives are prepared in strength or mental inclination after the unusual demands of the day?

The pleasure and relaxation to be had in the reading of good fiction is always welcome. Only under these conditions does the reader's mood become adjusted to the favorable consideration of advertised trade-marked products. The number of readers who are now definitely committed to **THE RED BOOK MAGAZINE** is greatly in excess of 700,000 each month.

RALPH K. STRASSMAN,
Advertising Manager.

"There are many serious economic questions which will have to be adjusted, both domestic and in connection with our foreign trade, before America settles down to normal prosperity.

"There is comparatively little hope of any large volume of foreign business until the matter of exchange is adjusted, and there are many issues of the labor question yet unsolved.

"However, taking it all in all we can look forward with confidence to a most prosperous 1920."

AGENCIES ADVERTISING THEIR SERVICES

If we may be pardoned the inclusion of a statement that was interesting to ADVERTISING & SELLING, it is that of William H. Rankin referred to previously, wherein he says: "If there is any class of people who ought to be able to sell their services through printed salesmanship it should be the advertising agency men, and I believe a large step in that direction has been taken during the year 1919 and a broader step will be taken in 1920. During the past thirty days we have secured four new accounts aggregating over a half million dollars, coming directly in response to our own advertising."

M. P. Gould of the M. P. Gould Company, New York, emphasizes a point that others doubtless would urge if their attention had been called to the sales angle when he comments on the prospect for 1920 in these words: "More firms will change their old policy and will put their salesmen on a salary or drawing account large enough for the salesmen to pay their own traveling expenses, thus eliminating the constant incentive to unnecessarily increase traveling expense accounts. When a salesman pays his own expenses he travels for a great deal less than when they are paid by his firm."

FORECASTING THE FUTURE

Lack of space forbids our quoting at length many more of the interesting opinions received, but in closing let us call attention to the opinion of W. R. McLain, president of McLain-Hadden-Simpers Company, Philadelphia, who volunteers: "The advertiser will never go back to the old schedules."

C. Ironmonger of the C. Ironmonger Advertising Agency, gives this thought consideration too, for he says there will doubtless be an increase due to two things (1) increased rates, and (2) the desire to equal or excel competitors, but he adds: "Sooner or later this condition will respond to the general settling down of industrial and economic conditions in this country, resulting in some diminution of advertising but bring about a healthier permanent basis, which will mean much more advertising than the average for the past years, but an absence of the spectacular use of abnormal space. We confidently look forward to a prosperous and flourishing condition in the advertising business for a long time to come. We believe that high prices are here to stay, and that large advertising will stay with them."

It was left for F. J. Hermes, secretary and treasurer of the big Blackman-Ross Agency of New York, to give us the most comforting and definite forecast of the future. Mr. Hermes said: "To prophesy on the trend of advertising in general needs a lot of courage, but it is our guess that the trend will be upward for at least three years."

Printers, Too, See Big Year Ahead

SINCE it is literally the father of the publication industry it is interesting to note what a number of the leading printers and producers of direct-by-mail advertising have to say as to the outlook for 1920.

Luther C. Rogers, chairman of the board of Rogers & Hall Company, Chicago, for example, says: "It is my judgment that business success now and in the future is, and will be as much dependent upon producing and advertising as it has been in the past. It is our experience, observation and belief that the increased costs which have been accruing from time to time during the past two years have not noticeably affected unfavorably the printing and advertising business, and we cannot think of any good reason why they should. Advancing costs have been in a line with present world conditions and it is our thought that the successful business man will keep in step and advertise, regardless of advancing costs that are kept in proper line with general business conditions."

While J. M. Evans, president of Evans-Winters-Hebb, Inc., Detroit, brings up an important point that advertisers should consider in planning their 1920 budgets, namely the necessity the printing industry faces of doing what the publishers have done generally, raise their rates. Mr. Evans says in part:

"Looking at it from the advertiser's viewpoint it would seem to us to be good business to make appropriations for the year large enough to cover the increased cost of all kinds of printing.

"As a matter of fact, the present printing prices (exclusive of paper) are low as compared with almost any commodity or form of service.

"Regardless of the large volume of business we are doing, it is going to be absolutely necessary to further increase our prices if we are to make any money in 1920. As an example, we just completed a large edition of a book for a Philadelphia firm on which we should have made a reasonable margin of profit instead of a loss of 5%. This condition is due to the big increase in labor cost between the time we estimated the work and the time it was produced. As a matter of fact, I know of several quite prominent printers who have been a great deal more unfortunate than we in this respect.

"As business conditions look now it seems to us the average advertiser ought to be even keener to build up goodwill and prestige in 1920 than he was this year."

Harry A. Wheeler, treasurer of the Barta Press, Boston, when questioned on this point, said:

"Already many of our clients have taken up their 1920 budget, and have allowed in most cases a fairly liberal advance over 1919, which will take care of advancing costs for general publicity and special printed matter."

E. C. Richter, treasurer of the Franklin Printing Company, of Philadelphia says: "It is our opinion that if present indications are a criterion, printing business will continue good during the coming year, and that there will be increasing demands for all kinds of printed advertising and literature."

That this subject of printing and direct-by-mail advertising is close to the

subject of the advertising agent and the publisher is clearly brought out by this statement from Allen H. Wood, president of Wood, Putnam & Wood Co., advertising agents of Boston, when he said: "Our business for 1919 has increased about 60%. By this we do not mean in volume of business actually placed with newspapers and magazines; about half of this increase is in merchandising and follow-up material which we have originated and prepared for our clients, such as dealer broadsides, window displays, cut-outs, service booklets, advertising material for retailers and a vast amount of important material which we believe is essential in the majority of advertising campaigns."

New York Herald and Telegram Taken Over By Munsey

Frank A. Munsey, owner of the *Sun* and *Evening Sun*, has bought all the publications of the late James Gordon Bennett, including the *New York Herald*, the *Evening Telegram* and the Paris edition of the *Herald*. It is understood that about \$4,000,000 was paid for the three papers, as it is known that an offer of \$3,500,000 was refused some time ago. Several offers for the sale of the paper have been under consideration by the executors of the Bennett estate. One was from a former business associate of Mr. Bennett's and two others were made for political purposes by a group of Democrats on one hand and one by a man whose affiliations have been strongly Republican.

The *New York Herald* was established by the elder James Gordon Bennett in 1835 and in 1872 it passed to his son, his namesake, who published it until his death in 1918. The Paris edition was started in 1882 as was a London edition which, however, was soon abandoned. The *Evening Telegram* was established fifty years ago.

Mr. Munsey began publishing in the magazine field in 1882 and entered the newspaper publishing field in 1901, when he bought the *New York Daily News*. The *New York Sun* came into his position in 1916.

Mark Watson Becomes Managing Editor of Ladies' Home Journal

Mark Watson, formerly of the *Chicago Tribune*, has become managing editor of the *Ladies Home Journal*. Mr. Watson served in the army during the war with the rank of Major and was one of the chief censors and also connected with the *Stars and Stripes*, the official A. E. F. journal.

B. Waxelbaum Leaves Jewish Paper to Enter Advertising Agency Field

B. Waxelbaum, for the past fourteen years with the *New York Jewish Morning Journal*, has resigned his position as advertising manager, effective February 1st, on which date he will become associated with Meyer Keilson in the advertising agency field under the firm name of Keilson and Waxelbaum. The new firm will specialize in Jewish newspaper advertising service.

McCLURE'S

Announces

the election of Herbert Kaufman as Editor and Chairman of the Board; Frederick L. Collins as President; and George L. Storm as Treasurer

McClure's Will Print in 1920—

Serials by

Mary Roberts Rinehart	Booth Tarkington
Arthur Stringer	Zane Grey
Eleanor Hallowell Abbott	Maximilian Foster

Short Stories by

Edna Ferber	P. G. Wodehouse
Harvey O'Higgins	Josephine Daskam Bacon
James Branch Cabell	Sophie Kerr
Leonard Merrick	Perceval Gibbon
Wallace Irwin	Harrison Rhodes
Samuel Merwin	Holworthy Hall

A New Series of Cover Designs by Neysa McMein

McClure's will pursue a vigorous and constructive policy in the treatment of national and international situations and continue its distinguished role as an advocate of social and economic progress,—a servant of loyal, humane and just causes.

The new management of McClure's is committed by tradition to keep its pages clean and wholesome and unafraid.

Beginning February—twenty-five cents a copy.

McCLURE'S MAGAZINE, INC.

New York, N. Y.

TO ADVERTISERS:

Beginning with the March 1920 issue the advertising rates for space in McCLURE'S MAGAZINE are Two Thousand Dollars (\$2,000) per Page, One Thousand Dollars (\$1,000) per Half Page, Three Dollars and Fifty Cents (\$3.50) per line for less than one half page. Extra Charge for Special Positions.

ARTHUR S. MOORE,
Advertising Director.

THE JANUARY 1 ISSUE OF

Furnished my family and me with our creed for the New Year, and I have

THE members of my family and I sat at breakfast in our home New Year's morning. Our minds were unclouded. We had no "morning after" tastes or regrets. We spent New Year's Eve at home. We all slept soundly and consequently woke up refreshed and happy.

After breakfast we sat at the table and discussed the possibilities of the New Year—what we ought to do to be useful and helpful. We sat there for more than an hour.

The New York American, daily and Sunday, always comes to our home and it is appreciatively and thoroughly read by all of the family.

We get the news of the day, of course, but we can get that in almost any other newspaper with exceptions, VERY FREQUENTLY, because The American OFTEN PRINTS NEWS IN ADVANCE of other newspapers.

But the BIG THING we get in The AMERICAN is the HUMAN TOUCH on everything that helps us to be better and more useful men and women.

We get inspiration; we get education; we get our minds and hearts filled with a sense of our obligations as citizens, as patriots, as co-workers, in causes that uplift humanity.

* * *

Let me tell you what I read aloud to the family group in the New York American, Thursday morning, January 1, 1920.

First of all my eye caught the caption, "A New Year's Prayer," by Rev. Dr. Christian F. Reisner. There was no mention of his particular brand of faith. Dr. Reisner is broad in his viewpoint of everyone's faith; as long as everyone has some kind of faith, it is all right with him.

I happen to know that Dr. Reisner's efforts to reach the goal we all aim to reach are made by way of the Methodist route, which is not my route, for I am of another religious denomination by birth and inheritance—but no man of any faith ever wrote a better prayer.

I quote:

"O Lord, make me such a man as becometh one made in God's image. Purify my purposes, clarify my thoughts and magnify my spirit of service. Rule in me to check cheap criticism, shame sharp speech and stop my search for flaws in folks.

"Exalt my ideals, enrich my hopefulness, empower my patience, enliven my sympathy, enfeeble my greed, but enlarge my liberality and enthuse my love for humanity.

"Sunshine the world through man until faith shall flourish, misery be banished and brotherly love rule everywhere. So shall Thy Kingdom come on earth. Amen and amen."

I don't mind telling you that Our Family Creed is:

Stop our search for flaws in folks.

Enlarge our liberality and enthuse our love for humanity.

Be all we can to banish misery and to establish brotherly love everywhere.

* * *

I moved along through the pages, noting with interest many advertisements and commented on their appeal, until I came to the page carrying the news of the Play Houses.

Here I read a letter from David Belasco, than whom there is no man more artistic, or whose judgment as to plays is better or fairer, in which he described his impressions of "The Wayfarer," a spectacle that every member of my family has seen and liked tremendously.

I quote his letter:

"Allow me to express to your great organization my admiration of the high purpose that has prompted your fine production of 'The Wayfarer' at Madison Square Garden.

"Aside from its undoubted success as a dramatic spectacle, with its artistically devised scenes, and its beautifully handled story of the Messiah, I was especially impressed by the note of earnestness and sincerity which seemed to inspire its throngs upon the stage, so that even a matter-of-fact New York audience was held in a spell of reverence.

"It is a presentation not merely for one creed or faith. It may be seen and enjoyed by Jew and Gentile, Catholic and Protestant. For, after all, its lesson is for humanity, and its dramatic appeal is as sure as human sympathy itself."

This letter expresses exactly OUR CREED as to one's form of faith—that we are all going the way that appeals to us individually, that it is not our wish nor our province to say to

our brothers and sisters that they are wrong and we are right—that we believe all have the right to choose which route they shall travel to reach the same goal—that the world and all peoples in it will be far better off if we are more tolerant—if we all do our best and help one another as much as we can.

The first step to this end has been taken by the Inter-Church organization.

* * *

Ours is a family of workers.

We think idleness is a sin.

Every member of the family has something to do every day that is necessary and very often really constructive.

So I read to the family group an article by Samuel Gompers, President of the American Federation of Labor, under the heading, "Labor Pledged to American Ideals."

I quote these paragraphs:

"America's workers stand ready in the new year as in the past to do their full duty as American citizens. We have always placed our obligations as citizens above all else. As citizens we are true to the American ideal of equal opportunity for all.

"The great struggle of labor in the past has been to assure to workers in their industrial relations the rights of free citizens. We have fought to give the ideal of America dominating influence in shops and factories.

"The immediate problem of the world is to develop a production organization that will benefit directly those who are the real producers and will also serve the needs of starving nations. When assured of just dealings, America's workers are able to co-operate in freeing production from the preventing grasp of speculators and influences that manipulate industry to enrich a few who gain unfair advantage, thus preventing production for the ruin of all.

"This is a big job, but it is essential for well grounded development in the years to come. It is essential to that ideal which is America—equal opportunity for all. America's workers will do their full share in working out all our country's problems."

We, as a family, subscribe to the thoughts expressed by Mr. Gompers, although not any one of us is a member of the American Federation of Labor.

Our WORK CREED for 1920 is to find time to do all we can possibly do every day, unrestricted by hours—to produce to the full extent of our power—to help others to see the wisdom of producing to the extent of their power—to share our success with others—to be tolerant of the faults of indifferent workers and to try to make them see the light regarding honest industry.

* * *

On the same page with the article of Mr. Gompers I read an article:

"FOR 1920—AN ADVERTISING CREED—being the Beliefs and Practices on which is based THE NEW YORK AMERICAN'S Claim to Your Friendly Consideration for the New Year—and all the Years to Come."

I quote from this remarkable article the first and last paragraphs only, although every paragraph should be read and heeded by every business man in the United States:

"I BELIEVE, with one of the foremost Apostles of Advertising, that the first requisite of success is not to achieve the dollar, but to confer a benefit—and the rewards will come automatically and as a matter of course.

That when advertising makes a successful sale it must also make a friend.

That falsehood makes for friction, while truth is a lubricant.

That the fraudulent withers before the fact. That righteousness is a form of common sense. That commerce is eminently a divine calling. And that business is the science of human service.

"I BELIEVE, with other wise men:

That life is what we make it—and that business is a big part of life.

That unless we are in it to win, it is better not to be in it at all.

And that the man who labors for the love of it is the man who is doubly paid.

THE NEW YORK AMERICAN

no doubt that hundreds of thousands of other families were similarly inspired

That advertising is the fire under the boiler of business, and we must keep these fires hot if we expect to attain and maintain success.

That one step won't take you very far—you've got to keep on walking.

That one word won't tell folks who you are—you've got to keep on talking.

That co-operation is the most far-reaching business word in the English language.

That to live up to its full meaning is to profit by advertising's mightiest power.

And that in advertising, as in all things, success has no foe but fear—no limitations save those that are our own.

That, therefore, courage and confidence and energy in advertising are as sure to win—as sure to bring prosperity in this year of 1920 and the coming years—as the dawn of to-morrow brings a new day."

This Advertising Creed interested every member of the family because they all read advertisements and are proud of my connection with the Advertising Industry.

My work is that of making business men see the light regarding the advantages of advertising.

It is exacting work, requiring constant study and at least 12 hours of intense application every day.

It is important work because advertising, the only method that can be employed to bring business and the people into close, understandable relationship—must be safe-guarded, must be kept clean, straight and honest—must carry a message that will produce confidence.

OUR CREED as applied to advertising is: we will have dealings only with houses that sell things as they actually are,—things that are backed by the integrity of the maker and the good reputation of the seller—things that have honest value and that will give honest service;—we will do our utmost to encourage the honest manufacturer and retailer and to discourage the expedient, trimming, slick manufacturer and retailer—of whom, happily, there are very few.

* * *

Then I came to that page in The American which gives us a laugh every morning—makes the Sun appear to shine, whether it does or not. I refer, of course, to the page where George McManus, C. M. Payne, Jean Knott, J. E. Murphy, Billy De Beck and Herriman hold forth.

These folks contribute to one's happiness.

Nobody can be really happy unless possessed of a sense of humor—of appreciation of the joys that come into homes and business as the result of smiles, miles of smiles.

The Creed of our family is to combine with our serious work the joys we find everywhere merely for the looking.

The American begins the day for us with laughter and it is therefore easy to keep a smile on our lips most of the day—Laughter is an important Life Creed.

* * *

On the last page of The American New Year's morning, I was sure in my mind that I would find several things that would help us all—give us new inspiration—a new conception of our duties. I was not mistaken. I found a wealth of good things.

Then I read at the top of the last page the following quotation from George Washington:

"My policy, in our foreign transactions, has been to cultivate peace with all the world; to observe the treaties with pure and absolute faith; to check every deviation from the line of impartiality; to explain what may have been misapprehended and correct what may have been injurious to any nation; and, having thus acquired the right, to lose no time in acquiring the ability to insist upon justice being done to ourselves."

How appropriate at this time!

Our Family Creed about World Peace is:

Let us have peace by all means, and quickly, but let us be just to ourselves as well as to all other peoples in establishing it. Let us have peace on the 50-50 basis, so that all parties to it are pledged to do their full part in maintaining it.

* * *

On the last column of the last page under the heading "Today," a column written by Arthur Brisbane, whose wonderful ability and versatility is a constant marvel to his millions of

readers, I read this paragraph at the very beginning of his article:

"Another year is buried, with it 365 possibilities."

Who but Arthur Brisbane could arouse one's instant interest by expressing in so few words something that means so much?

The reaction of that paragraph on our minds was:

"Another year is born with its 366 possibilities. (This is Leap Year). What are we going to do to make good—to take advantage of these possibilities?

The remainder of the article was devoted to a remarkable tribute to John D. Rockefeller, out of which the reader easily drew the lesson, "Do all you can to help others."

Let me quote:

"Men have given money to buy salvation for their individual souls. Pharaohs have spent millions and the labor of hundreds of thousands of slaves building pyramids to cover their bodies. Nations have squandered billions killing each other. Now comes an individual who began working for less than one dollar a day, giving one hundred millions in a lump, after giving at least as much in smaller sums.

"The money is for education and for health, fighting disease of the body, and disease of the mind, which is ignorance. The meaning of the gift is more important than the sum of money, vast as it is. It means that men have learned that their real work is helping each other here, not conniving to get something special for themselves hereafter, in the way of monuments that mean nothing, or special treatment from Divine Providence.

"John D. Rockefeller, senior, has his dollar soldiers fighting disease and ignorance. What battles will be fought by his son and all the future Rockefellers hidden in Time's grabbag? How much will they do to increase knowledge of the most important work that can be done on earth?"

Instead of envy for those who make a greater success than ourselves, Our Family Creed is—

"Let us be up and doing ourselves. Let us succeed according to our talents. We are thankful to be living in the only country in the world where every citizen has the same opportunity to succeed. Envy and selfishness are the front and back door to unhappy existence—to lack of initiative—to intemperate thoughts."

* * *

Finally I read K. C. B's "Ye Towne Gossip"—a man who lives the Creed he so beautifully expresses, who does unto others all that he can and does it with the right spirit.

I quote:

"IF IN the year.	I WILL have failed.
THAT'S USHERED in to-day.	IF I don't do.
I BRING no grief.	WHATEVER COMES.
TO ANY living thing.	THAT I may do.
I ASK myself.	TO ADD some joy.
MAY I not then.	ONTO THE lives.
HOLD UP my head.	OF ALL of those.
AND SAY to Him.	THAT I may find.
WHO WATCHES me.	UPON MY path.
I'VE KEPT the faith.	OR I may seek.
THIS HAVE I done.	THESE THINGS.
AND LISTENING.	I MUST not fail to do
I'LL HEAR a voice.	IF I shall say.
COME DOWN to me.	IN TRUTH.
AND IT will say.	I'VE KEPT the faith.
"YOU'VE DONE but half."	THIS HAVE I done."

* * *

I ask you folks if you do not think that a newspaper printing in one issue so much that is so vital to our happiness and well-doing is worthy of your sincere respect and confidence.

* * *

Sincerely yours, WILLIAM C. FREEMAN.
Business: 511 Fifth Ave. Home: 125 Riverside Drive.
New York City.

The Paper Outlook for 1920

Opinions of the Leading Manufacturers on the Vital Matter of Supply

THERE is no necessity for our dwelling upon the acuteness of the paper shortage at this immediate point. The readers of ADVERTISING & SELLING are, unfortunately, too well posted on that serious question. But the prospects of relief or aggravation during 1920 do hold promise of being interesting.

At this moment, all manner of effort is being expended to conserve the supply of paper, particularly of newsprint stock, and these efforts run all the way from hysterical Congressional spasms to the wanton waste of paper in "conservation bulletins" from a hundred and one sources.

Some of the leading newspapers and other organizations have, however, gained prominence by virtue of their sincere and effective moves for the improvement of the situation. The Philadelphia *Evening Bulletin*, for example, is one notable case. Although volume justifies a paper from 36 to 40 pages in size, a maximum limit of 32 pages has been set, necessitating the reduction of large space and the rejection of many advertisements. G. A. Wiedemann of the *Evening Bulletin* in speaking about possible helps makes the point that the "off day" idea ought to be knocked on the head—Saturdays and Mondays are just as good as the rest of the week, according to Mr. Wiedemann, who backs that statement up by a copy of a *Saturday* edition showing over 300 retail store ads in a 32-page paper that had to omit nearly 20 columns of advertising. Mr. Wiedemann also favors giving the publisher some lee-way on insertion dates instead of specifying absolute days.

The New York *Times* offers another notable example of the application of conservation methods. Every day column after column of advertising is turned down and large space users are asked to reduce their "holdings." In a letter to Bradford Merrill, chairman of the conservation committee of the American Newspaper Publishers Association, Louis Wiley, business manager of the *Times*, said:

"Our present and future supply of newsprint paper is entirely inadequate. We have been able to contract for only 12,500 tons for 1920, at a price far in excess of the contract price set for 1920. In addition, we have the product of the Tidewater Mill, but shall probably need at last 10,000 tons more next year.

In spite of this condition, the letter proceeds with the following very generous offer:

"Notwithstanding this precarious situation, we confirm the offer made at the meeting of the Publishers Association of New York City, Wednesday, December 17, to draw from our inadequate stock of supply to assist in meeting the needs of newspapers in smaller cities. Our offer was 400 tons to be delivered in January, which exceeds the saving of paper on a 10 percent basis, recommended by the Congressional committee investigating the newsprint situation."

In an effort to learn the opinions of the men who actually manufacture the paper, we wrote Lockwood's newsprint, book and enameled stock maker listed in Lock-

wood's directory for a forecast of the future. One of the outstanding features noticeable in the replies is that few manufacturers anticipate adding any more machinery, but all bank on increasing the efficiency of their present plants so as to be able to produce more paper.

Likewise, we gather that no adequate provision has been made by anybody for any such increase in demand as now exists, so that it will be practically impossible to catch up. Many mills, at this date, are sold out for the entire year. The collective opinion of the field is that it will be some considerable time before the mills will be able to approach the demand.

It is generally hoped that the circumstances may be adjusted in from three to six months, and the universal opinion is that the next quarter year will be the most critical period that will have to be faced.

Some interesting sidelights on the situation were developed in the course of the correspondence with these gentlemen. Speaking of results, J. W. Scoville, statistician of the American Writing Paper Company, said:

"All signs point toward a scarcity of magazine and book paper and newsprint in 1920. The logical outcome of this shortage will be a great increase in direct by mail advertising. Postage has been reduced and the cheaper grades of bond papers can be bought for only a slight advance over the price of good book paper. Better deliveries and better values can be given to-day in bond papers. I believe more advertisers will buy bond papers and let Uncle Sam carry their message direct to the persons they wish to reach. There is also a steadily increasing tendency of late to use better bond papers than were used during the war."

Another idea showing some of the variety of problems confronting the mill owner is given by G. C. Sherman, president of the Taggart Paper Company:

"As to production of newsprint from new machines in 1920, the News Print Bureau has made a careful survey and predicts, if my recollection serves me, an increase of 72,000 tons. In my opinion, the amount of newsprint paper produced during 1920 will depend entirely upon the production of ground wood. The production of ground wood in turn will be governed by the rainfall. If you will advise me as to what this will be over 1920, I will give you a tip upon the newsprint production for 1920 that you can gamble on."

The weather is one thing—the government is another. A. G. Paine, Jr., president of the New York & Pennsylvania Company, suggests governmental interference as another hampering effect:

"To-day our daily capacity is 1,225,000 pounds, and our mills are all in full operation. We hope to be in position to continue a normal growth, but are not contemplating at this time the installation of additional machinery. We feel we should wait until some change is made in the tax laws which will permit the further investment of capital on sound business lines."

B. A. Franklin, vice-president of the Strathmore Paper Company, in speaking solely for his own company, voices the opinion and experience reported by so many other manufacturers from all parts of the country:

"In the matter of paper in 1920, be advised that this company has made no increase in its facilities for making paper for 1920, but is now making more paper from its present facilities than it ever has before, and hopes to continue the same during 1920."

Prices, as everyone knows, have been seriously advanced by the lack of materials and facilities with which to handle the demand, and a consequent speculation of when and to what extent reductions may be expected offers more food for thought.

It is foolhardy to make promises along these lines—even hopes are apt to be rather thin. Pertinent to this consideration is the comment of M. R. Higgins, president of the National Paper Products Company:

"Paper prices will recede when leather, wool, cotton, hardware, food, iron, steel, lumber and other staples recede. No one will come down and the others stay up. The tremendous wastage of the war in productive activities must be replaced. Until the mills can equal the demand of the merchant, why should he reduce price? The merchant can sell all he can get and until the demands of the consumer abate and that condition is forced back upon the merchant he cannot abate his prices for they are based on mill prices. Every expense he has is on the up-grade—rents, interest, wages, warehousing, drayage, freights, advertising, traveling expenses, etc. Many of them, if not all, will never go back to the previous level. Many may never recede at all. Their fluctuations depend on many things. Are we to have production or sabotage; co-operation or strife; democracy or autocracy, whether of labor, capital or brains; sanity or irresponsibility; statesmanship or politics."

The sum and substance of the whole matter is that the production for 1920 will be increased somewhat over 1919—but that the demand will continue to rise, despite the many natural and unnatural efforts that are being made to stifle it.

One gets an idea of the true portent of the condition by glancing at the Federal Trade Commission's figures for 1917-18-19:

"Although the production of newsprint has been maintained at a high mark, reaching a total of more than 125,000 tons in October, use of paper by publishers has increased steadily since the first of the year and, in November, exceeded production of standard news by some 60,000 tons. The production of standard news during 1919, according to the figures already in the possession of the commission, will be about 9 percent greater than during 1918, but slightly lower than in 1917. The production of newsprint of all grades will be about 8 percent more than last year, but less than 1 percent greater than in 1917. At the same time, however, the increase in consumption during 1919 over 1918 will be about fourteen percent, and the increase during the last three months of the year as compared with the corresponding period of 1918 will be between 25 and 30 percent."

Get Your Goods in the Show Window

NOW is the time for those who manufacture the innumerable things needed by the railways to meet the country's demand for better transportation to display their goods. Now, when the railway officials who must direct the expenditure of that vast sum—Six Billion Dollars is the estimate—to be invested during the next three years, are busy making plans—plans to wipe out the present shortage in railway facilities, and to provide for the increased traffic demand of the next three years.

Yes, now is the time for those who must supply the multitude of railway requirements, to get their goods in the show window where every railway official will see them, by placing their advertising message in

The Railway Service Unit

with its circulation of 39,000 copies and comprised of those real railway papers the

RAILWAY AGE

RAILWAY MECHANICAL ENGINEER

RAILWAY ELECTRICAL ENGINEER

RAILWAY SIGNAL ENGINEER

RAILWAY MAINTENANCE ENGINEER

Those show windows of known worth, which exhibit your goods before the eyes of the very men who require them. *Yes, now is the time to place your sales' message in these railway publications, known throughout the railway field as—*

The Railway Service Unit.

Charter Members

Audit Bureau of Circulations Associated Business Papers

SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Building, New York

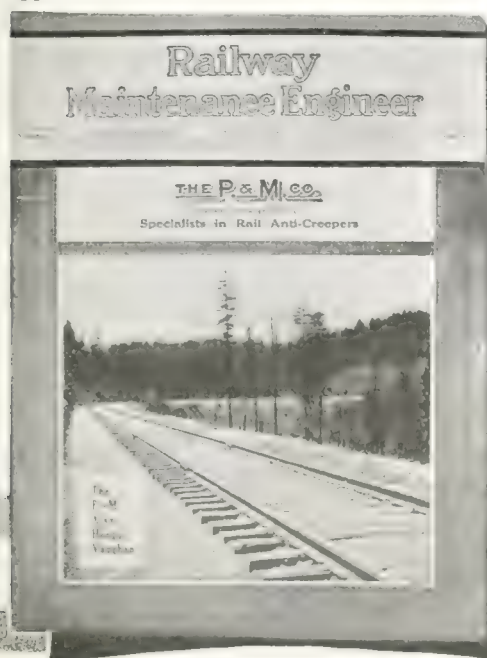
Chicago

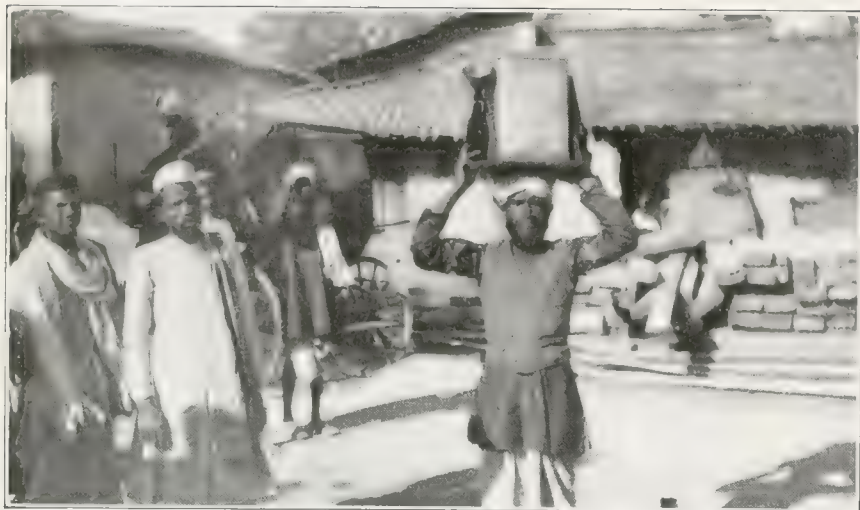
Cincinnati

Washington

Cleveland

London





Standard Oil Company gets some valuable free advertising in the East. Man in center carries on his head a can of trade-marked "Standard Oil" advertising it to other natives.

Export Advertising

What It Can Accomplish and How It Should Be Done for Foreign Trade

By CLAYTON SEDGWICK COOPER

Author of *Understanding South America*, etc.

WHEN the American uses the word "advertising," he understands with peculiar exactness what he means. Advertising is in the American domain—it is a medium in which he is at home. While it may not be stated that Americans originated advertising, nevertheless it is true that no race of men have been more inventive or more successful in this field.

The American phrase "It pays to Advertise" has become a modern business proverb. We believe in it and we seem capable of endless variation in our genius for visualizing in ink, in pictures, and in wood and stone that which we wish to impress upon the thought and the imagination.

Advertising has become an art and a profession in the United States. It is estimated by many that nearly a half billion of dollars are spent yearly in a myriad of ways to tell to the public the story or the dream of a man who has something to sell. By this comparatively new vocation many thousands of American men and women gain a livelihood. Whatever we may be able to learn from the Old World—and that is much—we do not cross the seas to get incentive or examples of how to advertise in America.

But here, as in many another case, our unquestioned success at home may prove a stumbling block when we endeavor to transfer our

native success to foreign fields. The war already has taught us that one nation's method of doing things successfully at home does not prove success abroad, however much we may think these methods ought to do so. The Englishman with his negative bent of mind and mental reserve, the emotional and artistic-tempered Latin, the indirect and meditative Oriental do not look at the world and things as we do; they cannot and never will, because racially and traditionally for centuries upon centuries their starting points have been different. To fool ourselves about this point is frequently the first and fatal mistake of the advertiser abroad.

It may be true that down in the depths of their souls all men everywhere are kin, but when we strive, either by Leagues of Nations or Leagues of Advertisers to fit one instrumentality to suit all races, we are confronted with a task more difficult than were the seven labors of Hercules. In advertising as in politics, "When in Rome we must do as the Romans do," and the same applies to Valparaiso, Osaka, Calcutta, Barcelona, or Peking.

Domestic advertising and export advertising are two different things. It may be of help to consider some of the general principles that apply to advertising—American advertising particularly—when it goes out to win the world for American products and American enterprises.

A STUDY OF SURFACE DIFFERENCES

There are different ways taken by different nations to exhibit their racial and historical traits, and these differences must be known by the successful advertiser. If the advertising manager does not have the time or the inclination to find out these differences he should get the advice of some thoughtful and astute export manager or agent who has lived or travelled extensively in the country for which advertising is being prepared. For example, we know of a certain manufacturer who poured thousands of dollars down a pipe that had no end, charging it up to "Export Expense," before he learned that the whole texture of his argument was wrong. He was advertising a product in a country dominated by British sentiment, using glaring statistics and playing up vast income figures and material wealth of the United States—things which are anathema to the usual British mind. Make no mistake—no nationals are indifferent to economic success! Gold is almighty the world around and no disaster is more tragic than financial incompetence. Yet it is a fact that certain Europeans still think of us as chiefly "pork packers" and "people of the dollar mark," while "Americans" in Japan and other places in the East are synonymous with "millionaires." These very nations are not averse, however, to getting our dollars and their old-world ideals are utterly dependent upon building securely an economic and industrial foundation. The difference is one of method and often of expression and restraint in playing up facts. This point was brought out in a certain experience in the Far East. We were travelling on a small steamer between Korea and Port Arthur on the Yellow Sea. Our companions were a Scotchman and his son, both of whom had been rather pleasantly picturing Americans as somewhat too eager in their personal conversation to emphasize how much they were worth and to play up the material side of everything. Naturally we were upholding our country as best we could by the argument of a young nation naturally building first the strong economic basis of its civilization, and then passing on to the flowering of literary and artistic pursuits. It almost seemed that we had produced an argument to some effect, even upon the Scottish mind, when from the midst of a

(Continued on page 30)

THE DETROIT NEWS

Again First in America

Detroit's spectacular post-war return to prosperity.

The wonderful responsiveness to advertising of the Detroit public.

The wonderfully thorough coverage of Detroit and surrounding territory by one paper—The News.

The consequent wonderful number of advertisers who use only or mainly the News to cover Detroit.

The opportunity to cover a great rich responsive field with only one newspaper.

All these things are exemplified in the achievement of The Detroit News in outstripping all other newspapers of America, and probably of the world, in volume of 1919 paid advertising. The Detroit News carried 25,661,346 lines of advertising in 1919. Due to limitation in number of pages and conservation of print paper, at least 2,000,000 lines more were rejected or omitted, much of which went to Detroit's second and third best papers because the News space was over sold.

The Advertisers' Exceptional Opportunity Detroit and the News

Daily and Sunday—Always in the Lead

The News quotes the above lineage in every confidence that it is again First in America as stated. The recent announcement of 24,562,048 by a Pittsburg paper which has always been the closest contender with the Detroit News for leadership, was over one million lines behind the News showing for 1919. The News wishes to do no paper an injustice and will cheerfully retract its claim to the lead if any other paper can show greater lineage for 1919, this does not include those papers which add morning, evening and Sunday, aggregating 13 issues per week, to obtain their total.

(300 ft. x 280 ft.)



IN 1919 THE BOSTON POST Swept Aside All Records in Display Advertising for Any Year in Any Boston Paper

The Boston Post, the yearly record holder among Boston newspapers for ELEVEN consecutive years, sets a still higher mark by rolling up the immense total of over TEN MILLION LINES of Display Advertising during the year 1919.

The three Boston newspapers printing the three largest totals in display advertising lineage ran the following amounts for the year 1919:

AGATE LINES

POST . .	10,146,897
2nd Paper	8,458,850
3rd Paper	7,172,231

All Classified Advertising Omitted in Above Totals

In Boston the POST is FIRST in

Department Store and Women's Specialty Advertising

Men's Clothing and Men's Furnishing Advertising

Automobile Display Advertising

Bank and Trust Company Advertising

Grocery and Food Product Advertising

Boot and Shoe Advertising

Household Furnishings Advertising

Drug Store and Proprietary Advertising

Amusement Advertising

Jewelry Advertising

Magazine and Periodical Advertising

Hotel and Restaurant Advertising

Tobacco Products Advertising

LOCAL DISPLAY ADVERTISING

NATIONAL DISPLAY ADVERTISING

TOTAL DISPLAY ADVERTISING

EASTERN REPRESENTATIVES

Kelly-Smith Co., Marbridge Bldg., N. Y.

WESTERN REPRESENTATIVES

Kelly-Smith Co., Lytton Bldg., Chicago

1919 "NO-RETURN" AVERAGES

**It's This Great Circulation
That Puts the Punch Into
Boston Post Publicity**

BOSTON DAILY POST

409,310

BOSTON SUNDAY POST

353,032



The Net Paid Circulation of both The Daily Post and The Sunday Post for 1919 is Greater by Many Thousands Than Any Pre-war Yearly Average of Either Issue.

*IN 1918 THE PRICE OF BOTH
THE DAILY AND SUNDAY POST
TO ITS READERS WAS INCREASED*

EASTERN REPRESENTATIVES
Kelly-Smith Co., Marbridge Bldg., N. Y.

WESTERN REPRESENTATIVES
Kelly-Smith Co., Lytton Bldg., Chicago

The Triumph of Good Will in Advertising

The Story of Its Success in Building the Dodge Brothers Business

By VERNE EDWIN BURNETT

GOOD will in advertising is like fire. When the product and its makers do not merit the respect which their advertising copy would imply, the advertiser's fingers may be burned badly. Moreover, much misapplied and unwarranted institutional or good will display has been like a huge fire of green backs. But, on the other hand, many consistent, skillful and worthy advertisers of good will have burned their way into the buying consciousness of the public.

The motor industry makes a vast amount of sales upon faith. When a man wants to buy an automobile, truck or tractor, he may know how to run and repair, to some extent, the machines which he considers before making the purchase. But, ninety-five chances in a hundred, he can not explain the reason why a six or twelve cylinder engine will supply better service than an eight—or vice versa; he does not know

John F. Dodge Dies Suddenly

JOHAN F. DODGE, who with his brother, Horace E. Dodge, came to New York to attend the Automobile Show, died suddenly Wednesday night, January 14, at the Ritz-Carlton Hotel of pneumonia.

Both brothers were stricken with influenza shortly after their arrival and this turned into pneumonia, which caused the death of John F., and while, as this is written, Horace E. is dangerously ill.

According to those who should know, at the time of his death, his fortune was estimated at upwards of \$50,000,000.

His passing is greatly to be regretted and the Dodge Brothers business remains an eloquent tribute to the power of good will in advertising.

THE EDITOR.

with any certainty which of two makes of the same price is the more durable. Many times out of a hundred, then, he will buy the machine because of his faith in the reputation and character of the firm which turns out the product. Of course, this faith is complicated with other elements like the salesmanship, publicity, outward appearance of the machine, witnessing of performance and so on. But the buyer's general impression of the skill and soul of the organization back of the product tells the story in a vast number of cases. Faith is wedded to the impulse to buy.

Some motor advertising relies almost exclusively upon appeals other than the institutional or good will kind. Cheapness, luxury, durability, and elaborate explanations of new mechanical improvements all these find their places, often hand in hand with the good will arguments. Few of the really big motor concerns today, however, neglect to use considerable good will copy, either as good will alone or as a background for other sales arguments.

In a recent issue of *The Saturday Evening Post*, the main theme of the first four automobile ads was really good will with other methods accompanying to some extent. The Packard Motor Company ad emphasized *security*, but the institutional element was the most striking. Cadillac Motor Company laid stress on the *general de-*

pendability and reputation. One half of the entire copy for the Liberty Motor Car Company was this: "There is no mistaking the *distinction* that attaches itself to the Liberty in the minds of *discriminating people*." As for the Auburn Automobile Company, which use but two sentences in its display, the main point was *unfailing performance*. When boiled down, all these ads might just as well shout out at the reader, "We have a tried and true product. Details and boasting are unnecessary. We have faith in our product and so have you. We want to sell you the institution—our reputation, rather than just a piece of machinery."

There is one automobile firm which does an enormous amount of good will advertising; sometimes it looks as though that variety predominates all its other tactics. Magical success has attended the splendid advertising by this company. Dodge Brothers, of Detroit, carries with its name and fame a romance of business perhaps unequaled in industrial history. One solid section of the foundation of this modern miracle has been good will.

Beginning with its first automobile announcement in the summer of 1914, Dodge Brothers opened a drive of good will in various magazines. The fifth estate in those days knew of the Dodge activity as the mystery campaign. No mention was made in any copy as to the price or of the car itself. All the batteries of the Dodges sought to drive home the idea that Dodge Brothers had decided to build a car according to their own high standards and that idea was considered sufficient. Dodge brothers, John and Horace, were deadily in earnest in all this advertising and the spirit of their sincerity rang through the copy. They put their message across big, and they are still doing it. The reputation of Dodge Brothers, who really were not yet nationally famous, was used as the most potent selling and advertising argument from the first.

A study of Dodge advertising reveals what one might call the Foch system of strategy—forever pounding away at some part of the line

(Continued on page 43)

Keeping Up With The Times

A FACT A WEEK

What would you think

if a farmer owned two fields of fine, ripe grain and he deliberately refused to cut and harvest one field?

That farmer would be like the advertiser who uses only one newspaper in Washington.

Washington is a two-paper city, and The Times is one of the two

The Washington Times
WASHINGTON, D. C.

Leadership

THE News-Times is the dominant paper in the South Bend territory—northern Indiana and southern Michigan.

In **automobile advertising** the dominance of the News-Times is particularly well illustrated. For three months this fall the News-Times carried 79,338 lines more than its competitor.

Take any advertising classification and the story told by the actual figures is much the same. In total number of lines carried during the fall period the News-Times far exceeded its competitor.

Whatever your product, the News-Times is your medium for the South Bend field.

*Let us send you News-Times Jr.,
by Fuller Pepp.*

South Bend News-Times

Morning Evening Sunday
J. M. STEPHENSON, Publisher

Foreign Representatives
CONE, LORENZEN and WOODMAN
Chicago New York Detroit Atlanta Kansas City

Export Advertising

(Continued from page 24)

Cook party at the other end of the dining saloon a shrill Yankee voice pierced the air with the question, "Say, Bill, what does a porter-house steak cost at the Holland House?" The incident was such a manifest point for our opponent that we felt inclined to drop the subject for the time being.

In South America the dignity of advertisement is more likely to win deserved attention. There is not shown there the admiration for yellow and sensational advertising existing in some countries. One of the largest newspapers in Latin-America makes its advertising display in a chaste, dignified frame less than two square feet in front of its large building. To plaster over the side of the beautiful building by glowing placards or with electric letters a foot high would be as inconceivable as it would seem to be devoid of taste—and as Emile Boutroux, the distinguished member of the French Academy, once said to me, when I asked the characteristic of the French people, "They place a great emphasis on good taste."

A prominent Peruvian citizen led me out one day in the city of Lima near the city square and stopped beside a high wall on one side of the old Cathedral where some enterprising and pushing countryman of mine had purchased space upon which to place a life-size portrait of the familiar undying face of Lydia E. Pinkham—with her world-famed vegetable compound bountifully described. The Peruvian did not actually accuse us of poor taste in advertising, but his look said "By the bones of Pizarro which lie in dust less than fifty feet away in the great dignified church of our Spanish ancestors, how could anyone be so devoid of taste?"

If the advertising agent who placed that sign in that particular place in Lima had taken pains to confer with almost any American living in Lima, he would have been saved the mistake of creating an advertising chasm almost too great for any sales argument to bridge.

Hugh Kahler has defined advertising as "a force which makes one's goods less apt to be refused when offered." The study of surface differences for the advertiser to consider in foreign export exploitation includes such questions as the following:

1. Does sensational advertising or quiet methods prove most desirable to those whose attention and good-will would be captured?

2. What is the prevailing historical tradition of these people and how does it differ from that of my own land?

3. What is the religion of these people and what are their sensitive nerves?

4. Do these people like Americans? If not, how can we word our advertising so as to least offend?

5. What local events afford the most opportune peg upon which to hang the advertisement?

CORRESPONDENCE

Another extremely important means of presenting export enter-

prises to people in other countries is through the medium of the personal letter. Doubtless the salesman in his personality and ability of presentation provides the best means of advertising which any firm possesses, but nevertheless, it is possible to transfer much of this power of personal interest and individuality through the typewritten word. While correspondence in general is an art, as an aid to export advertising it is a fine art. It is more personal and more intimate than the printed advertising word and for this reason it should be

THE WORLD ARE OPEN

The leaders of industry in Continental Europe, Great Britain, South America, Japan, and every manufacturing nation are vitally interested in the news of American Industry, and they recognize The Iron Age as their most reliable news source.

The big men of America depend upon The Iron Age because its Editorials, Special Articles, Market Letters and Quotations form the news of American as well as world-wide industry, and as such it is timely enough to guide them in purchasing materials, making plans for production or negotiating contracts. As "The World's Greatest Industrial Paper," The Iron Age carries out its mission so well that men of international affairs of all lands accept it as their "Official Guide," whether they are buying, selling or producing.

In the critical days since the Armistice, no less than in its 64 years of leadership since 1855, The Iron Age has been the dependable source of world-wide news, and its readers have been given the benefit of comprehensive analytical reviews and forecasts of trade conditions which affect the situation at home and abroad.

LONDON CABLES appearing every week have been the American metal trade's dependence for prompt, RELIABLE news service. In no other paper have the amount and value of matter relative to the British iron trade, on its commer-

more carefully studied. A few lapses in a letter have spoiled many a good prospective contract. A firm engaged in selling goods abroad should have a definite policy about its correspondence as clear cut as any other plan for the promotion of sales.

I heard recently of a firm which had established a kind of school or conference for the training of those whose duty it was to correspond with clients or prospective purchasers in foreign countries. In this way it became possible for each letter sent out by the firm to

reflect the spirit of the house and obviated the danger of cross purposes which often appear in correspondence of different departments in the same establishment.

This correspondence should uniformly reflect courtesy, good-will, clearness and accuracy, not forgetting the use of terms in the address and at the end of the letter which are familiarly used by the people in the country to which the correspondence is addressed. The matter of clearness cannot be over-emphasized in letter writing to people abroad. John Lacke once said that

the most important essential of any successful man consists in "clear ideas." In the transference of thought between peoples speaking different tongues and inheriting different traditions, this is even more vital than in correspondence at home.

We think of an instance in which it cost a house several hundred dollars in cables and other expense in filling an order, simply because the original letter containing the request was indefinitely worded and could be interpreted in one, two, or three ways. Carelessness and stupidity are inexcusable attendants of any business and particularly is this true in letters where face to face explanations cannot be made.

The consideration of the point of view of the people to whom one writes is also of vital importance in export letters. The Orientals as well as Latins are not inclined to be impressed with short, crisp and often abrupt notes of the American or English business man. A certain amount of polish and ceremony is as necessary in a business letter to the Oriental or to the Latin American as it would be in personal address. To ignore this through any obstinate prejudice regarding our own ways of doing things is to be short-sighted and is usually a confession of ignorance not easily overlooked by a person of another nation, who is inclined to study these small points with care.

Wherever possible the reader's language should be used and as far as possible the writer should mentally put himself in the place of the person he is addressing.

Walter F. Wyman in his book entitled *Direct Exporting*, cites a sales letter addressed to a prominent Calcutta merchant, which began: "Bill Jones of Kalamazoo made \$1,800 in one month with our patent back-actioned potato peeler. Can't you do as well as Bill?" Mr. Wyman suggests that the situation be reversed and Mr. Manufacturer in St. Louis receives from Calcutta some such letter as this: "Kawa Dhurur of Thalra Patan made Rs. 3600 in one purulia. Can't you sell as many laces as Kawa?" Naturally such letters as these, and they are not infrequent, received on either side of the export and import lines, are useless except for joke-making purposes.

Mr. Wyman in this book also suggests ten points of distinction which characterize a successful letter written by a New York man

MARKETS TO YOU

cial and technical sides, equaled what has been given to *Iron Age* readers.

FRANCE, BELGIUM AND ITALY. All obtainable information, important post-war developments of interest to the trade in France, Belgium and Italy, have been reported in special letter and market reports *while it was still news*.

THE FIRST INTO GERMANY after the signing of the Armistice, The *Iron Age* is the only industrial paper in America printing a German trade letter, and keeping its readers informed as to what German industry is doing and planning.

FOREMOST IN ADVERTISING. More than 2,000 firms advertise regularly. Access to this great mine of information is made easy by The *Iron Age* Advertising Group Plan, classifying all advertisements by products.

To buy or sell in the machinery, automotive, farm implement, ship-building, railroad, iron and steel, foundry or other metal-working industries.

USE

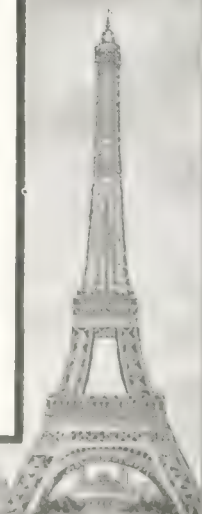
THE IRON AGE

The World's Greatest Industrial Paper

239 West 39th St.

New York City

Charter Member A. B. C. and A. B. P.





Eagle A Bond Papers

Coupon
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Bankers
Indenture
Standard
Rival
Japan
Spartan
Vendome
Debenture
Security Trust
Assurance
Victory
AIRPOST
CHEVRON
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Option
Freedom

\$250,000 saved on one process—quality improved

*The result of a single investigation conducted by the
largest research laboratory in the paper industry*

IMPROVED methods of sizing discovered! A quarter of a million dollars saved and put into better quality and better value!

Such has been the result of only one of the many experiments that are being conducted in the research laboratory of the American Writing Paper Company at Holyoke, Mass., the world's largest manufacturer of fine papers.

Research is no longer a mere professor's hobby. The American Writing Paper Company has proven that paper research can be made of vital and practical value to every individual in the entire industry, from manufacturer to consumer.

Lower costs! Better paper! Better values! The laboratory is worth a great deal more than its cost to produce these results.

The three purposes of research

Research in the paper industry is doing three things:

1. It is setting up standards for the pur-

chasing of material, the control of manufacturing processes, the maintenance of quality in the finished product, and the scientific classification of products.

2. It is constantly discovering and developing the possibilities of new materials, new processes, and new products.]

3. It is carrying on investigations in pure science which may have no immediate commercial purpose, but which must ultimately benefit the industry.

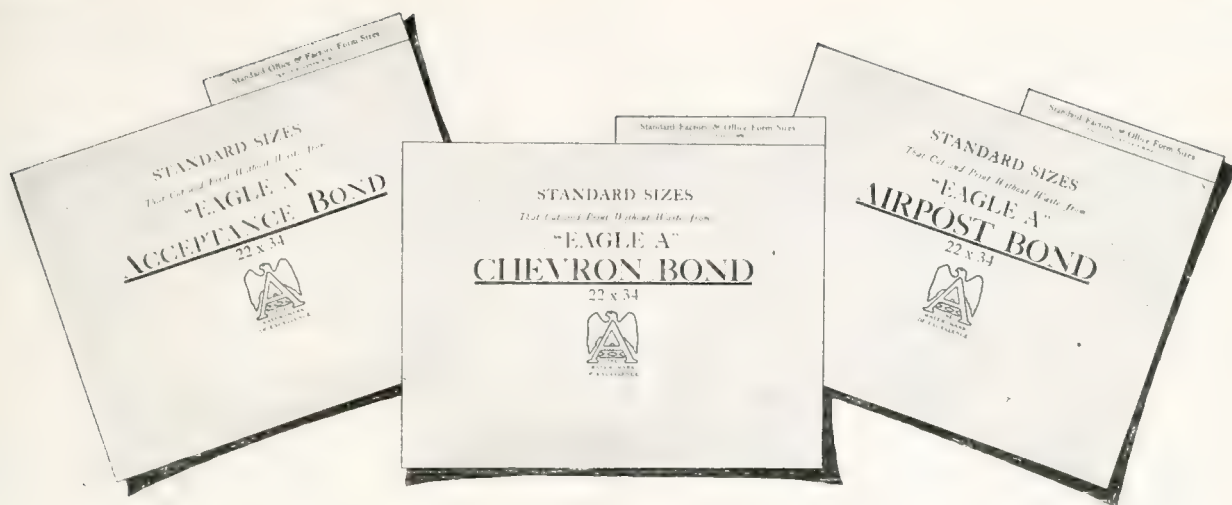
It must be evident that an organization that uses the results of scientific experiment in this way must be different from the one that buys its raw material haphazard and exercises no strict control over the manufacturing steps. There is no room for suspicion when such a product is offered for sale. Its quality, its properties, its characteristics have been carefully determined.

The manufacturer of such a piece of paper knows everything there is to be known about it. Guesswork is reduced to an absolute minimum.

AMERICAN WRITING PAPER CO.
Holyoke, Mass.



AMERICAN WRITING



You can eliminate paper wastage by using these standard sample folders

*Ask your printer for these three folders of standard
waste-saving sizes—free*

THESE papers are supplied to the printer in sheets of only two sizes—folio, 17" x 22", and double-folio, 22" x 34".

To make your stationery, office and factory forms, he cuts these sheets into smaller pieces. If your forms are of such size and shape that there is waste in cutting, you pay for that waste.

There are 17 shapes and sizes, however, into which the sheets may be cut *without wastage*. No matter what the present dimensions of your forms, there are wasteless sizes which are *practically the same* as you now use.

By changing to these standard sizes and forms you can easily avoid a substantial money loss.

*Ask your printer for these three
folders—supplied without
charge by him*

The three folders shown above will be supplied to you free of charge. These folders contain specimens of Acceptance

Bond, Chevron Bond, and Airpost Bond, in the various sizes into which the original sheets may be cut without waste.

Acceptance Bond, Chevron Bond, and Airpost Bond, are products of our scientific methods of manufacture—quality papers made in volume and sold at "volume" prices by the world's largest maker of business papers. Quality and uniformity are guaranteed.

Use these samples to standardize your stationery and forms, and save money. The papers lie flat on the press, and are admirably adapted to off-set as well as letter-press printing.

Acceptance Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34"

Chevron Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34"

Airpost Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34"

Special Uses of these Eagle A Bond Papers

- Letterheads
- Order
- Blanks
- Factory
- Forms
- Bookkeeping
- Forms
- Bills of
- Lading
- Statement
- Heads
- Application
- Blanks
- Memoranda
- Stock
- Records
- Petty Cash
- Forms
- Stationery
- Requests
- Expense
- Blanks
- Estimate Slips
- Time-keeping
- Blanks
- Special
- Notices
- Information
- Blanks
- Circulars
- Folders
- Shipping
- Tickets



PAPER COMPANY

to a Melbourne firm, showing ten "distinguishing trifles" very important for successful export advertising in letters to British clients:

24th January, 1919.

Messrs. Hilliard Bros. & Co. Ltd.,
716 Collins Street,
Melbourne, Vic.

Dear Sirs:

I would appreciate the favour of your examination of the samples of Meteor lockets, which are going on, duty paid, by this post.

If you will show these to some of your customers who enjoy good craftsmanship, I would be doubly grateful for their comments.

It has not been my good fortune to visit Melbourne since 1908, and in my

five trips I never chanced to represent any jewelry lines. This I certainly regret now, for with your many years of experience in Melbourne in the jewelry line, a personal acquaintance would make me feel that I was not imposing on your good nature in my queries.

It would naturally be a pleasure to me to find that the lockets will appeal to you as something worth selling, and the attached sheet will give prices, terms and all shipping details, arranged to show you the per cent. laid down on several other lines as well.

Are you by any chance allied with Messrs. Hilliard & Sons Ltd., of Glasgow? If so, possibly advantageous shipping arrangements could be made through my Glasgow connections.

Yours faithfully,

JAMES M. JONES.

The ten points of distinction:

- (1) 24th January, 1919.
- (2) Messrs. (too often omitted).
- (3) favour.
- (4) by this post.
- (5) show.
- (6) show the percent laid down.
- (7) Glasgow (not Glasgow, Scotland).
- (8) Yours faithfully.
- (9) Copied.
- (10) the follow copy which went to Messrs. Hilliard & Co. Ltd. on the next boat.

One of our American manufacturers was criticised by a Liverpool importer in these words, "those Yankees are in so much of a hurry that their goods cannot always be just right. They always blot the signature to typed letters."

The motto of one of the leading American newspaper editors may well be kept in mind in this matter of advertising through correspondence — "Accuracy, Terseness, Accuracy." It is extremely important to *specify* rather than to *assume* in correspondence. A good motto is not to take anything for granted, but to make the point so clear that, as Dr. Lyman Abbott once said, "Even my Aunt Mary can understand what I am saying."

Many correspondents presenting to foreign purchasers American-made goods are inclined to think more of their competitors than they do of accurately describing their product. As a matter of fact the foreign buyer may never have heard of the article before and emphasis should not be laid upon a minor point of advantage over some rival article, which mistake is frequently made.

It goes almost without saying that the more a person can reveal some distinct personality in his letter the more effective it will become. We know of a man who in writing to Eastern native firms has adopted the use of word pictures, so common among Orientals in presenting their ideas. His letters to an Oriental and to an Occidental are as different as two things could possibly be. By travel and study he has caught the spirit of difference between nationals and has had imagination and tact to adapt himself to this difference. It is hard to lay down rules as to the manner in which this adjustment should be made by any particular individual, but unless the exporter and the manufacturer can by study and thought discover a way for himself

Mark Sullivan

**needs no introduction
to American readers**

His ability, his vision, his knowledge of human reactions and twenty years of Political study are coupled with unquestionable sincerity.

It is a real pleasure to announce that he will cover the Political situation for us during the coming year.

The addition of features in accordance with standard of "Post Quality" is no easy matter.

Let the engagement of Mark Sullivan be taken as an indication of that standard.

Faithfully yours,

Edwin F. Gay, President

New York Evening Post

Where Most Pittsburghers Shop First

Through Pittsburgh's Two Foremost Newspapers

All the fancy methods and schemes to cover Pittsburgh and adjacent territory fall by the wayside unless your advertising is placed in this combination of newspapers, The Gazette Times and the Pittsburgh Chronicle Telegraph (the connecting link between Pittsburghers and advertiser). These newspapers could justly be called the purchasing agents of ONE MILLION PEOPLE in *the WORKSHOP OF THE WORLD*.

Pittsburgh and territory can well stand the intensified advertising campaigns and produce big results for the advertiser as the men and women of this field are receiving the highest wages ever paid and now have the money to spend.

In planning your next advertising do not overlook Pittsburgh, "*The Workshop of the World*," and the two dominating newspapers.

THE GAZETTE TIMES

Every morning, 2c.

Pittsburgh's ONE BIG Newspaper

Sunday, 10c.

PITTSBURGH CHRONICLE TELEGRAPH

Evenings, 2c.

"THE PAPER THAT GOES HOME."

No Sunday

Eastern Office:
Knill-Burke, Inc.,
110 W. 40th Street,
World Tower Building,
New York City.

U. E. DICE, Foreign Advertising Manager
Gazette Square,
Pittsburgh, Pa.

Western Office:
Knill-Burke, Inc.,
468 Peoples Gas Building,
Chicago, Ill.

of transferring his thought so that it goes with emphasis and meaning to the mind of his prospective client, he will have failed in a vital point of house organ trade.

THE USE OF HOUSE ORGANS

As an advertising medium the "House Organ" has grown apace during the past decade. It is estimated that at present there are approximately two thousand house organs published in the United States. Some of these publications seem to have a definite object, and others, like Topsy, have "just grown." Some are edited with certain care and follow laws laid down by per-

iodicals generally. While others seem satisfied with a narration of house gossip and local happenings which naturally have no particular interest beyond the home office.

Here is a field of large possibility for export advertising. The medium contains the possibility of carrying a fund of information which people in foreign countries may wish to secure, with particular allusions to the ability of the firm to fill orders for these commodities. Such publications, however, should be edited with a degree of dignity and general effectiveness attending the export correspondence

of which we have just been speaking. For example, if a subject like Nitrate or Cocoa or Coal is treated, the name of the firm handling it should not be played up too conspicuously, but brought in naturally in a paragraph, showing the manner in which this product is handled or exported. It goes without saying that pictures are of great advantage in this medium, and often carry the message to foreign-speaking clients who would not be able to read the description in English. In general, a house organ should form, first, a clear-cut policy; second, it should be well edited and printed; third, it should give practical knowledge concerning definite commodities in which there is a general interest on the part of its constituency, and fourth, it should present in a clear but unostentatious fashion, by a map possibly, the location of the offices of the business house, which reveal incidentally the ability of the firm to act as a carrier or merchant for the articles in question. It would be much better to omit this feature of export advertising entirely rather than allow the so-called house organ to be published in a left-handed sort of way by some manager who can only give a scrap of attention to it now and then.

LOCAL ADVERTISING IN FOREIGN MARKETS

More and more firms engaged in foreign trade are placing emphasis on local advertising in foreign markets. This is especially desirable when the firm has an agent or a special office director who understands not only the language of foreign people, but their general attitude. We quote an experience of an exporter who had a decided prejudice against local advertising in foreign countries, which experience occurred shortly after the outbreak of the European war. The incident is taken from Mr. Wyman's *Direct Exporting*.

The home firm received a cable from one of its veteran salesmen in Cape Town reading as follows:

"Urgent necessary four hundred pounds introductory work. Details impossible. Wire approval."

"Confident of the salesman's judgment," to use Mr. Wyman's words, "the house cabled the requested authority and was rewarded a month later with a record volume of cabled orders. To everyone's surprise the confirming orders by mail were not accompanied by any explanation of the emergency. Even

Argentina buys

as much from the United States as from Great Britain, France and Japan combined—or as from any eight other countries not counting Great Britain.

Argentina has the money to buy more—her eight and a half million people have a per capita wealth of \$1,750, yet enormous fertile sections of the country are as yet practically undeveloped.

The men of Argentina who take the lead in big buying read LA NACION every day—it is the most influential newspaper in all Latin America.

It has built this influence by giving the world's news every day without regard to cost. Few newspapers in the United States publish so complete a report of the world's doings.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
1 Wall Street, New York

A. Eugene Bolles
United States Advertising Director
120 West 32nd St., New York

James A. Rice
58 East Washington St., Chicago

Charles B. Blount
444 Tremont Bldg., Boston

the expense report when received failed to reveal more than the simple entry 'Introductory Expense'—\$1,867.87."

In a letter congratulating the salesman the president expressed his interest in the details of the campaign, but this only evoked a pleased acknowledgment. Then a second cable, this one from Bombay, was received: "Wire authority, introductory expense hundred fifty pounds. Bigger chance that Cape Town." No time was wasted here in making an affirmative answer and asking frankly for full details.

The answer was simple. The veteran had run into a hotbed of anti-German feeling and had taken advantage of it to exploit his specialties as better substitutes for the German goods, which were both unpopular and scarce. Through good fortune he met an American advertising manager who handled all the details of the effective newspaper campaigns. The salesman knew that his firm would "mortgage the factory" to back his judgment on any sales proposition. He knew also that nothing except a long fight by mail would induce the executives at home to change their policy regarding newspaper advertising in a foreign country.

There is little doubt but that the export policy of export firms will include increasingly during the next few years, the planning of systematic and effective advertising from local centres in various languages, using as a background the knowledge and training of the particular locality possessed by local representatives of American firms.

In this entire matter as in all trading with foreign nations, the spirit and the personality of the salesman or foreign representative is the central issue. In export advertising the manufacturer or the salesman sells himself; his absolute honesty, his straightforwardness, the desire to live and let live, and his faculty of sympathetic imagination, if he possesses these traits, will find means of expression in every form of presentation which he makes of his goods, either at home or abroad. Emerson says, "What you are makes so much noise that I can't hear what you say." The exporter's ideal is certain, sooner or later, to color and to determine the success of his advertising propaganda.

The value of advertising is based upon confidence in the advertiser. The client is always trying to visualize behind the advertisement the

motive and the character of the seller or the exporter. That export advertising which can combine up-to-date and carefully adjusted methods with a genuine, whole-hearted purpose on the part of the exporter will not fail for long to secure broad and enlarging markets.

Jesse H. Neal to Handle Indianapolis Convention Program

By reason of the fact that he expects to be absent from the city for several weeks, Wm. H. Johns, president of the George Batten Company, New York, has found it necessary to decline the honor of being chairman of the Program Committee as previously announced by Presi-

dent Meredith of the Associated Advertising Clubs of the World.

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., has been appointed chairman of the Program Committee.

Timken Bearings Loses Cummings

Arthur Cummings has resigned as advertising manager of the Timken Roller Bearing Company, of Canton, Ohio. Mr. Cummings has not told of his plans for the future.

Weissberger Gives Lecture on Advertising Art

Harry A. Weissberger will give a lecture on "The Principles of Advertising Art" before the New York Evening School of Industrial Art, in the school Auditorium on the evening of January 10th, 1920.



For Over One Hundred Years E. I. du Pont de Nemours & Co.

have been engaged in selling goods abroad—the pioneers of this country in the export business.

We consider it a mark of distinction to have been selected by them to furnish their

Foreign Advertising Service

(we also place their domestic advertising)

which includes planning, writing, illustrating and placing all their foreign advertising.

We also serve in the same way the foreign advertising interests of

Eastman Kodak Company
International General Electric Company
Worthington Pump and Machinery Corporation
Atlas Portland Cement Company
Corona Typewriter Company
Miller Lock Company

This service, which is performed, for the most part, by foreign writers, artists and advertising men, is open to manufacturers and others interested in Foreign Trade.

FRANK SEAMAN

INCORPORATED

Foreign and Domestic Advertising

470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: Monroe Building
Monroe St., and Michigan Ave.

Associated with Mather and Crowther, Ltd., London, Eng.

Accomplishments During 1919 By Prominent Organizations

The leaders in the various fields of advertising activity as represented by the several different associations and other organizations gives below a resume of what was accomplished during 1919 in the various fields as well as an interesting forecast of what 1920 may bring forth for advertising as these leaders see it:

WHAT THE AGENTS ASSOCIATION DID

James O'Shaughnessy, executive secretary of the American Association of Advertising Agents, reports:

"Many opportunities for activity have come to the American Association of Advertising Agencies in the calendar year just drawing to a close.

"We are confronted with problems without precedent in business readjustment as we entered the year 1919.

"The manner in which this great situation was counseled and directed by those who make up the membership of the American Association of Advertising Agencies is evidenced in the volume of advertising which has already reached to heights never scaled before.

"The vision of the advertising agencies which was brought so forcefully into the life of American business at the beginning of the year has lifted our country into security in commercial world dominance.

"The marvellous volume of advertising running to-day is sweeping the country forward with confidence that imbues the entire nation.

"This confidence is strong and enduring in the light of knowledge, because it is the ineffable excellence of the essence of understanding.

"So great are the values given to our prosperity by advertising to-day that the problems of adjustment are absorbed where they are not solved.

"The advertising agencies, composing the American Association of Advertising Agencies, working in the wisdom of their combined knowledge, are the force which brought this over-towering volume of advertising into existence.

"That is the sum of the achievements of the Association in the past year.

"There were many outstanding events. One of these was the formation of the Advertising Agencies Corporation, which is an advertising agency composed of all of the agencies in the Association.

"The purpose of this big advertising agency is to handle advertising of the United States Government only.

"Such a great composite agency is of service to advertising in general, which is of high importance. It has already conducted a campaign for the navy, and is now preparing a campaign for the army.

"The understanding between the advertising agencies and the publishers throughout the country has been splendidly improved during the year.

"Since the first day of the American Association of Advertising Agencies until the present time there has not been one

instance of friction between the Association and publishing interests.

"Our experience during the last year justifies the belief that we shall have the continuation of the most cordial of co-operative relations with all publishers everywhere.

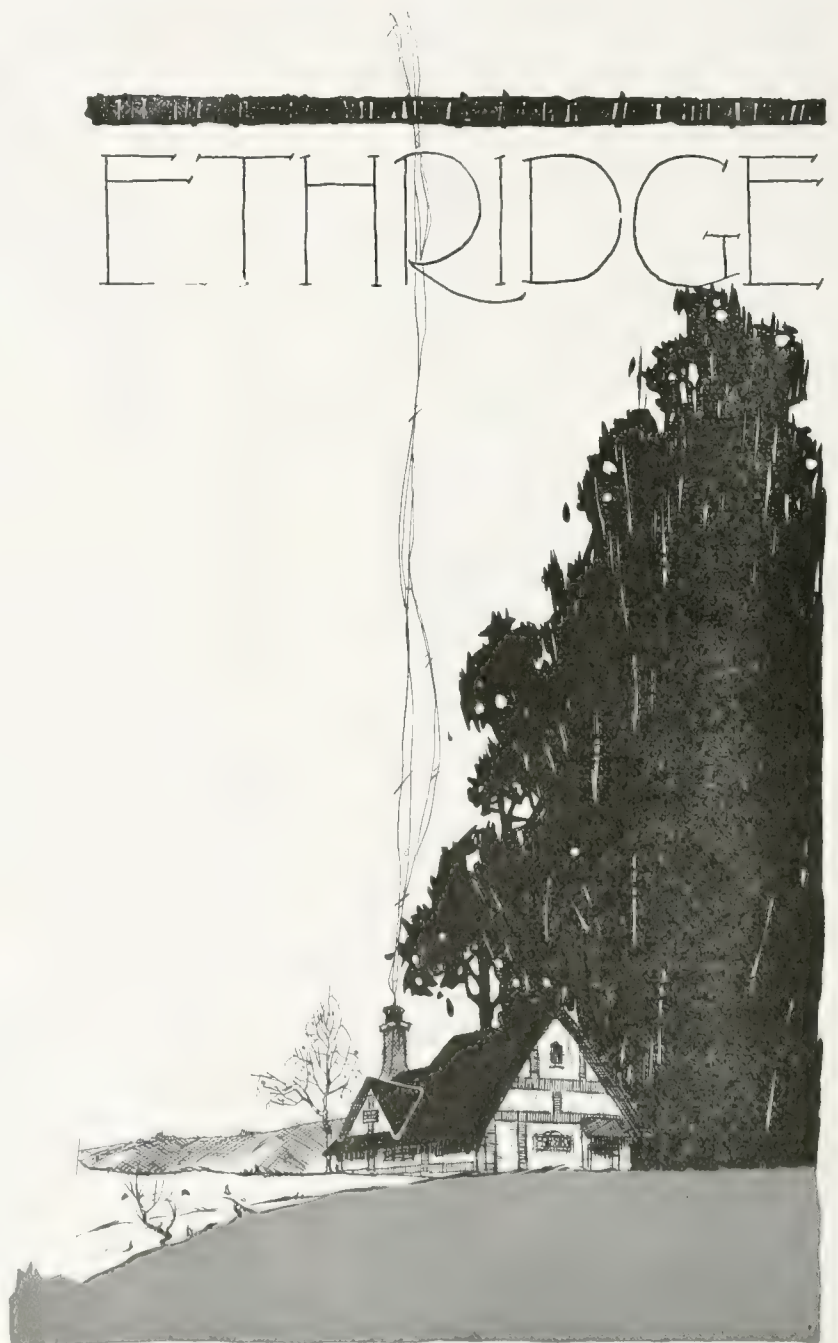
"We look forward to the year 1920 as a still greater year for advertising.

"We extend our best wishes to every publisher and to every other related interest."

POSTER ASSOCIATION HAD RECORD- BREAKING YEAR

W. W. Bell, secretary of the Poster Advertising Association, reports:

"Nineteen hundred and nineteen was not only a good year in poster advertising; it was the best year that has ever been recorded in the history of the medium. There never was a time since poster advertising was first used in the United States that the poster boards of this country represented so many products of leading American manufacturers; there never was a time when so much money was expended in the preparation of poster advertising campaigns nor in the display of 24-sheet posters on the plants of members of the Poster Advertising Association.



"Practically every plant in the national association has been full to overflowing since early in the year and space in many cases was not available for new advertisers who desired to use the poster boards. This condition, however, led to a notable extension of plant space, and it is expected this work will be carried still further during the early part of 1920 in order to accommodate the large amount of business that is confidently anticipated. This anticipation of the plant owners, however, applies to years beyond 1920, which, it is now assured, will exceed 1919 in volume of business.

"The great factor in the development of the immense poster advertising business of 1919 was, of course, the aftermath of the war. In this tremendous development of advertising all established

and legitimate means of commercial publicity shared. It was the effort of the manufacturer to get back to normal and to have his product in the lead at a time when competition was keener than ever before in the history of American business. The association plant owner, who had experienced some lean periods during the war, was thoroughly satisfied with the returns on his investment during the last year."

REPORT OF THE PUBLISHERS' ASSOCIATION

While John Adams Thayer, executive secretary of the Periodical Publishers Association, gives this statement:

"The Periodical Publishers' Associa-

tion during the past year has functioned in many ways to the advantage of its members. The Fraud Agents Department has had increased activities on account of the many fly-by-night publications which have been published. Many fraud subscription agents have been apprehended and some of the most flagrant transgressors have been put out of business.

"An increased number of recommendations for the payment of the differential to new advertising firms and corporations have been made to members.

"Bulletins have been issued as occasion demanded regarding the various problems which are always coming up in the publishing business.

"This Association took a prominent part in the printers' strike and lock-out which, beginning October 1st, lasted for a period of two months, and resulted favorably for the publishers and employing printers.

"Various committees of the Association formulated plans for the enlargement of its activities, which met with the approval of the executive committee and members, and due progress is being made toward that end.

"The big problem that will confront the publishers for the coming year will be paper."

MUCH DONE BY BUSINESS PAPERS' ORGANIZATIONS

The wide-spread activities of the Association Business Papers, reaching as they do every industry is well set forth in the report of Jesse H. Neal, executive secretary of that organization:

To review *all* of the activities of the Associated Business Papers during 1919 would require many printed pages, and would embrace many matters not of general interest.

Too often an organization of publishers is assumed to be narrowly selfish in its purposes, and a word or two on the real significance of our association may not be amiss.

You who have read Johnson's "Rasselas" will recall that his "Prince of Abyssinia" possessed wealth, high position and exceptional talents. All of these he devoted to a selfish search for happiness which covered the then known world. Returning saddened and discouraged from the fruitless quest, he gave up hope of grasping the elusive phantom, and settled down in his ancestral home to devote the remainder of his years to the service of his people. Happiness beyond the dreams of his wasted youth was his reward.

Every publisher who has risen high enough to become eligible to fellowship in The Associated Business Papers, Inc., has learned that neither success or happiness can be commandeered; that it is vouchsafed only to those who have sought *first* the best good of their field of effort. Our publications live *for* their industries, not on them. Their publishers know that the true measure of their success is the measure of their service.

Prior to the organization of the Associated Business Papers, there were no accepted standards by which the character of business papers might be judged, and there was an unfortunate tendency

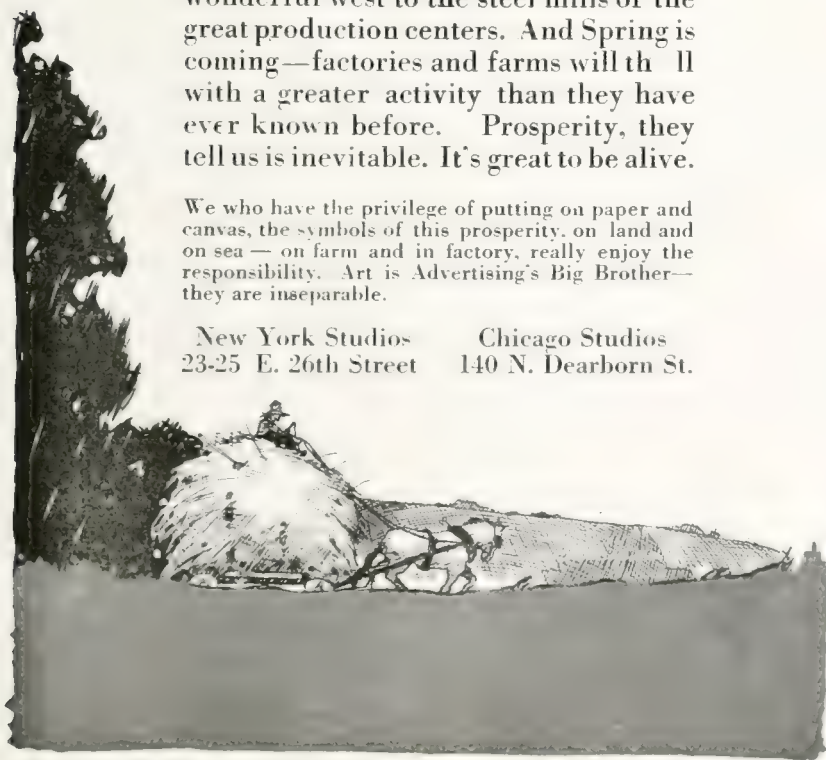
ASSOCIATION OF ARTISTS

Imagination plays a leading role in the correct and skilful interpretation of commercial Art. So much depends upon taking inherently little elements of life and glorifying them, either with technique or composition. In all the industries there are stage pictures for the artist, from wheat fields of the wonderful west to the steel mills of the great production centers. And Spring is coming—factories and farms will thrill with a greater activity than they have ever known before. Prosperity, they tell us is inevitable. It's great to be alive.

We who have the privilege of putting on paper and canvas, the symbols of this prosperity, on land and on sea — on farm and in factory, really enjoy the responsibility. Art is Advertising's Big Brother—they are inseparable.

New York Studios
23-25 E. 26th Street

Chicago Studios
140 N. Dearborn St.



to judge all papers in our field by its most unworthy representatives.

On September 8, 1915, however, the founders of the association enunciated the principles which should govern the business paper desirous of rendering the highest possible service to its readers and to its advertisers. These were written into the now famous ten standards of practice which form a part of the constitution of the organization, and to which every member must subscribe and in good faith maintain.

Violations of this code of ethics are dealt with by a committee on trade practices, but it has had so little to do that it may be discontinued.

The words "Member of the Associated Business Papers Inc.," mean that the publication using them has definitely aligned itself on the side of publishing policies which we like to believe are just a little in advance of any so far adopted by any branch of the publishing business.

The big purpose underlying all our activities is the development of better practices in publishing and advertising, to the end that business papers may become more useful instruments in the hands of advertisers, and of still greater value to their respective fields.

As stated at the beginning, a detailed report of our work is impossible within the space limitations of one short article, but a very few things of more general interest may be mentioned.

Our Advisory Service Bureau last year wrote between 150 and 200 complete advertising schedules for business paper advertisers. It is now actively co-operating with the War Department in the advertising and selling of about \$4,000,000 worth of surplus war materials. In as much as the materials appeal almost entirely to specific trade or industrial groups, the advertising is being confined to suitable trade and technical papers. The percentage of sales cost so far recorded on this campaign is well under one-half of 1 percent.

Our Agency Relations Committee has perfected a plan for bringing about a greater degree of helpful co-operation between worthy agencies and business papers.

Other committees have maintained a more or less active contact with the Audit Bureau of Circulations, The Chamber of Commerce of the U. S. A., The A. A. C. of W., The Association of National Advertisers, and the various associations of other classes of publications.

The business paper editors have been organized in a separate body under the style of "The National Conference of Business Paper Editors."

A better conception of the economic function and place of advertising has been promoted through about 1,000 pages of advertising in our own papers directed to the business men of the country. The effect of this has been to enhance the value of all advertising of whatever nature. Of course we have used the advertising trade papers too, because the great principle of specialized advertising is still not fully understood by a certain number of advertising men.

Our work in Washington needs a whole chapter by itself, but we cannot forbear to remind advertising men that the A. B. P. was responsible for preventing the imposition of a 5 percent tax on advertising.

The gospel of efficient advertising has been carried forward also, through speakers, exhibits, conventions and written articles. The technique of publishing is taken up in the common interest whenever possible.

One significant feature of the association is the solidarity and loyalty of its members. There have been but four resignations in four years, and new members are being admitted as rapidly as they can comply with the rigid requirements.

The Associated Business Papers, Inc., has been a real and moving force for the advancement of advertising, and its plans for 1920 contemplate an expansion of effort all along the line.

THE AD CLUBS MOVEMENT HAD BIG YEAR

While the leading association of the advertisers is represented by the Associated Advertising Clubs of the World, who report through P. S. Florea, secretary, as follows:

Gratification expresses the sentiment occasioned by a review of the history of the Associated Advertising Clubs during 1919 and what it forecasts for 1920.

Some questioned the advisability of removing the headquarters from Indianapolis, but the transfer to New York January 1 has brought the headquarters staff into more intimate and more frequent contact with members of clubs from other cities than was possible in Indianapolis. Everybody, almost, comes to New York at some time, and we have been favored during the year with at least ten times as many personal calls as we were in the previous twelve months. This makes for co-operation and better understanding, and the good results have been felt not only here but in local clubs all over the country.

In vigilance work the transfer has brought about an even greater benefit. Investigations have been facilitated by the fact that a great many national advertisers have offices in New York, or have representatives here. Since vigilance is the foremost of the Association's activities, this proximity and ease of access has, naturally, multiplied greatly the number of cases taken up and concluded.

Most outstanding in the achievements of the National Vigilance Committee of the Association during the year was the vindication of its stand against the advertising by S. C. Pandolfo in his promotion of the Pan Motors Company. Pandolfo was convicted of fraudulent use of the mails and sentenced by Judge Landis to ten years in the penitentiary. In the face of libel suits instituted by Pandolfo against the Association, a report was issued in 1919 bearing upon his abuses of advertising. The Pandolfo activities, both before and after the issuance of the report, struck at the very foundation of the structure of confidence in advertising.

Although typical cases of misrepresentation in advertising have been the subject of public reports by the Vigilance Committee, and have had wholesome effect, thousands of lesser cases in which corrective results were obtained without publicity were the subject of inquiry on the part of the committee during the year. As a result of the committee's efforts famous trade names have been

protected from infringement, the goodwill of established advertisers has been cleared from unfair trading practices, deceptive trade terms have been eliminated from advertising, and false and misleading claims as to value, quality or kind of merchandise, securities and services have been corrected, involving scores of lines of business.

The present personnel of the Vigilance Committee has been built up in the past year. Richard H. Lee, special counsel; William P. Green, organization secretary; H. J. Kenner, secretary, and Hugo Swan, assistant secretary, have all joined the staff since last February.

In the development of the organization of the truth in advertising movement, the Vigilance Committee has rendered material assistance to the Better Business Bureaus now operating in eighteen cities, and to the volunteer vigilance committees of advertising clubs in almost 100 cities. A number of bureaus have been reorganized and have successfully added to their membership and to their financial support, aided substantially by the National Vigilance Committee.

The cash drawer value of better business bureau work is now acclaimed strongly by leading merchants and newspaper men in better business bureau cities. The cities in which new bureaus have been formed in 1919 or inactive bureaus have been re-established are: Chicago, Louisville, Oakland, Kansas City, St. Louis and Toledo.

Associated Advertising, the official publication of the Association, has progressed largely during the year. It has increased several thousands in circulation among club members, has grown to twice its previous size and has been of real value to advertising men by its articles treating of special phases of the advertising industry.

The annual convention, held last September at New Orleans, besides giving to the delegates a broader view of the various questions of advertising, achieved at least one much-desired object—the organization of the Latin-American Conference. This body now forms a close link between the Association and the advertisers and publishers of Latin America for strong co-operation to bring about truth in advertising in copy put out in the Latin American countries.

During the latter part of the year considerable progress has been made in preparing the program for the 1920 convention, to be held next June in Indianapolis. E. T. McCreith, the new president of the Association, is insistent that this convention shall express service and be confined solely to the subject of advertising, and the program is being arranged along these lines.

LITHOGRAPHERS ENDEAVOR TO HELP SETTLE LABOR TROUBLES

Henry J. Case, secretary of the National Association of Employing Lithographers, has to say of the activities of that organization:

"I can only say that this Association is just as interested in advertising and publicity as it ever was. Just at present and for the past year and a half its whole attention has been centered on building up better relations between employers and employees, with a view to a constructive labor policy along the lines of

Every tick of the clock
BRIDGEPORT
C O N N E C T I C U T

Grows and becomes more prosperous. Everyone is busy, business is very good and the future holds a golden promise

The **POST** *and*
TELEGRAM

Metropolitan Dailies in a Metropolitan City Dominate the Great Field

Lead in (DISPLAY, CLASSIFIED,
CIRCULATION, SALESFORCE)

Only A. B. C. Newspaper in Bridgeport

THE POST PUBLISHING COMPANY, Publishers

The Bridgeport Telegram
Morning Except Sunday

The Bridgeport Post
Evening

The Bridgeport Sunday Post
Sunday Morning

I. A. KLEIN
254 Metropolitan Tower
NEW YORK

Advertising Representatives:

JOHN GLASS
Peoples Gas Building
CHICAGO

the open shop and collective bargaining in the shops of individual members.

"We believe the biggest thing before the industry this Winter and for the next year is co-operation between employers and employees, a greater production in order that Americans can meet competition, which is sure to come from foreign markets, and make a sufficient profit that can be fairly and honorably divided between Americans who produce the goods."

DIRECTORY ASSOCIATION HAD A GOOD YEAR

Theo. F. Smith, secretary-treasurer of the Association of American Directory Publishers, reports:

"We have created a spirit of harmony among all the directory publishers in

America which brings them together at an annual meeting as one big family, not as competitors but as contemporaries, from all parts of the nations for the purpose of enjoying each other's companionship and to learn from one another how to make directories more valuable and useful to the public.

"Our Educational Committee has spent large sums of money in educating the people in the value and uses of the directory.

"They have induced the Boston University to publish a text book on the uses of the directory, which is already being used and taught in a number of universities and high schools throughout the United States and Canada.

"It is hoped that this work may come in general use among high schools and

colleges, because it is believed that the proper use of the directory is a necessity to every person leaving high school or college.

"For one entering the business world there is practically nothing of greater value than the ability to find promptly the information necessary in business life, and it is believed that the directory is the only means by which it may be obtained promptly and economically.

"The Educational Committee has proven by valuable suggestion and advertisements that no advertising campaign is complete without a reference advertisement in the directory which may be used at the time the person is ready to buy.

"Creative advertising, which is that which is in use in newspapers and other like media, is the best in the world to create a desire for an article, but that does not always bring an immediate sale. The intelligent buyer when he is ready to buy generally looks over the list of those who sell, which can be done only through the directory. Millions of dollars may be saved by this method of buying, and so the Educational Committee has done excellent work in convincing the people of this fact.

"Nineteen nineteen has been a good year for the directory business. Directory publishers are prosperous and the Association has increased its membership and a spirit of harmony and friendship prevails throughout the Association."

Last, but far from least, the accomplishments in the world of advertising women is well summed up by Jane J. Martin, advertising manager of the Sperry & Hutchison Company and the woman member of the executive board of the Associated Advertising Clubs of the World, in a statement which she heads:

"Everything in the world depends upon women," said Disraeli. "Education of women, which goes back to the early centuries, has evolved along devious lines and very strange paths to produce present day enlightenment and emancipation.

"Originally only nuns and noble women were educated, and these only along the line of morals and manners. Then in the fifteenth century the Latin classics were added. During the Renaissance women were given access to the first printed books on writing, arithmetic, geography and grammar, and one woman, Juliana Berners, went so far as to write a book and, marvelous to relate, it was on the masculine subject of fishing.

"In the United States a school for girls was opened in Boston in 1789. In 1833 the first co-educational college was opened at Oberlin and a little later the first girls' college at Mt. Holyoke. Barnard College has a chart showing the increase in the percentage of women students in colleges, universities and technical schools in America from 1880 to 1913 and the percentage of increase of women in the various professions from 1880 to 1910. It is a most interesting and illuminating chart.

"I do not know the absolute figures for the present year, but they tell me that in New York City there are more women students at Columbia, New York University, et al, than ever before and that in spite of the present day well-established fact that the manual laborer's earning capacity is greater than the brain

The Kansas City Star's Advertising Gains for 1919

During 1919 The Kansas City Star carried more local advertising, more foreign advertising, more want advertising and more total advertising than during any previous year. Thousands of lines were omitted because of space limitations. The figures as compared with 1918, expressed in agate lines:

	1918	1919	GAIN
Local	9,150,671	12,169,733	3,019,062
Foreign	2,411,737	4,616,690	2,204,953
Classified	5,004,472	6,290,360	1,285,888
TOTALS	16,566,880	23,076,783	6,509,903
Weekly Star ...	583,134	900,069	316,935

The Kansas City Star

New York Office
2 Rector St.

Chicago Office
1418 Century Bldg.

worker's deplorable as that fact may be. "The statistics given at Barnard do not take into account any advertising women, presumably because there were so few up to 1910 that they either didn't count at all or were classified under some other title.

"It was in May, 1912, that a handful of women in New York City decided to 'come out and be separate'; to-day there are at least a dozen advertising women's organizations throughout the United States, their membership ranging from 40 to 115, with still other advertising women in the progressive men's advertising clubs. We are just beginning to be self-conscious; just starting to realize that there is a strong link binding advertising women together in a common interest and sympathy; just commencing to appreciate the wisdom of 'pulling together' and the value of the encouragement and cheer kindred pursuits inspire.

"And we have just started. We are going on and on to better and greater things."

The Triumph of Good Will in Advertising

(Continued from page 28)

with telling though not exhaustive blows. Thus Dodge brothers did not blow themselves for such big spreads of copy, but they did go in for high numbers of telling insertions. Along with their full page ads are found many quarter page ads, top RHP. Roughly, two kinds of ads may be found: first, car copy, showing the car and telling about it, very often with a strong background of good will; second, strictly good will copy, usually occupying the larger spaces, as a rule, full pages.

The keynote of all this good will has been Dodge Brothers' reputation as an honest manufacturing organization. These abilities, the brothers argued, have been responsible for a car of exceptional merit, which, in turn, has been a pledge to the nation and the world. To change the car or to cheapen it in any way would be breaking that unspoken but keenly felt pledge. Therefore, said the brothers, it is necessary that we continue to build a car of the same high quality.

Here is the Dodge ad which ran in *The Saturday Evening Post*, August 29, 1914.

DODGE BROTHERS

Detroit
who have manufactured
the most vital parts
for more than 500,000 motor cars,
will this fall
market a car
bearing their own name.

Looking back over the files of leading national magazines one can find series after series of strictly good will ads for Dodge. Following

are ten good will ad titles used by the company:

A Year's Growth in Good Will.
Good Will Steadily Spreading.
A Solid Wall of Good Will.
A Circle That Never Stops Growing.
A Great Loss and a Greater Gain.
Good Value—Always Growing Greater.
A High Standard Make Made Higher Still.
A Market Steadily Renews Itself.
The Form of Friendly Thoughts.
Great Value Brings Great Popularity.

The idea of good will has permeated the Dodge system even to the outposts of its vast selling force. Dealers have been trained to sell the Dodge institution which makes

the car, rather than to sell the steel and wood which goes into it. In cases where they need to talk the car, they talk the car and not the price. Dodge Brothers believes that if its dealers tell customers of implicit faith in the product, both by manufacturer and dealer, that the buyer is more easily won. The argument is that it matters little to the buyer whether the crankshaft is three inches in diameter or two and five-eighths inches. That is a problem for the Dodge company, whose experience and skill and honesty can be absolutely depended upon to put

1920

looms big for Everybody's. In advertising lines

January Doubles last year's record

Everybody's Magazine

EINSON LITHO INCORPORATED



ANNOUNCES

THE OPENING OF A CHICAGO OFFICE

TO SERVE WESTERN
CLIENTS

McCormick Building,
332 S. Michigan Avenue.

Under the Management of

**CHARLES M.
VEAZEY**

former Western Manager of

**THE
CHRISTIAN SCIENCE
MONITOR**

EINSON LITHO
Incorporated

Complete Window Display
Campaigns Planned and Ex-
ecuted. Lithographed Signs,
Show Cards, Cut Outs, Post-
ers, Hangers, Counter Cards,
Street Car Cards, Etc., Etc.



Offices and Studios:

71 West 23rd Street

Litho Plant: 327 E. 29th Street
NEW YORK

into the car the parts which are just right.

VARIETY OF AD STUNTS

Of course, the advertising work of DB, as the company is frequently known, does not confine itself to good will and institutional endeavors. All the tricks of the trade have passed before the eyes of the experts at headquarters, and many have been tried out with surprising success. A few mentioned here are stunts to which the company gives considerable credit in the amazing advances of DB in the last few months.

The "400,000" advertising and salesmanship drive in the early winter of 1919 was especially noteworthy. To get the significance of this stunt, one should look back to the fall of 1916 when Dodge car number 100,000 rolled over the testing grade and a campaign was started by advertising the figure 100,000 and later explaining what it meant. The same stunt was used for numbers 200,000 and 300,000 and the distributors at Boston, Chicago and Los Angeles in turn were the ones using the device. But car number 400,000, turned out late in 1919, probably won more attention than all the others. This car was presented to Thomas J. Doyle, Detroit dealer for Dodge Brothers. For an entire week the figures "400,000" blazed out over the Detroit area without any further explanation—white figures on a dark blue background. Naturally the puzzle became the talk of the hour. Several thousand posters in the city of Detroit were plastered on the billboards in Doyle's campaign and considerable newspaper publicity followed it up. A guessing contest for school children ended in the awarding of several bicycles to children giving the best answers to the 400,000 riddle. Thirty prominent "movie" houses aided to keep the subject alive. So thorough was the campaign, that it is believed every person in the Detroit area able to buy a Dodge machine at least heard some mention of the 400,000 and the institutional idea conveyed thereby.

From Milwaukee this winter comes another device which is being suggested to dealers elsewhere in the Dodge selling and advertising organization. Whenever a business car is sold and the buyer's name printed thereon, a post card photograph is taken by the district dealer and a card is sent out to every other business man in the same trade or profession in the entire

area. Thus a photo card showing the Dodge machine bought by the Central Market Fish Company was sent to all market men in the district. The Milwaukee advertising, by the way, is handled by the Edwards Auto Co.

Another recent Dodge advertising stunt is reported from the Argentine, where Julio Hiji & Cia has designed and superimposed special body types upon the Dodge chassis to suit the fantasies of clients. The torpedo and Victoria body types are among the varieties provided. This catering to the Latin American tastes has helped to put Dodge Brothers in strong on the other continent.

PAYS TO AUDIENCE

There is nothing gushing or haphazard in the DB displays, in either the good will or car varieties. The audience is considered with infinite pains. What is meant can well be seen in two recent ads for the Dodge Four Door Sedan, one being in the *American Magazine* and the other in *Woman's Home Companion*.

Both ads are boxed in neat borders appropriate to the tone of the publication. Around each ad there is a large amount of white space, inside the border, and there are only two or three short sentences of reading. A picture of the sedan appears at the bottom of each of these ads. Here the main similarities cease.

The *American*, the magazine of ambition, displays a Dodge ad with a clear-cut, simple and forceful border with square corners. The copy reads:

DODGE BROTHERS 4 Door Sedan

It is good looking; it is comfortable; it is quickly adaptable to any weather change.

It is easy to drive; it costs little to run. The gasoline consumption is unusually low. The tire mileage is unusually high.

In the woman's magazine, the Dodge ad is all dolled up in a border with airy suggestions of sterling silver patterns and of exquisite lace, intended to appeal to the women's eyes. The DB insignia is in a wreath of roses, and two oval panels appear on the sidelines—one containing a scene of a sedan in front of a mansion and the other showing the machine in a park drive beside which swans float in a pond. None of the design however, is overdone. The velvet upholstery and the economy of the car are played up in elegant, though simple, language; but the heart of the copy is to be found in this clever sentence:

The four doors have more than ever

Fort Worth Star-Telegram

(First Paper in Texas)

shows a gain of 5,042,580 agate lines

Advertising carried in 1919 as compared with 1918.

Total advertising carried 1919

11,148,266 agate lines.

National advertising carried

2,299,734 agate lines

An excess over 1918 of 599,466 agate lines of over 25%

The best posted advertisers realize that

West and Northwest Texas

(A billion dollar territory)

Presents unexcelled buying power for high class products.

The Star-Telegram

Covers this territory thoroughly with 60% more daily circulation and 50% more Sunday circulation than any other two papers combined.

Circulation Now

70,000 daily

Over 80,000 Sunday

The Best Buy for Pictorial Advertising

Eight page Sunday Rotogravure Section

(Green and brown super-calendered paper)

Merchandising Service Department at your command

FORT WORTH STAR-TELEGRAM

Member A. B. C.

Largest Circulation in Texas

Amon G. Carter, Vice-Pres. and Gen. Mgr.

A. L. Shuman, Adv. Mgr.

endeared the Sedan to those feminine members of the family to whom convenience means so much.

In that one sentence a responsive chord may be struck with many of the chief emotions of women readers—the luxury and practicability of the sedan with its four doors, the use of “endeared,” the capital “S” for “Sedan,” the word “feminine,” and the words “family” and “convenience.”

Other kinds of car copy are used with equal care, notably that for the business car. But investigation of the Dodge advertising for the few

years of its brilliant course shows one that the outstanding feature is the great good will and institutional activities.

In learning the “why” of the success of this short career of good will, one should lift the curtain of real modesty which shrouds the company’s administration and look upon the great man, who, with his able brother and associates, would have gone bail for all that the ads ever promised and more beside. John Dodge, president of Dodge Brothers, was not a whirlwind to look at, but if he told you what his-

tory has set down for him, you would have been stirred deeply. Few men have fought against greater odds or with greater success. He was a Napoleon of modern industry and would take a prominent place in a Twentieth Century Plutarch’s *Lives*.

John Dodge hated to talk about himself. He would not authorize an interview and he merely laughed at storms of abuse which were hurled at him at various times in his career. John Dodge was a firm looking man with tawny hair partially turned gray. He worked in a well appointed office often occupied with many blueprints, and as for his home life he got credit for much less than he deserved. He loved good pictures; and he and his wife were erecting on the Grosse Pointe shore one of the finest mansions in the world and with excellent taste. His cruiser-yacht could anchor almost at his front door. In civic affairs, he has administered with his usual efficiency and without cost to the City of Detroit.

If he had given an interview of the facts attributed to his career, he would have talked something like this:

“When I was twenty-two I came to Detroit. That was in 1886 when I had left my father’s machine shop in Niles, Mich., where I had learned the trade after going to high school. I went to work in the Murphy Boiler Works in Detroit and in six months worked up to a foreman’s job. But a machinist’s life was a hard one with little promise of getting very far. So seven or eight years later I tried my luck in Canada and leased the plant of the Canadian Typograph Company, later returning to Detroit, in 1901, to open a machine shop in Detroit. In that little shop we had twelve boys and men.

“How many have we today? I’m afraid you’ll have to get the exact number from the payroll department, but it’s up toward 20,000. How many acres of floor space? Really I can’t just keep track of it, but it’s up toward a hundred.

“What did I do in the machine shop to make good? Well I just worked hard and got the jobs done right and at the appointed time. My brother and I built up a reputation for that and bye and bye we could get all the new business we could take on easily. That shop had two keys—Horace had one, and I the other, so that one of us would always be there before the help ar-

All Records in Advertising Beaten by The Journal— with 13,801,229 Lines

The Journal’s leadership was never better demonstrated than in 1919. Setting the pace in total paid advertising—steadily piling gain upon gain in Home Merchants’ Advertising, in National Advertising, in Real Estate and “Wants”—this is proof that The Journal is the ONE most effective and economical sales-producer in the Milwaukee and Wisconsin territory.

FIRST

In News—in Circulation—in Advertising—in Service rendered by any American newspaper. Follow the lead of Milwaukee’s and Wisconsin’s successful advertisers and enlist The Journal as a powerful aid in 1920.

Total Paid Advertising

	Agate Lines
THE JOURNAL	*13,801,229
The Sentinel	8,284,937
The Wisconsin-News	5,651,613
The Leader	1,728,532

Gains in Total Paid Advertising

	Agate Lines
THE JOURNAL	*4,754,328
The Sentinel	2,353,193
The Wisconsin-News	2,870,041
The Leader	385,671

*Does not include thousands of lines omitted for lack of space.

Home Merchants’ Advertising

	Agate Lines
THE JOURNAL	*7,003,789
The Sentinel	5,270,697
The Wisconsin-News	3,606,492
The Leader	1,504,700

National Advertising

	Agate Lines
THE JOURNAL	*3,326,478
The Sentinel	1,848,048
The Wisconsin-News	1,273,382
The Leader	311,399

National advertisers find it profitable to use The Journal exclusively to reach the Milwaukee and Wisconsin market.

THE MILWAUKEE JOURNAL

H. J. GRANT, Publisher

R. A. TURNQUIST, Adv. Mgr.

NEW YORK

O’MARA AND ORMSBEE, Inc.

CHICAGO

rived in the morning and after they left at night. But I guess we only needed one, because one or the other of us was always on deck.

"I looked after the accounts for the firm and wrote letters for us on the typewriter. But both of us worked with the men. During the worst two years I only spent six or so week day nights at home with the folks, because of the rush of work at the shop. At the end of two years of that sort of grill, the results began to come in—they always have to, sooner or later, when you work hard and honestly enough. Then we moved to larger quarters, where we got an order to make 3,000 transmissions for the Olds Motor Company. Nowadays orders for hundreds of thousands aren't very uncommon, but then it looked enormous and it made us. Bigger and bigger orders came in, including Ford Motor Company's, until we had made essential parts for 500,000 motor vehicles. Then we started to make our own car. In 1905, Horace and I had only \$1,100 between us, but by 1914 we had enough funds to pay without outside help for a twenty acre floor space and start making our own machines. In the second quarter of the first year (in 1915), we worked up an output of \$7,000.00 worth of machines, and have averaged 100,000 cars every year since then."

John Dodge at one time was vice president of the Ford Motor Company. He belonged to a number of clubs and did a great amount of ordnance work for the Government in the war. He was liberal to charitable movements and hated politics and publicity. He gave great credit to his men and took none for himself. He believed in advertising and boomed it up even when he could not fill orders. The acres of displays which he authorized has a character, much of it, which coincided with his own—rugged, sincere, modest, forceful and convincing.

Thus one can see that the personality behind the guns in a monster campaign of good will is probably responsible for much of the successful use of good will and institutional advertising. Faith, after all, is based more upon human beings than upon systems. I believe John Dodge had faith in himself and in the goodness of his work to such an extent that when it combined with a record barrage of good will and other advertising—well, it was just about irresistible.

William B. Curtis Buys Another Trade Journal

Tractor and Trailer, a journal for manufacturers and dealers in tractors, trailers, etc., has been purchased by William B. Curtis, and will be enlarged and pushed more vigorously than ever in this rapidly growing and very important industry. The officers of the Tractor Publishing Company will be J. M. Hopkins, president; Harold F. Turner, vice-president; William B. Curtis, treasurer and publisher.

Detroit Agency Gets Indianapolis Man

A. G. Elliott has joined the Atkinson-Deacon advertising agency of Detroit. He is formerly of the H. H. Woodsmall Agency of Indianapolis, Ind.

Buenos Aires Newspaper Holds 50th Anniversary

La Nacion, one of the largest newspapers of South America, and published in Buenos Aires, celebrated its 50th anniversary last week and published a souvenir edition of 134 pages. Considerable space was given to the newspaper's facilities of gathering news in this country where it maintains offices in New York, Chicago and Boston. Also a special article was published telling of the part played by the Associated Press in furnishing the paper with news. In paying tribute to the paper it was said that *La Nacion* had played a great part in the "Americanization of the continent." The special issue carried a large number of North American business institution advertisements.

Is It Eye Trouble —Or What?

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

—And it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to argue the need for Merchandising Eyeglasses.

Consult Poster Advertising specialists

IVAN • B • NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

8 West 40th Street . . . New York City

Bessemer Bldg. . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

The Advertising Specialty Field in Restrospect and Prospect

By LEWELLYN E. PRATT

of Lewellyn E. Pratt, Inc.

IN war time the advertising specialty business gave a good account of itself. The celluloid and metal button was used by the million to designate effectively the Liberty Bond buyer and the Red Cross member, etc. The officers' insignia, as well as that of the company, regiment, battalion and army corps, were furnished from the advertising Specialty factory and at least one plant, which had been making canvas advertising caps and horse covers, was turned into tent making for Uncle Sam.

With the signing of the armistice, people unacquainted with the advertising specialty field may have thought that war had disrupted this business of making articles of utility carrying an advertising message. Because some of the large calendar distributors had discontinued these annual reminders during the paper curtailment in war time, the unobservant onlooker may have thought he was seeing the passing of the large use of calendars and other specialties.

LOOK FOR LARGER VOLUME IN 1920
Even a cursory investigation at this time will show, however, that along with every other medium advertising specialties enjoyed a popularity in the year nineteen nineteen entirely unprecedented in the history of the business and that all the large manufacturers expect a still greater volume of orders in 1920.

Under date of January 3, Chas. R. Frederickson, President of the American Art Works at Coshocton, Ohio, and head of the National Association of Advertising Specialty Manufacturers gives the following size-up of that year's business:

"The advertising specialty business in 1919 did not differ in any way from previous years other than that there was vastly more of it. The manufacturers in the industry were beset with problems incident to production sufficient to keep pace with the rising tide of business which set in with the very opening of the year and continued without abatement through the summer months into the fall.

"The lessons learned during the war period in the matter of providing more efficient machinery, simplifying manufacturing problems and eliminating waste effort were very noticeable and without doubt exercised an influence impossible for us yet wholly to realize in the records established."

"While the year was fraught with labor disturbances in many lines, the advertising specialty industry was happily spared due to a great extent to the attitude of employees and the frame of mind of employers, between whom there has always been mutual pride in the products produced and the development of the industry to such mammoth proportions."

In reply to a query I sent him a few days ago, Herbert H. Biglow, President of the house of Brown and Biglow, of St. Paul, wired: "In the advertising specialty industry nineteen nineteen has broken all records. The early months

of nineteen twenty promise to be much larger than the corresponding months of nineteen nineteen."

CALENDARS BOOMING

Theodore R. Gerlach, head of the Gerlach Barlow Company, of Joliet, Ill., another strong house devoted largely to the manufacture of calendars and mailing cards says: "The large use of specialties and picture advertising by our own and other governments during the war has stimulated the advertising specialty and calendar business to such an extent that the year nineteen nineteen showed greater increases in business throughout the entire industry than any previous year. Business men are more than ever realizing the importance of all advertising and we, in the specialty field, are getting our share of the increased expenditures. Our nineteen twenty season opened December 20th and on top of the greatest year in our history, we are making stupendous gains in these first few days of the New Year over the same days of nineteen nineteen. I am confident these same gains are reflected in the industry as a whole and there is no doubt but that nineteen twenty will be for all lines of advertising another record breaker."

When it is remembered that the calendar salesmen secure a very large percentage of their entire year's calendar sales in the first few days of the calendar year, the report from Mr. Gerlach has added prophetic significance.

J. B. Short, the widely experienced sales manager of the great house of Whitehead and Hoag at Newark, reports a record breaking increase in sales and shipments for nineteen nineteen. Mr. Short roughly estimated the increase in volume at more than 25 percent over the best previous record. He also remarked upon the fact that the best known advertisers in the country are increasing their use of advertising specialties enormously—in short, that not only are more specialties being used but that the important character of present users is a gratifying feature of the phenomenal growth. This, Mr. Short believes, has come about after, and because of, the better organization and standardization of the advertising specialty business by the manufacturers and their salesmen. He adds that war opportunities and requirements have projected the specialty industry further ahead in two or three years that could have ordinarily been expected in eight or ten years.

ADVERTISERS USE BETTER GRADES OF GOODS NOW

Henry B. Hardenburg, of the Brooklyn enterprise which bears his name and a splendid reputation, as a large maker of specialty leather articles for advertising purposes, reports that while a diary which used to sell for \$115 per thousand sells this year for \$340, the high price of leather and of the labor has only seemed to increase their uses. Mr. Hardenburg calls attention to a ten-

dency on the part of the advertiser accustomed to the use of the cheapest articles to abandon them in favor of the better, higher-priced goods.

My own personal experience has been altogether in steel signs and devices, a field as distinct from "novelties," so-called, as posters are from trade paper advertising. In this field there is the same unprecedented demand as in all the others. During the past two months, I have visited four of the largest sign plants in the country and have talked over the present conditions with their executive officers. None of them has ever seen such orders before, either in volume or in price. In recent years, there has been a growing tendency to combine the sign with a display stand to carry the goods advertised; thus filling the prescription of Samuel C. Dobbs for what he calls 100 percent effective advertising, viz: advertising kept as near as possible to where the goods are sold.

In the early days, a device which cost more than a dollar or so was thought to be prohibitive. Nowadays, advertisers bid eagerly for an effective display device at twenty and even thirty dollars each. The number of these commissions and the volume of the individual order today is amazing.

More than one factory has all the business booked which it can turn out until late summer or early fall. Like the poster salesman, the steel sign and device salesman will soon have to sell his goods a year or more in advance of delivery.

Is the advertising specialty business prosperous? It is! Do the people in it expect a still bigger 1920? They certainly do!

Philip H. Robinson Becomes Director of Sales for Geneva Cutlery Corporation

Philip H. Robinson, who for the past year has been Director of the Industrial Corporation Service of the American Hardware Manufacturers' Association has been appointed Director of Sales for the Geneva Cutlery Corporation of Geneva, N. Y. Mr. Robinson's experience has covered all sides of the hardware trade and he has given special attention to the sales promotion end of this business.

Thomas I. Crowell New Space Buyer for Hoyt's Service, Inc.

Thomas I. Crowell, Jr., has succeeded Miss M. S. Harris as space buyer for Hoyt's Service, Inc. Mr. Crowell was graduated from Yale University in 1916 and then served several years in the United States Army. He has been with the Hoyt organization for the past year.

Freeman Agency Sending Out Schedules on Fertilizer Account

The Freeman Advertising Agency of Richmond, Va., is sending out orders to Southern newspapers and Farm Journals for the Planters Fertilizer & Phosphate Company.

Another Cub for the Star-Telegram

Amon G. Carter, vice president and general manager of the Fort Worth, Tex., *Star-Telegram*, is using direct-by-mail methods to announce the arrival of Amon Gary Carter, Jr., "as of December 23." The pieces are not keyed, but nevertheless very satisfactory results can be traced to them in the form of congratulatory replies.

Dallas, Texas, Times Herald Appoints New Advertising Director

The Dallas *Times Herald* announces the appointment of J. C. Reynolds from advertising manager to director of advertising, succeeding Herman Philipson. Albert Swinsky succeeds Mr. Reynolds as advertising manager.

Chicago Has New Advertising Agency

A new advertising agency has been opened in Chicago known as the Advertising Engineers, specializing in technical and engineering accounts. The new company has secured the account of The Link Belt company and have 131 business papers on a schedule for the company.

New Accounts for Lloyd W. Young

New accounts obtained by Lloyd W. Young Company, Cleveland, include Marathon Tire & Rubber Company, Twin Dry Cell Battery Company, and Squu Gee Heel Company.

Notable Editorial Board for the N. Y. Ad Club News

The new editorial board of The New York Ad Club *News* consists of G. Brewster Gallup, Editor, and Robert R. Updegraff and Carl Percy, Associate Editors. All three have had much experience in their line. Mr. Brewster has been for ten years New England representative for the *Cosmopolitan* Magazine and very active in the New England field. He is a charter member of the Pilgrim Publicity Association, a past president, and suggested the name Pilgrim for the association. Mr. Updegraff was formerly associate editor of ADVERTISING & SELLING, and a former advertising manager for Mellin's Food, Daniel Low & Co. of Salem, Mass., and now with the Erickson Co. Mr. Updegraff is also a contributor to the *Saturday Evening Post* and *Harpers Magazine*. Mr. Percy was formerly advertising manager for Eaton, Crane & Pike, is now president of the Displays Company.

Murphy-Hanson Company to Represent New Newspaper Association

The Murphy-Hanson Company, recently organized publishers representatives, have been selected to represent the Association of American newspapers published in German. The new company has three offices, located in Philadelphia, New York and Chicago. The Philadelphia offices will be in charge of Mr. Murphy, who is well known in the newspaper field, having been a publishers' representative for 25 years. The New York office will be in charge of Mr. Hanson, who was formerly of the Philadelphia *Record*, which is published by his father, and later of the New York *Times*. For the Chicago office the services of M. L. Katz have been secured. Mr. Katz has had many years experience in this work.

Electrical Development Publicity Director Joins Thos. F. Logan Agency

Rev. B. Wooley, who has been director of publicity for the Society for Electrical Development, Inc., for the past two years, has joined the Thos. F. Egan, Inc., advertising agents of New York.

Burnham & Ferris to Advertise "Walter Wool"

The advertising account of F. W. Walter, manufacturers of knitting yarn, known as "Walter Wool," Philadelphia, has been placed in the hands of Burnham & Ferris, New York.

The Business Outlook for 1920 From the National Advertisers Standpoint

(Continued from page 6)

our advertising regardless of what the market conditions may be at the time.

"We do not expect to make any increase in our selling force."

The process of boldly stepping in to the opportunity is epitomized by the comment of:

W. F. ADAMS, JR., advertising manager of the Diamond State Fibre Company:

"From an advertising and sales standpoint our outlook for 1920 is forecasted in plans designed to meet a growing de-

mand for Diamond Fibre and Diamond-F products. We believe that the next three years, at least, will be a period of continued prosperity in the manufacturing field, and consequently are rapidly increasing our production facilities, both at home and abroad. We now operate six large plants, and maintain offices, with warehouses and complete stocks, in the principal cities of the world. Our advertising and selling efforts, therefore, have been speeded up to keep step with increased production and a growing market. This means that we have increased our advertising appropriation for 1920 and added considerably to our sales force."

The final note of optimism in this

J. MONTANYE VANDERGRIFT, INCORPORATED ADVERTISING FORTY EXCHANGE PLACE NEW YORK

TELEPHONE BROAD 2005

1-17-'20.

My dear Hopkins:

Join with us in thanking the Lord that the "American Banker" said this about us "In a Lighter Vein". We'd be afraid to go home had it been spilled under the caption of In a Heavier Mood:

A few days ago there breezed into our sanctum a bright eyed, clean cut, alert young chap named John J. Bradley. He hadn't chatted more than a minute with us before we realized that he was a plant from a garden of ideas. We were interested in seeing the soil to which he was indigenous and asked him to take us to the idea farm. When we got there we found the farm was large, highly and intensively cultivated and that, under the husbandmanship of the master gardener, Charles Clark, the idea farm was producing the most perfect fruit, without a tare or weed in sight. Soon we came to the finishing department, where the ideas were picked, sorted and developed so that each became an important factor in a complete whole, where the rarest of them were worked into practical form and made a means to an end. The end was an advertising and sales campaign for the producer of a commodity, a bank or any other organization having a meritorious proposition that could be benefited by an intense, original, tried and perfected advertising campaign. Seldom have we seen ideas and sincerity so exquisitely blended, as those shown us in the idea farm, development and application company of J. Montanye Vandergrift, Inc.

Sincerely,

Mont.

particular group comes from:

ROBERT CLARKE, JR., advertising manager of the Petroleum Iron Works Company:

"I might definitely say that our advertising appropriation for 1920 has already been increased over that for 1919 by more than 50 percent. We are constantly increasing our sales force at the same time. Furthermore, we not only look for an even larger business in 1920 than in 1919, but are practically assured of it from the very fact that we now have orders on our books which will keep our plants running to make deliveries for the greater part of the coming year.

"We sincerely believe that at the present time—of all times—(now that our country has had a year's breathing spell from its stupendous job in the Great

War) is certainly an appropriate one for this expectant optimism—a buoyancy of feeling which is, however, fully justified and substantiated by existing facts and conditions in our business."

The third group as arbitrarily picked from the collection of replies received is the automobile and accessory manufacturing line—one industry, of all others, that furnishes a splendid barometer with which to estimate the wealth of the public.

In this light, one of the most cheering forecasts of the future comes from:

H. C. DART, advertising manager of the Paige-Detroit Motor Car Company:

"We expect the season of 1920 to be by far the largest the Paige Company has ever known. Our advertising appropriation on passenger cars and trucks will be approximately one million dollars—the largest we have ever spent.

"Our advertising appropriation has been increased about 25 percent over the largest previous year's advertising appropriation."

A report along the same strain is also made by:

GEORGE W. CUSHING, advertising manager of the Hudson Motor Car Company:

"We expect 1920 to be the largest year in the history of this company. Production will be practically doubled and the advertising appropriation will be increased accordingly. Every indication points to a greater demand than ever for Hudson and Essex cars."

A somewhat different angle, however, is presented by:

JAMES M. DUNLAP, sales manager of the Chandler Motor Car Company:

"Our advertising policies for 1920 will not be changed in any essential regard from policies followed in the past.

"Naturally, with our production much larger than ever before, our total expenditures in advertising will be maintained on a somewhat higher level, but undoubtedly on a lower percentage against sales basis."

Again bringing up production difficulties, that harass every line, a more detailed comment is quoted from:

FREDERICK DICKINSON, advertising manager, Hupp Motor Car Corporation:

"In our opinion sales conditions for 1920 will just about parallel the conditions that have prevailed during the greater part of 1919. That is, there will be a demand far in excess of supply and there will be heroic efforts on the part of all manufacturers to increase that supply. However, in spite of these efforts, I do not think that supply is going to anywhere near catch up during 1920.

"Naturally, there will be an increase in advertising effort also, but I do not believe, as far as the automobile industry is concerned, that the increase of 1920 over 1919 will be as marked as the increase in 1919 was over previous years. This is due to the fact that most automobile manufacturers, whether they are at top speed in production or not, are very near top speed in advertising effort.

"This corporation will increase its advertising appropriation. However, the greater part of this increase will be due to the increased cost of space in the publications which we are now using; there will not be a tremendous increase in the amount of space used. We are putting a great deal more money into advertising in the export field, and we are accumulating a somewhat larger reserve for newspaper advertising to take care of possible emergencies that might arise in certain sections of the country. These two departments account for the balance of our increase in appropriation."

A general estimate of the future outlook is made by:

G. J. DWYER, assistant advertising manager of Willys-Overland, Inc.:

"The outlook for 1920 with this company from the advertising and sales standpoint may be considered extremely

The 1920 EDITION of the American Newspaper Annual & Directory

Will Be Ready For Delivery January 20

THE present volume, marking the Fifty-second year of publication, continues all the old features with a number of new ones. Among these is an Alphabetical Index to about 6000 Class and Trade Publications, Magazines, Reviews, etc. There are 97 specially engraved maps and 290 lists of different classes of publications.

Numerous changes during the past year make this volume unusually important. An early purchase gives the longest use of the book. It will be sent anywhere in the United States and Canada, carriage paid, upon receipt of \$10. Address the publishers.

N. W. AYER & SON
PHILADELPHIA PENNSYLVANIA

good. Our appropriation is approximately the same as 1919, but our production and our sales will be considerably larger. It may be safely stated that the Overland 4, which is the new light car which we produced this fall, has been received everywhere with tremendous enthusiasm, and the problem today is not so much one of sales as of filling the demand."

Touching on the motor truck line, as well, we hear from:

W. E. BLODGETT, advertising manager of the Autocar Company:

"The year 1920 will unquestionably be the biggest in the history of American business. The Autocar Company is backing up its confidence in this statement by laying all plans for necessary expansion to take care of the extraordinary industrial and commercial activity of the coming year."

Expansion is the keynote of the organization represented by:

W. H. HOLMES, advertising manager of the Packard Motor Car Company:

"The Packard 1920 advertising campaign will be world-wide. The amount of appropriation will increase in direct relation to the increase in Packard production. Slight modifications in the appeal will be made, but in general the same plan as heretofore will be carried out."

In the "accessory" field we have the opinion of:

S. E. BALDWIN, advertising manager of the Willard Storage Battery Company:

"Outlook for 1920 for the Willard Storage Battery Company is the best that it has ever been. All prospects are for a business far surpassing our business of 1919."

"We have increased our advertising appropriation for 1920 very materially, and we have added considerably to our sales force."

Equally as optimistic is the forecast of:

C. L. HARRISON, sales manager of the Dayton Engineering Laboratories Company:

"The outlook for our company for the year 1920 will be the biggest we have ever had in the history of the organization. We are not only getting a lot of new customers but our old customers are making definite plans to increase their present output."

"Our advertising appropriation has been increased by about 20 percent. Our sales organization is one of an engineering nature rather than actual sales. We will add men to the sales organization so that we can maintain the same class of service to our customers that we have heretofore."

Still in the electrical device field, we get the thoughts of:

A. H. BARTSCH, general sales manager of the American Bosch Magneto Corporation:

"We certainly can say that the outlook for 1920 is indeed bright, and if the unforeseen does not happen it ought to be one of the most prosperous years that the Automotive Industries have ever known."

"We are optimistic, and therefore shall increase our advertising appropriation, mainly for two reasons—the rates have increased, and we believe in Business Insurance."

"We shall increase the number of mediums we use, but the main effort of our appropriation will be directed to fields in which we have not heretofore spent very much money."

"We expect to add to our sales force, and we likewise expect to produce more goods and to do a good deal more business in 1920 than in 1919."

"We will also keep our ear to the ground, as it were, more closely and more conscientiously during 1920 than we have ever done before."

From the motorcycle manufacturer comes the same production complaint through:

J. A. PRIEST, advertising manager of the Hendee Manufacturing Company:

"At the present time our problem is

neither sales or advertising but that of production. Production has, of course, been hampered by certain abnormal conditions, such as excessive demand for raw material and the inability to get in sufficient quantity castings and other accessories which we have to purchase outside. With a favorable adjustment of these difficulties in production the Hendee Manufacturing Company will make more motorcycles this year than in any other year of its history."

Another well known advertiser is represented by the opinion of:

H. L. COREY, advertising manager of the Champion Spark Plug Company:

"Our outlook for 1920 is very encouraging."

"While we may possibly add on a few

Sir

Gilbert Parker's

latest

"No Defense"

Starts in the February

MUNSEY

Now 25 cents a copy

**Quality Circulation
at a Quantity Rate**

150,000—\$250 a page

more salesmen and although our advertising expenditure will remain approximately the same, yet we feel that with the increase of our production, and with the training our new salesmen which were put on during 1919 have received, this will be of such value to us that 1920 will break all former records with reference to the sales of our product.

"Our new factory at Windsor, Ontario, Canada, will soon be in operation, and this will give us an additional production of 35,000 spark plugs per day, to take care of our Canadian and foreign shipments.

"We expect to do a large export business—to which field we are catering very strongly. We have advertised our product in a great many countries in the past, and expect to do even more advertising during the coming year, as our product is sold in approximately every country in the world."

Pretty much in detail comes the comments of:

S. SIMPSON, president of the Raybestos Company:

"In keeping with our practise of basing our advertising appropriation on our previous year's business, we have made contracts for over one-third more space than we have ever used, adding several new mediums.

"We believe the automotive industry will make tremendous strides during the new year, as with the automobile registration approximately seven and a half million and the saturation bugbear still a long way off, together with the ever increasing demand, both domestic and foreign automobiles, it is obvious that the manufacturers of a standard and well-advertised and properly marketed automobile accessory may rightly expect to profit greatly when taking into consideration that one of every sixteen persons in the United States are possible consumers of automobile accessories. This in addition to the fact that the production of automobiles in 1920 will far exceed that of any other previous year.

"In order to compensate for the ever increasing cost of labor, it is essential that the producers practise every manufacturing economy, and as so far as possible introduce labor-saving devices. In line with this thought we have recently almost doubled our manufacturing facilities and installed the most up-to-date equipment, making possible to very nearly double our 1919 output.

"To properly market our product we have opened up three new Branch Offices, and adding to our sales force very materially. All this with the greatest optimism and with the firm belief in the three requisites for success—i.e., product of merit, properly marketed and well advertised."

In the rubber and tire field, this note is made by:

J. R. WEDDELL, advertising manager, Firestone Tire & Rubber Company:

"We plan a 60-percent increase and expect to reach it—that means 150,000,000 of sales."

From the same city in Ohio comes the report of:

L. L. KING, advertising manager of the Goodyear Tire & Rubber Company:

"We believe that the general business outlook for this country is splendid, though undoubtedly we shall have a little difficulty here and there as a result of the present industrial situation. Goodyear did a business of close to \$170,000,000 this year, and we are hoping for a business of \$250,000,000 in 1920.

"Goodyear has nothing but optimism for the future. We believe that if a manufacturer makes the best product he can, if he makes a sincere effort to see that that product reaches the consumer backed by a service which insures the buyer convenience and satisfaction, and if he adopts a fair and aggressive sales and advertising policy, there is nothing for him to fear."

Another prominent tire manufac-

turer expresses these thoughts in the remarks of:

H. M. BACON, general sales manager, McGraw Tire & Rubber Company:

"The McGraw policy for the coming year will be one of conservative expansion in the matter of both advertising and sales.

"We contemplate opening a few branches at strategic points in addition to the fifteen we now have.

"We have made a liberal increase in our advertising appropriation over 1919, and will increase our selling organization.

"We look for a satisfactory increase in business over that of the past year."

Leaving no doubt about his company's optimistic expectations, and concluding the automobile list, is the comment of:

SAMUEL P. COLT, chairman, United States Rubber Company:

"The outlook for 1920 for our company's business is excellent. The indications are that the sales for the coming year will substantially exceed any other year in the history of the company, and business conditions on the whole are generally good."

Offices being more or less essential to business, it is fair to conclude that when offices buy more equipment and when new offices swell the demand, business must be satisfactory. (In this connection see the very interesting charts on this subject reproduced on pages 60 and 61 of this issue.) Therefore we have "segregated" the opinions of those men supplying the business field with tools, and present, first:

W. H. MARSH, advertising manager of the Burroughs Adding Machine Company:

"I have your letter of the 20th asking, in our opinion, what the outlook for 1920 is. The best answer I can give to this question is that our entire manufacturing and marketing program for next year will be speeded up about 25 percent."

Another opinion is advanced by:

H. K. GILBERT, second vice-president of the Oliver Typewriter Company:

"I am not qualified to speak for The Oliver Typewriter Company, but can only give you my personal views. It seems probable that there will be a large volume of general business in this country and abroad, and that it will be some time before the supply will overtake the demand.

"Our program for the advertising and selling departments of this business is substantially a continuation of our policy during the last year."

Another presentation of the "oversold" bogey is given by:

A. P. BRASKE, general manager of the Hammond Typewriter Company:

"I am pleased to say that we have increased our outlook since August more than 40 percent, but have made little impression on our oversold condition. The prospect for Hammond goods in various parts of the world seems most excellent, and if we could deliver with reasonable promptness, other sales would doubtless follow considerable increasing demand for Multiplex Hammonds. The Alum-

Theatre Program Advertising Pays

AS IS TESTIFIED BY THE STEADY GROWTH and CONTINUOUS USE BY NATIONAL ADVERTISERS

For Rates in All Programs in Los Angeles

(No Motion Picture Programs)

Write

JAS. G. SPRECHER

Sec'y National Theatre Program Association

625 MARSH-STRONG BLDG.

LOS ANGELES, CAL.



Experts hired by church to visit every farm

FROM farm to farm through half a dozen counties—on the road month in and month out—two people, a man and a woman, are bound on one of the most unusual of all errands.

They are two experts hired by a western church to give the farmers assistance and advice.

The man—a well-known agriculturalist—helps each farmer solve his own personal problems in raising stock and grain and marketing the crops. His wife—an experienced home economist—has helpful suggestions as to diet, home economics, care of babies, and a score of kindred subjects.

This is an illuminating example of what American

churches are doing everywhere today in their efforts to reach and benefit everyone. Church members are the most influential class in every community; alert, up-to-date, fair-minded people, to whom the religion of service is a vital, living thing.

Every week the **CHRISTIAN HERALD** reaches 300,000 of these progressive families—throughout the length and breadth of America. Seventy-five per cent of these subscriptions are renewals. Doesn't that prove the enthusiasm of Christian Herald readers? Packed as it is from cover to cover with interest and information, every number—every page—is interesting and important to them.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

NEW YORK CITY

inum Portable De Luxe has met with a wonderful success, and we anticipate increased demands for 1920.

"We shall continue our advertising as a matter of general publicity, but shall not add to our advertising appropriation, which will only add to our oversold condition and also add up complaints for non-delivery."

From a business reaching both business people and offices, we note the comments of:

W. N. BAYLESS, advertising manager, the Conklin Pen Manufacturing Company:

"Yes, sirree! we most certainly do expect a big increase in business for 1920.

Our increase for 1919 was a whale—way over our sales quota for the year.

"So we have set an ambitious selling program for the new year—and what's more, *we will attain it*. There is no question about that. We are all primed and awaiting the signal—'Let's go!'"

"Of course, this will take increased effort both in selling and advertising; and the advertising appropriation allotted my department for 1920 by our directors shows a proportionate increase over 1919. That won't exactly mean a proportionate increase in the amount of advertising it will buy—the curve of increasing costs is simply skyrocketing these days."

Another slant on the production question comes from:

R. N. FELLOWS, advertising manager of the Addressograph Company:

"Making deliveries is our greatest 1920 problem, consequently no new salesmen will be added to our force. Our magazine advertising expenditures were doubled during 1919. We expect to continue an equally aggressive advertising program during 1920. In short, we are not going to let people forget us because we are temporarily oversold."

And still another angle from:

O. J. DREYER, advertising manager, the Globe-Wernicke Company:

"We look for a much larger business in 1920 than we have had in 1919, which was a big year.

"We believe that most manufacturers have sufficient orders on hand to keep them going through the better part of 1920, and as the incoming volume of business is increasing each month, all indications point to 1920 becoming a record-breaker for volume.

"Anticipating this, we have just erected one five-story building, 75x341, and are now constructing another 1,000 feet long by 150 feet wide.

"Until production catches up with demand we will do little in advertising."

The position of the "institutional" advertiser is also explained by:

R. C. HAWS, advertising manager of the Baker-Vawter Company:

"Our advertising appropriation is based on a percentage of the present year's shipments, and as our business for the year 1919 has made a very substantial increase over 1918, our appropriation for the year 1920 will be larger. We look for a larger business in 1920 than in 1919. In fact we look forward to two or three years of wonderful prosperity.

"With us at the present moment the problem is one of production. Sales have far outdistanced our manufacturing capacities, and we have been compelled to apportion to each salesman the amount of our product he will receive, and can, therefore, sell during the first three months of 1920.

"We are increasing our facilities in our eastern factory at Holyoke, and have under construction an additional factory in Kansas City, Mo. We hope that this will be ready by May or June of this year.

"It is our intention to expand still further, but we cannot see any possibility of catching up with the present sales force during the next year. As our national advertising policy is based on advertising Baker-Vawter Company as an institution, and not as a merchandising method for marketing our product, you can readily see that we will continue with all the vigor we have to aggressively maintain and improve the position we now hold in the business world.

"Therefore, our advertising during the next year, although our product is limited, will be just as aggressive as we know how to make it within the limits of our increased appropriation."

Going back to the typewriter field again, we have:

A. C. RELEV, advertising manager of the Remington Typewriter Company:

"Regarding the outlook in general for American business during the coming year, it is hard to hazard an opinion. We hardly suppose that our own case is exceptional. On the contrary, it is reason-

Off to a Good Start!

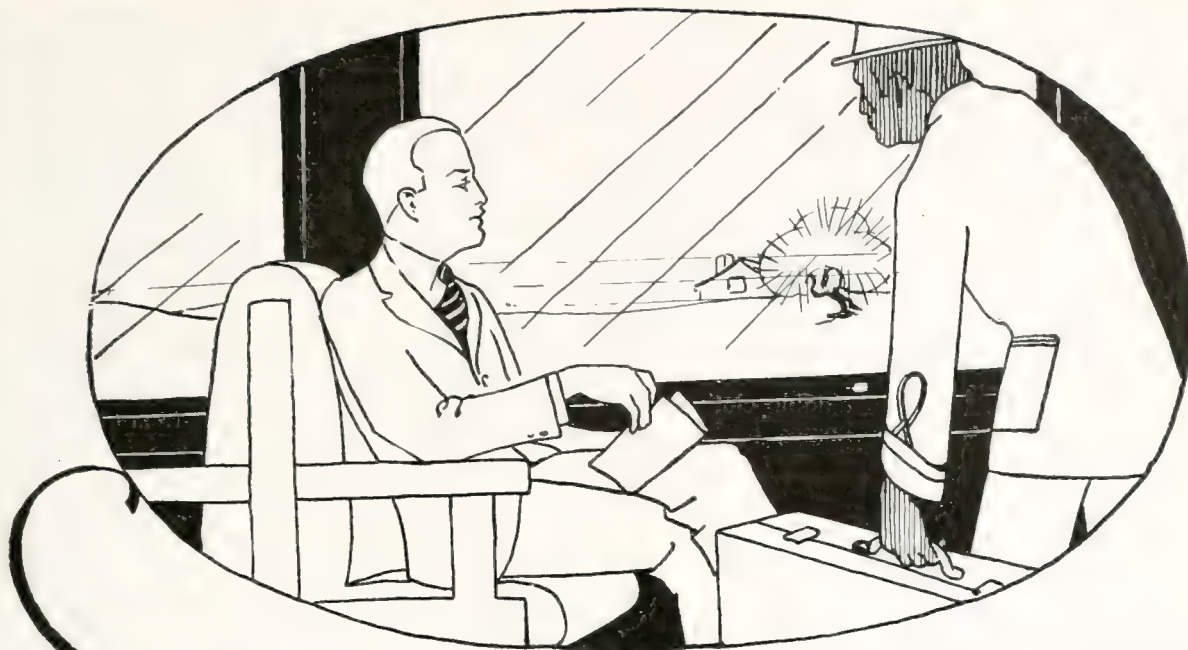
MoToR for January—the Annual Automobile Show Number—carried 314 pages of advertising, signalling our entry into the new year by the publication of **the largest issue in the history of the magazine.**

On the newsstands—at one dollar per copy—the big issue enjoyed an insistent sale that exhausted the entire 75,000 edition in twenty days.

Naturally we face 1920 and its problems with great enthusiasm. Production in the automobile field is rapidly assuming normal proportions and we feel optimistic enough to predict several "largest issues" during the next twelve months.

To all advertisers and advertising agents placing automobile accounts we suggest that the volume of business carried in the Show Number of MoToR indicates a universal recognition of the supremacy of this magazine.

MOTOR



That man is the best paid salesman travelling this territory"

Remarked my companion about the young fellow seated across the aisle.

"Why?" I asked.

"Because he has learned to sell his goods and his ideas. He is a remarkable chap! He is quite a student—studies himself as well as his line. His personality is dynamic, mostly because he has developed it. Then, he knows how to approach a prospect, can size him up immediately and knows exactly how to proceed with his sale. And I'll tell you, few men get away from him. No matter how hard he has to sell he always leaves his prospect with a fine impression. But don't think he is just a salesman for he is more than that. He can talk on prices, competition, service, tendencies in trade as though that were his only work. No one under the sun can hold that fellow down."

Can anyone say that of you?

If you could gain an understanding of the principles of selling that would help you to become a salesman like the man referred to above—a successful, well paid salesman—by studying the fundamentals of selling, a training so thorough, so complete, so readable, that it at once strikes you as being just what you have been looking for but never found, wouldn't you buy it at almost any price?

"Personal Selling" is that course. It will give you a well rounded understanding of selling—an understanding that will leave no doubt when big questions arise.

Wesley A. Stanger, the Founder of this Course, a Prominent Business Man, Publisher and Newspaper Man

Sales Manager Thos. A. Edison, "Ediphone," N. Y. C., formerly staff writer SYSTEM, Chicago Tribune, and various trade papers, Secretary Chicago Trade Press Assn., Editor Office Appliances, etc. Later Manager Royal Typewriter Co., Chicago, Pres. Mitchell Automobile Co. of Mo.

It will cost you nothing to examine this comprehensive set of 12 books. Fill out the coupon opposite and mail today.



19 W. 44th Street

New York City

Personal Selling

1. **Importance of the Salesman.**
With an introduction by E. St. Elmo Lewis. Historical; evolution of salesmanship.
2. **Requirements For Success.**
Importance of Study; knowledge of self and goods.
3. **Personality of the Salesman.**
Basic mental traits necessary and how to develop them; tests to apply; questions to ask oneself.
4. **Solicitation.**
Approach; interesting conversation; keeping the dominant hand in the conversation.
5. **Prospects.**
Perseverance with prospects. Follow up.
6. **Price.**
Relation of Price to the salesman's job. Price vs. Value.
7. **Meeting Competition.**
Use of tact and knowledge instead of knocking to thwart the competitor.
8. **Meeting Objections.**
Thorough knowledge of your goods. Tact; positiveness.
9. **Resistance.**
Overcoming petty interruptions; keeping the prospect's mind on the subject in hand.
10. **Closing the Deal.**
Be able to read the buyer, follow his thought, and help him make up his mind.
11. **Service.**
Being true to the house and yourself by giving the best of your thought and attention to the buyer.
12. **Compensation.**
Relation between the value of the service to the house and what it can afford to pay to what the salesman feels he is worth.

The Biddle Publishing Co.

19 West 44th St., N. Y. C.

Dept. 22

Please send me immediately, on five days' approval, your 12 books on "Personal Selling." I will either remit the price, \$6.00, or return the books within the specified time.

Name _____

Address _____

Business _____

Note—If you wish to make payment in advance we will include Mr. Stanger's "The 3 C's of Selling," in uniform binding, as an extra premium. You to still retain the 5-day privilege.

able to believe that the suspended manufacturing activities, to say nothing of the untold waste resulting from the great war, have placed the available supply of all commodities far below the existing demand. Until a balance is again reached it seems reasonable, therefore, to anticipate a period of exceptional manufacturing and sales activity."

And last, but not by any means least, in the office field is:

J. W. SPEARE, advertising manager of the Todd Protectograph Company:

"We are adding a considerable number of men to our sales force as well as increasing the individual quota of each salesman.

"Our advertising appropriation will

naturally be increased accordingly. On account of the radical increase in the cost of white paper and of magazine space, we shall probably use less space than we did in 1919, and we may not spend as much money in any given publication, but the aggregate expenditure will be larger.

"It is our idea that it behooves advertisers to get along with smaller space wherever it can be done without losing too much of the effectiveness of the advertising."

The fifth group, representing folks who make things that are sold to the homes of the country—including clothing for the folks in the homes to wear—also constitutes a

safe medium for conveying the relative prosperity of the country. The reasons are obvious. First on this list is:

CARL J. SCHUMANN, secretary of the Hilo Varnish Corporation:

"The general outlook in the varnish industry is for decidedly larger business in 1920 than ever before, and we at Hilo are setting our quota full one-third over 1919.

"Our sales force will be added to and territories worked more intensively. Our appropriation for advertising is not pegged at any set figure, but is sufficiently elastic to meet such requirements as may present themselves from time to time.

"To sum up, in our opinion, the outlook for business at Hilo during 1920 is the brightest in our history."

Along the same line is the remark of:

LLOYD MANSFIELD, advertising manager of the Buffalo Specialty Company:

"The year 1920 is unquestionably going to be the biggest year our company has ever had, both from an advertising and sales standpoint. We base our prediction not so much on the general prosperity of the country as upon the introduction of new goods which have demonstrated in a short period during the close of 1919 that a wonderful market awaits them.

"Our advertising appropriation will be bigger than ever and will be invested along slightly different lines on account of the introduction of these new articles. More than the usual amount of attention will be devoted to working with the dealer and his clerks."

From the electric field comes the cheery note of:

GEORGE A. HUGHES, of the Edison Electric Appliance Company, Inc.:

"We are increasing our advertising appropriation for 1920, and we confidently expect an increase of 40 percent in our sales for 1920 over our sales for 1919. It is largely a question of factory production rather than of ability to sell."

Concrete figures are presented by:

WALTER WILL, secretary of the Sill Stove Works:

"For 1920 we will add over 60 percent to the strength of our selling force, and we are continuing our same plan of advertising on an increased scale. We expect to increase our business in 1920 by at least 50 percent over 1919.

"You may judge from the above outline that we are optimistic for 1920. We surely are going to, as the saying is, 'go while the going is good.' We expect that there will be some slight reaction in 1920, but expect that the continued shortage of material and the insistent need for more houses will continue the seller's market for, at least, the entire year, and we further intend to secure our sales by increasing and improving our line, which we have already done and adding a new patented gas and coal combination water heater. This last mentioned apparatus has been in the making for five years, and we now have it perfected and our sales on it already before announcing it generally to the public has been more than gratifying."

From the drug industry comes the opinion of:



Picking Your Prospects

There may be only four in the town, there may be ten or fifty, but if they are possible buyers of your goods, the right Business Paper reaches them, and no one else.

Automatically the good Business Paper segregates all those interested in the same materials, processes or markets. Also it attracts to itself chiefly the most progressive and desirable element in any group. Truly a **hand-picked audience**.

What an ideal opportunity for scientific, intensive, wasteless, and immensely productive advertising effort? And what amazing results are being reaped by those who apply it properly, and who do not view the comparatively low cost as a disadvantage.

Our Advisory Service Bureau will help you find the best advertising route to your market, for the asking.

All Business Papers are good, but some are better than others. The phrase "Member of the Associated Business Papers, Inc.," means proven circulation PLUS the highest standards in all other departments.

The ASSOCIATED BUSINESS PAPERS Inc.

Jesse H. Neal, Executive Secretary

Headquarters

220 W. 42d St.

New York

C. MAHLON KLINE, first vice-president of Smith, Kline & French Company:

"We are increasing our advertising appropriation with the exception of one item where the raw materials are at such a prohibitive price that we are unable to do any advertising at all.

"We certainly expect to add to our sales force and we look for a larger business in 1920 than in 1919."

In the personal furnishings line the matter of insurance for the future is touched upon by

E. RALPH BRECK, treasurer of the Daniel Green Felt Shoe Company:

"This company is increasing its advertising and increasing its sales force for 1920, not in any way to take care of the increased volume of business which we expect, but rather for the purpose of educational work preparatory against the day when the buyers will not be as insistent in their demands as they are at the present time."

Other reference is made to supply difficulties by:

GEORGE A. WEINMAN, advertising manager, Emery & Beers Company, Inc.:

"Our advance business for the coming year shows such a great increase that we can safely state that we expect our business to be much greater than during 1919, although that has been the best so far in our existence.

"Present indications seem to show a continuation of the scarcity of labor and production in the manufacture of hosiery. The demand keeps far ahead of the supply, and for that reason it will be unnecessary to increase our sales force."

From the great shoe section of New England comes the opinion of:

H. W. FLEMING, secretary, Churchill and Alden Company:

"You can class us among the optimists. We believe that business for 1920 is going to be good. We are not resting on our oars, however, as we have increased our advertising appropriation for the coming year and are planning to add several new salesmen.

"It is our purpose to lay the foundation for an even larger business than we have at present."

Bringing out the advisability of national advertising is the point of:

H. J. WINSTEN, advertising and sales manager, the H. Black Company:

"From an advertising and sales standpoint we have every reason to look forward to 1920 with a great deal of enthusiasm.

"Our appropriation has not been materially increased, but we are extending our advertising into the Sunday rotogravure section.

"We are enjoying a larger volume for spring, not only in dollars but also in pieces; which in view of the higher prices established for spring is a very happy situation. We have every reason to believe, from the fact that the retailers are purchasing in liberal quantities, that they expect good business this spring.

"We further believe that retailers are going to favor trade-mark lines more than ever, in view of the uncertain conditions which are bound to prevail throughout the retail world. Retailers are more keen to secure actual converts to a

national trade-mark than shoppers who buy merchandise at a price."

Improving on a good thing is the aim of:

A. T. HAEFFEL, advertising manager, Chipman Knitting Mills:

"The year just ending has been one of the greatest business years we have had, and so far as we are able to judge, 1920 will be even more prosperous. In fact, we are greatly enlarging our facilities to handle the great volume of business which we confidently anticipate."

Topping off the opinions of all these men, engaged in the sale of products, none of which are non-essentials (except, perhaps, the automobiles in the pleasure car sense),

we have a few expressions from some other gentlemen engaged in producing various products which the public will buy only when it has a surplus. The comments they have to make are significant. Hardly any other line or lines could so well indicate prosperity—take, for example, the remarks of:

L. W. WHELOCK, of Stephen F. Whitman & Son:

"Our advertising and sales plans are all complete for 1920, and both are planned for considerable expansion and coordination with our increased manufacturing facilities.

"Our sales force has been idle since October, when business for us exceeded

825,000 Copies

of the February issue of the New York City Telephone Directory will soon be ready to deliver your message to New York City telephone users.

These books will be in circulation three months. They will be consulted 3,500,000 times daily.

Advertising forms will be held open until

Saturday
January 24th, 1920

Arrange today to join the 1,700 advertisers who now get big results through this medium at very low cost.



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

New York City

Telephone Cortlandt 12000

our capacity for the remainder of the year, and they are just gathering in convention from all over the country, full of pep and enthusiasm, and with a considerable reinforcement of men, determined to

make 1920 the best year in the history of the company, if it can be done, and we all believe it can."

Then, speaking from the Canadian tobacco industry, comes:

L. R. GREENE, sales and advertising manager of Tuckett, Limited:

"We are looking forward to our coming new year with a good deal of optimism. We realize there is some uncertainty about conditions, but we also appreciate that unless we have confidence in the future, and back up our confidence by an aggressive business policy, we are only encouraging that condition.

"While our plans are not complete, we are contemplating an increase in our advertising appropriation, which was quite largely increased last year, and also an addition to our sales force. As far as Canada is concerned, we do not see why any of our manufacturers or merchants should be anything but optimistic."

Hounded by seasonable jinx added to common production troubles is:

DON FRANCISCO, advertising manager of the California Fruit Growers Exchange:

"We have increased our advertising appropriation and added to our sales force. We do not anticipate that the new year will be any better than 1919, which was an excellent year for us.

"It happens that our orange crop is lighter than usual, due to climatic conditions, and this will mean that our volume will be curtailed regardless of market conditions. Our lemon market at the present time is so low that much of our lemons are selling at a loss, but we believe this will change within a few weeks."

Speaking for a low-price article in the candy field, note:

J. ROY ALLEN, treasurer, Mint Products Company:

"We have again appropriated for 1920 \$500,000, the same sum as for 1919. An additional appropriation will be made shortly for some of our new lines.

"Our expectations for a large increase in our business in 1920 are exemplified by the investment of more than half a million dollars in a new factory at Port Chester, N. Y., which will give us more than double our present capacity. A sum almost equally as large will be invested in labor-saving machinery.

"We are planning to introduce some new candy specialties closely allied, however, to our Life Savers. This expansion will, of course, require an increased sales force as well as increased advertising."

Still in the confection field, we have:

B. K. WILBUR, of H. O. Wilbur & Sons:

"While the business outlook for the year 1920 is uncertain, the majority of opinion seems to be that there will be a larger volume of business during the coming year than ever before.

"In our own particular industry the uncertainty in regard to sugar offers serious complications and it is difficult to see how the volume of business can be maintained without increasingly higher prices.

"In spite of the fact that it has been impossible to supply the demand, we shall continue our advertising and probably increase the appropriation for the new year.

"After all, what has so frequently been said in regard to the future is undoubtedly true. The real basis for prosperity is rather in the attitude of mind than in actual physical conditions."

Considering various attending circumstances modifies the opinion of:

W. A. McDERMID, sales manager the Meinen Company:

"We do not profess to be able to predict what will happen in 1920. Partisan politics, with a callous disregard for the needs and problems of the country, are interfering seriously with the normal course of business, which would naturally become even better. It has happened before this, that business conditions have been used to accomplish political results, and it may happen again. Any discussion of politics would be out of place here, so that it may be summarized by saying that politics are the chief uncertain and disturbing factor in the business situation to-day.

"Our advertising appropriation will be, as heretofore, directly proportional to our volume of business, and we expect to continue to develop our sales force, and to tighten up and improve our organization and methods. This year we see as one of preparation for a period which sooner or later (probably sooner) must come, of restricted credits and lowering prices.

"If Congress will get on its job one half as effectively as the business interests have done in the task of reconstruction; if foreign credits will enable the export trade to get going instead of comparatively marking time, there is every reason to look forward to a great year, with less industrial difficulty, more

WANTED—HIGH GRADE PUBLICITY MAN

By Well Established Omaha Financial Institution

All references required showing capability to promote its business in a BIG WAY by advertising literature and personal activities. Address Box 4268, World-Herald, Omaha, Nebraska

ALLIANCE COVER

Try the strong and pleasing
colors of

The Alliance Line

When next you need Cover
Stock for

Moderate Priced Work

Where Color Is the Most
Striking Feature

Made by the Mill That Will

Peninsular Paper Co.

YPSILANTI,
MICH.

The Rotary Platform

Excerpts from the Rotary Platform, which indicate the character and standing of the 50,000 men who compose its membership:

" * * * * On account of its limited membership the Rotary Club does not constitute itself the voice of the entire community on questions of general importance, but its actions on such questions is of great influence in advancing the civic and business welfare of the community.

"The Rotary Club demands fair dealings, honest methods, and high standards in business. * * * * Election to membership therein is an expression of confidence of the club in the member elected, and of its good will towards him. * * * *

"Service is the basis of all business"—This spirit of service is exemplified thru their publication

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs
CHICAGO

Eastern Representative, WELLS W. CONSTANTINE

31 E. 17th Street, New York

Advertising Manager, FRANK R. JENNINGS

910 So. Michigan Ave., Chicago

Great Britain, THOS. STEPHENSON, 6 So. Charlotte St. Edinburgh, Scotland

MEMBER AUDIT BUREAU OF CIRCULATIONS

WESTERN UNION DAY LETTER

Form 2544

GEORGE W. E. ATKINS, VICE-PRESIDENT

NEWCOMB CARLTON, PRESIDENT

BELVIDERE BROOKS, VICE-PRESIDENT

RECEIVER'S No.	TIME FILED	CHECK
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SEND the following Day Letter, subject to the terms on back hereof, which are hereby agreed to

December 15, 1919

S.D. Parker,
Leary Building,
Seattle, Washington.

How long business will continue at high tide in this country no one knows. Majority of men will go on thoughtlessly assuming it will continue indefinitely. The thoughtful few are seizing this opportunity to place themselves in positions so secure that no change can affect them. In the early months of 1920 they will ask themselves this question: "When the business tide recedes will I be one of the men who has made himself indispensable?" Whether they realize it or not this year will mark the turning point for thousands of men in America. It is your privilege to help them realize it in time.

Alexander Hamilton Institute

A New Year's Message that should apply to You

IN Buffalo a few weeks ago a business man said: "The Presidents of five different companies have asked me recently where they can find men for important executive positions; and everyone of them is still looking."

In New York the Vice-President of a twelve million dollar company remarked in private conversation that he had four high-salaried offices in his organization to fill and could not find men equipped to fill them.

This is the present business situation in America—a demand for men exceeding the supply. How long it will continue no one knows. But thoughtful men *do* know that the tide must recede sometime; and they are seizing this opportunity to give themselves an all-round mastery of business that will make them indispensable.

A message for you

The New Year's telegram reproduced above is addressed to the representatives of the Alexander Hamilton Institute

throughout the country; it should be addressed to every business man in America.

1920 is here. It offers high wages to common labor, and a slightly increased salary to the departmental man.

But to the man who has trained himself to handle larger responsibilities it offers an opportunity that may not come again in a life time.

This New Year's message is published not to give further facts about the Alexander Hamilton Institute. Those facts are familiar to you.

You know that it has only one Course; and that Course embodies the experience of the best men in modern business—the same sort of experience that you might gain if you were to move from department to department and serve directly under those men.

Not facts but a moment of decision

You know that its Advisory Council consists of leaders in education and business.

You know that more than 110,000 men have tested this training in their own careers and testify to its value. Some of these men live near you; the letters of scores of them are published in the Institute's book "Forging Ahead in Business," which is yours for the asking.

This New Year's message calls for but a single moment of decision—a moment in which you will say: "Surely a training

that has meant so much in the success of 110,000 other men is worth an evening of investigation at least.

Start this important year by reading this book

Before another day passes you owe yourself one important duty. At least one evening you should devote to analyzing your business assets, to asking yourself: "Where am I going to be in business at the end of the year 1920? And at the end of 1925? And ten years from now?"

The Alexander Hamilton Institute has a 116-page book that has helped thousands of men to think clearly in answer to those questions. It is called "Forging Ahead in Business;" it tells in detail what the Modern Business Course and Service is, and what it has done for men in positions similar to yours. There is a copy for every thoughtful man; send for your copy now. It will be sent without any obligation to you.

Alexander Hamilton Institute
269 Astor Place New York City

Send me without obligation,
"Forging Ahead in Business."

Name *Print here*

Business Address

Business Position



Appropos the statements by various concerns in the office appliance and furnishings field concerning the prospects of the future, the interest in chart on this and the page opposite has been prepared by the Quality Group of magazines showing the actual consumption of office appliances during the year 1918. An estimate for the future can be based on this experience of a war year.

answer the complaint of high prices. So long as there is but one hat and three customers, hats will be high. Labor and capital must get together in a united effort to increase factory output, and the farmers, through intensive cultivation, must produce two bushels of corn where one grew heretofore. That will mean prosperity for all and at the same time a lower level of living costs.

"It is not the purpose of the Coca Cola Company to reduce either its advertising appropriation or its selling efforts, but rather increase its output. Plans are now under way to increase the present factory capacity more than 50 percent."

Winding up this collection of opinions, we take those of three men representing three companies

prosperity for all and at the same time a lower level of living costs.

S.E.	Typewriter	Adding Machine	Rolling	Stenciling	Duplicating	Addressing Mach	Print. Office Furniture	Small Office Furniture	Large Office Furniture
Maine	\$1,150.00	\$495.400	\$3,800.00	\$694.00	\$924.00	\$102,000	\$64,000	\$21,300	\$1,200.00
New Hampshire	695.00	257,000	3,000.00	35,000	60,000	81,000	25,000	15,000	15,000
Massachusetts	4,100.00	1,622,750	2,750,000	356,500	330,000	314,100	1,723,000	1,000.00	7,000.00
Rhode Island	1,100.00	491.00	214,000	37,000	70,000	119,000	347,000	10,000	7,000.00
Connecticut	1,430.00	773,000	4,220,000	78,200	1,540,000	155,300	652,000	23,000	1,046,000
Vermont	9,245.00	3,425,000	2,689,000	613,000	78,000	391,400	3,500.00	52,000	7,200.00
New York	623,200	321,300	1,70,000	32,700	70,000	40,000	239,500	1,000	47,000
New Jersey	579,500	40,000	234,000	42,500	1,000	40,000	20,000	1,000	47,000
Pennsylvania	299,500	34,000	30,000	22,200	20,200	35,000	30,000	4,000	47,000
Delaware	131,500	1,000.00	40,000	50,000	70,000	60,000	249,000	1,000	47,000
Virginia	412,700	2,000.00	20,000	20,000	45,000	39,000	1,000	1,000	62,000
North Carolina	50,000	230,000	31,000	31,680	60,000	45,000	155,000	1,000	55,000
South Carolina	325,200	42,000	27,000	27,000	40,000	37,000	40,000	1,000	546,000
Georgia	682.00	74,000	24,000	24,000	40,000	72,000	204,000	1,000	22,000
Florida	799,200	250,000	32,000	32,000	40,000	1,300,000	1,000	1,000	452,000
Alabama	540,500	50,000	1,500,000	38,800	452,000	400,500	1,000	85,000	50,000
Mississippi	757,000	2,781,000	2,212,000	73,400	624,200	440,000	2,100,000	110,000	570,000
Louisiana	1,000.00	1,000.00	20,000	15,000	20,000	20,000	1,000	1,000	1,000.00
Arkansas	400.00	1,000.00	20,000	15,000	20,000	20,000	1,000	1,000	1,000.00
Missouri	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Illinois	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Indiana	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Ohio	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Michigan	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Wisconsin	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Minnesota	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Nebraska	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Kansas	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Oklahoma	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Texas	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Montana	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Wyoming	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Idaho	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Utah	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Nevada	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Arizona	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
New Mexico	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Colorado	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Wyoming	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Idaho	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Utah	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Nevada	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Arizona	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
New Mexico	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Colorado	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
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Utah	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Nevada	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
Arizona	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	1,000.00
New Mexico	700.00	274,000	47,000	40,000	80,000	80,000	50,000	1,000	

Better Letters and How to Write Them

Some Concrete Suggestions From a Specialist on the Subject

By RALPH L. WOOD

Principal of the International Correspondence School of Salesmanship

THE difference between the old and new style of business correspondence may be briefly described in the language used by a girl describing to her chum the words of a new popular song. She said, "The first verse is awfully simple and the second is simply awful."

The old style of correspondence dates back to the time when business was carried on largely by means of personal interviews, and letters were regarded as being useful merely as records of transaction. The average business letter was a mechanical form; made up mostly of stilted phrases, and utterly lacking in interest or convincing power. Such a letter would begin somewhat as follows: "Your kind favor of the 14th ult. has come to hand and contents have been carefully noted, and in reply would beg to state . . ." and would end in this way: "Trusting to be favored with a continuance of your valued patronage, we remain." These stereotyped and in most cases meaningless expressions were

an inheritance from the time when written communications served mainly as records for legal purposes, and consequently employed legal phraseology to a great extent. The old style of business letter was simply awful.

AWFULLY SIMPLE IS THE NEW STYLE

The new style of business correspondence is awfully simple, that is, the underlying principles are not very numerous, nor are they hard to comprehend. The application of those principles, in such a way as to improve greatly the interest and force of the letters we write in the ordinary routine of the day's work is not such a difficult task either.

It just requires a little thought and persistent practice to add to your equipment as a letter writer the most advanced ideas on the subject of better letters.

And the reason why more rapid progress is not made in the direction of better letters is probably twofold; it's hard to climb out of a rut, and people are not as willing to think as they imagine they are.

PLANNING THE LETTER

Unity, coherence and emphasis are the essential qualities of a letter.

Unity means oneness; that is, it means that your letter should have a definite topic and every thought in the letter should help to develop the main subject.

Coherence means order; that is, the parts of the letter should hang together. The first paragraph should lead up naturally to the second, the second to the third, and so on. The current of thought should be uninterrupted from the beginning to the end.

Emphasis means strength. It means such arrangement of the thoughts that make up a letter as will give due prominence to the most important ideas.

If these general principles of composition are kept in mind in preparing the outline of a letter, you will find it surprisingly easy, after a little practice, so to organize and arrange your ideas for a letter that the actual writing of the letter will be a comparatively simple matter. On the other hand, if you try to write without first planning what you write, you will have to rewrite laboriously what you first put down on paper, for it is certain to be unsatisfactory, either as to language or arrangement or both.

In considering the composition of letters, it is well to remember the importance of getting your ideas straight in your mind before you write them out. Clear thinking precedes clear writing, and nothing helps so much to produce clearness of thought in planning a letter as an outline. An outline helps an inexperienced writer to organize his thoughts. It shows him whether he has included everything essential, and also

whether he has included anything that does not help to develop the main thought, and therefore should be left out. It helps him to decide whether due prominence has been given to important sentences and paragraphs.

In this connection the method followed by Benjamin Franklin is worth noting. Before writing a composition, Franklin would first jot down short notes and hints of his ideas on the subject, just as they came to his mind. Later he would review his notes and rearrange them according to some plan, omitting those that were not needed for this purpose, and combining the rest into groups. Into one group he would put those notes that were most closely related to each other, because they had to do with one part of his subject, and into another group those that had to do with another part, and so on. Thus he kept together the things that belonged together. Next, he would decide upon the best order in which to arrange the groups. Then he was ready to write. He believed that this method saved time, because he said, "The mind attending first to the sentiments (thoughts) alone, next to the method alone, each part is likely to be better performed, and, I think, in less time."

WHAT THE LETTER WRITER SHOULD LEARN

Each letter writer will find out by experience just how detailed he needs to make his written plan. One writer will find it advisable to include in his outline not only the main topics, but also the subordinate topics, all quite fully stated. Another will manage to keep his writing and thinking orderly with the aid of a few headings, planning the subordinate topics as he writes. It is best to begin by making the preliminary planning quite thorough and complete. This keeps us thinking about the best ways of expressing ourselves, and enables us to develop the habit of easily deciding as to the most effective manner of presenting our ideas. Thorough planning will result in a letter that will need little revision, though some rewriting is always advisable.

The preparation of an outline will take considerable time and thought at first, but after a little practice, it will be possible to outline quickly in your mind the letters you write, and only the most important ones will require a written outline.

In the effort to get life and personality into their letters correspondents frequently succeed in developing verbosity instead. They forget that a letter should be a wholesome expression of sense and naturalness, rather than a Fourth of July oration or a declamation for a prize. Stately phrases and six-syllabled words don't give life and force to a letter; the spirit of the letter—the human note in what you write—is what counts.

Long sentences may have their uses, but as a rule they are out of place in a business letter. A long sentence strains the reader's attention, tires him, and is very likely to be obscure. Even if it contains only one idea, the reader is put to the trouble of finding just what you are driving at, and he is tempted to shoot the letter into the ever-ready waste-paper basket, without reading any further. So if you want to get your message across, prefer short sentences. They give a letter a tone of crispness, and carry the reader along

Paper for Letterheads

LETTERS but they can never be best
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York
San Francisco

Pittsfield

Boston
Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.

Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or
business house in Chicago.

Advertising Artists

ADVERTISING ARTISTS INC.

33 W 42d STREET
AOLIAN BUILDING



PHONE VANDERBILT
1240 AND 1241

NEW-YORK-CITY

without effort to a clear understanding of your message, in all its details.

DON'T BE TOO BRIEF

In the effort to make your letters free from verbosity and your sentences crisp and concise, don't be so brief that you sacrifice clearness, or so curt that you fail to be courteous. You can make your letters both short and sweet by the very simple plan of studying each letter that comes to your desk for reply, checking off the points that require attention, and covering these fully, forcefully and in a perfectly human and natural way. Read the following letter, one of the inimitable epistles that were produced by Mayor Gaynor of New York City:

"I have received your letter telling me that you and the little girls in your neighborhood have no place to play after school and that wherever you go to play you are chased. I am very sorry about it and I will see if I can

do something for you. Do you know that I receive letters daily from men and women who hate to see the children play in the street at all, but on inquiry I find that they are the people who have no children of their own?"

"You say you want to skate on roller skates. Maybe I can get the police up your way to wink so hard with both eyes that they won't see you when you go by on roller skates. But be careful not to run into anybody or bump into an automobile. When one such accident happens a lot of people write to me as if it were the rule rather than the exception."

There is no doubt that the little girl who received this letter felt that she was hearing from one who understood her and sympathized with her, and wanted to help her if he could. The letter is striking in many ways. Note especially the number of words of one or two syllables, the skillful construction of the sentences, and the adoption of just the right attitude—not patronizing, nor bored, but kindly and paternal.

Technical Publicity Association Discuss Advertising Impulse

THE January meeting of the Technical Publicity Association, held at the New York Advertising Club on the evening of the 8th, was devoted to a discussion of "The Advertising Impulse"—introduced as a more workable name for "advertising psychology."

Professor George Burton Hotchkiss, head of the advertising department of New York University, addressed the meeting, and was followed by Harry D. Nims, member of the New York Bar, who spoke on the legal aspect of trade marks, trade names, and kindred subjects.

Professor Hotchkiss the first speaker after the demi tasse, described an interesting test made with 100 students in an Economy class at the University. A story was given them to read (on the H. C. of L.) and two weeks later, all the advertisements in that magazine were shown to them and a test made of attention value.

Some of the figures already compiled were quoted by Professor Hotchkiss as follows:

4 out of 100 remembered every advertisement.

50 out of 100 remembered 30% of the advertisements.

Color was registered as 13% more valuable than black and white for pure attention value, while theoretical estimates give color a 45% advantage. It was found, however, that the memory value of color was twice as lasting as black and white.

In size, it was found that a double page spread was only 38% more valuable than a single page, and placing a single page at the arbitrary value of 100%, the following figures were reached:

½ page 71%

¾ page 47%

2 pages 138%

(Tests made by Dr. Strong, Professor Hotchkiss pointed out, showed figures of 51%, 81%, 100% and 149%, while the theoretical values given are: 50%, 71%, 100%, 141%—both estimates closely agreeing with the New

York University test results.)

For position it was found that the back cover was 2½ times more valuable than inside color page and, costing only 43% more, was the cheapest position in the magazine.

The speaker promised to present further and more extensive figures on the results of this test as soon as the analysis has been completed.

Harry D. Nims, speaking on the importance of legal caution in the registering of trade marks and their choice, brought out some very interesting points very often misunderstood at considerable expense, and the result of his urgent request for sensible action on these matters was the appointment of a committee to study the matter and report back to the organization.

A lively discussion followed the speakers.

Prominent Speakers at Annual Dinner of the Representatives Club

The Thirteenth Annual Dinner of the Representatives Club was held at the Waldorf Astoria on the night of January 9th. Many prominent speakers addressed 200 or more guests present. Lawrence F. Abbott, President of the Outlook Company, gave a number of personal reminiscences of Theodore Roosevelt.

Willbur D. Nesbit, Vice President of Wm. H. Rankin Company, Chicago, spoke for a few moments on the "Eternal Triangle"—of advertising. Mr. Nesbit referred to the advertiser, the consumer and the agency. Following these remarks he quoted a number of interesting poems which had appeared during the time when he was in newspaper work.

George W. Perkins of the United States Steel Corporation and other large industrial concerns gave a very lucid talk on the subject of "Fundamental Causes of Industrial Unrest." Mr. Perkins brought out the fact that "the coming of prohibition meant indirectly the necessity of more advertising or publicity of a certain kind.

On account of our educational conditions in America, we are producing a higher grade of intelligence than the average of other countries. These better educated people are asking more questions, and they will insist upon answers," he said.

"The answer in the case of large corporation especially can only be solved by proper form of publicity or advertising." At this point Mr. Perkins emphasized the thought that this would have to be "not the form of advertising that you would use to sell soap, but the form of advertising that would sell the institution, its accomplishments, its profits, how they were shared and similar interesting facts about the corporation or firm."

He called attention to those present of the wonderful opportunity that advertising men meeting big business men had in this present day. He said these conditions would not be solved within 30 days, 60 days or 90 days, and that by reason of the longer time on the hands of the working man, because of the closing of the saloons, and the reduction in the hours of work, and the further fact that the workman would now have an opportunity for sober thought, these questions would become more and more pressing and required definite answers.

The evening's entertainment closed with a brief and very interesting humorous speech by Robert C. Benchley, managing editor of *Vanity Fair*.

George S. Chappell acted as toastmaster, being introduced by Raymond B. Bowen of the *Outlook*, President of the Representatives' Club.

George H. Wykes, Well Known English Newspaperman, Dies

News of the death in London of George H. Wykes, well known newspaperman and most recently head of the press bureau of the League of Nations has been received in this country. Mr. Wykes was for many years a member of the staff of the Central News Ltd., and had covered many important assignments for that association including the Peace Conference in Paris. It was while on this assignment that he attracted attention of some of the members of the conference who urged him to associate himself with the League of Nations. Mr. Wykes accompanied the Duke of Connaught on his tour thru Canada and will be remembered by New York newspaper men in connection with his work on covering the Titanic disaster.

Collins Publicity Service of Philadelphia Changes Name

The Collins Publicity Service of Philadelphia has changed its name and will be hereafter known as The Collins Service. Hitherto this firm has devoted its time in bank publicity work educating bankers in the value of publicity and the public to a greater realization of banking facilities, but they are now planning on extending their service to a broader field, going into the problem of modern industry and the question of human relations.

New Canadian Business Publication

A new Canadian publication has made its appearance published in Toronto, and called *Business Methods*. It is described as being a magazine of progress and is devoted to articles and ideas for building success in business.

FOR SALE California morning paper in substantial fast growing city of 4,500. Doing annual gross business of more than \$25,000 and paying better than 15 percent net on price asked beside salary, \$300 per month to owner. Eight thousand Cash necessary. Balance easy terms. Unless you mean business, save stamps. Address Box 220, ADVERTISING & SELLING.

SALESMEN—Several good specialty men who can sell to New York retailers, wanted by old established corporation with assets of over \$18,000,000. Splendid opportunity and future as sales executives is assured those who make good. Commission basis with drawing account. Address, "J. P." P. O. Box 822, City Hall Station, New York City.

POSTAGE
The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

LOS ANGELES EVENING HERALD

CIRCULATION

127,773

DAILY

FIRST IN EVERYTHING

Member A. B. C.

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B&B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY

206 North Front St., PHILADELPHIA, PENNA.

Write for our paper "FACTS"

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters

You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

January 19-21—Annual Conference of the National Boot and Shoe Manufacturers' Association, Hotel Astor, New York.

January 20-23—Convention of the Pacific Northwest Hardware & Implement Association, Davenport Hotel, Spokane, Wash.

January 26-31—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley - Plaza, Boston.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

Steel Company Man Joins Morse International Agency

J. M. Hewitt, advertising manager for the Pittsburgh Steel Company, has resigned that position to join the Morse International Agency of New York.

H. V. Jamison Succeeds Montgomery at American Sheet & Tin Plate Company

H. V. Jamison has become advertising manager of the American Sheet & Tin Plate Company of Pittsburgh, succeeding Frank Montgomery, whose resignation and location in New York was announced in a recent issue. Mr. Jamison is well known in Pittsburgh advertising circles and is a former president of the Pittsburgh Advertising Club.

Firestone Tire Company Elects Three New Vice Presidents

At a meeting of the directors of the Firestone Tire Company three new vice-presidents were elected: A. G. Partridge, J. W. Thomas, and Thomas C. Clements. All three new officers have been in the Firestone firm for some time and will have in connection with their duties as vice-president, Mr. Partridge in charge of sales, Mr. Thomas in charge of production, and Mr. Clements in charge of offices and purchases.

Detroit Teachers Advertise Need for Pay Raise

Teachers of the Detroit schools, numbering something over 3,000, have begun a

newspaper advertising campaign to convince the people of Detroit that they need the raise in pay they have asked of the City Council. All papers are carrying quarter page ads.

Theodore F. MacManus Inc. Gets Axle Account

Announcement is made by Robert Enos, vice president in charge of sales and advertising of the Torbenson Axle company, of the engagement of Theodore F. MacManus, Inc., of Detroit, as advertising counsel.

Austin Parker Becomes Packard Publicity Director

The Packard Motor Car Company of Detroit has announced the appointment of a new director of publicity, and has picked a former member of the United States army air forces in France to fill the place. He is Austin Parker, of New York, former correspondent of the New York Tribune in France, and later a crack army flier.

Detroit Newspaper Man Becomes Head of Bollstrom Motor Advertising

The Bollstrom Motors, Inc., of St. Louis, Mich., has appointed E. A. Goodwin, former assistant managing editor of the Detroit Free Press, to be advertising manager.

"GIBBONS KNOWS CANADA"

Advertising & Selling




GOTHAM
STUDIOS

IN THIS ISSUE:

*F. R. Todd Gives the
Advertiser's Viewpoint
of the Farm Market*

Foldwell
TRADE MARK



"Go Ahead— You Can't Break It"

"Fold right through it. It will make a clean, straight crease, and the folder *will not be marred*—it is printed on Foldwell."

THE printer speaks in no uncertain terms because he *knows* what he can expect of Foldwell. He knows that Foldwell is made with a rag base and that its fibres will bend over smoothly at the crease, whether folded with or against the grain, and not pull out into saw tooth edges. He knows this because he has demonstrated it on hundreds of jobs where perfect printing and lasting quality were demanded.

There is no paper manufactured to withstand the strain of rough usage as does Foldwell. If you would have your catalog, broadside or sales letter reach its destination with clean, unbroken text and illustrations—specify Foldwell.

Note—We will gladly send our booklet, "Paper as a Factor in Modern Merchandising."

CHICAGO PAPER CO., Manufacturers, 826 South Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
29 E. Lafayette St., New York City
Whitehead & Alhier, Co.,
8 Thomas St., New York City
John Carter & Company, Inc.,
100 Federal St., Boston, Mass.
Aling & Cory, Rochester, N. Y.
Allen & Cory, Buffalo, N. Y.
Aling & Cory, Pittsburgh, Pa.
D. L. Ward & Co.,
28 S. Sixth St., Philadelphia, Pa.
Phelos & Lasher, Bridgeport, Conn.
McClellan Paper Company,
700 S. Fourth St., Minneapolis, Minn.

McClellan Paper Company,
Duluth, Minn.
Acme Paper Company,
115 S. Eighth St.,
St. Louis, Mo.
Carpenter Paper Company,
106 Seventh St. Viaduct,
Des Moines, Iowa
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio
Spokane Paper & Stationery Co.,
Spokane, Washington
Tacoma Paper & Stationery Co.,
Tacoma, Washington

Carpenter Paper Company,
Ninth & Harney Sts., Omaha, Neb.
Kansas City Paper House,
Kansas City, Mo.
Carpenter Paper Company,
143 State St., Salt Lake City, Utah
Commerce Paper Co., Toledo, Ohio
Commerce Paper Company,
Columbus, Ohio
St. Paul Paper Co., St. Paul, Minn.
Allman-Christiansen Paper Co.,
131 Michigan St., Milwaukee, Wis.
Cincinnati Cordage & Paper Co.,
535 E. Third St., Dayton, Ohio

John Martin Paper Co., Ltd.,
Winnipeg and Calgary, Canada
Chope Stevens Paper Co.,
Detroit, Michigan
Blake, Moffitt & Towne,
242 S. Los Angeles St.,
Los Angeles, California
Blake, Moffitt & Towne,
45 First St., San Francisco, Calif.
Lake, McFall Company,
Portland, Oregon
American Paper Company,
Seattle, Washington

Yes—

It is the world's greatest merchandising trade paper.

But—

Do you know the real reasons back of that greatness?

Do you know the Economist market?

—do you know the buying power of that market?

—do you know the selling power of the market?

Do you know the Economist news and editorial pages?

Do you know the full

depth and breath of Economist service to retailers?

Do you know Economist service to manufacturers?

—do you know the full value of that service?

Do you know that many of the conspicuous successes in trade-mark Textile merchandising are planned in detail and executed in detail by the Merchandising and Advertising staff of the Dry Goods Economist either direct or in conjunction with advertising agents?

Do you know that more than half the goods advertised in the Dry Goods Economist are sold through jobbers?

Do you really know the DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

*
97%

of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

* BASED ON RESEARCH

WORLD WIDE ECONOMIST
SATURDAY, FEBRUARY 21st
FORMS CLOSE FEBRUARY 14th

STORE OPENS DAILY AT 9 A. M. CLOSING AT 6:30 P. M.
SNELLENBURGS
ENTIRE BLOCK MARKET STREET
SEE OUR OTHER AD ON PAGE 16

On Monday a Magnificent

STORE OPENS DAILY AT 9 A. M. CLOSING AT 6:30 P. M.
SNELLENBURGS
ENTIRE BLOCK MARKET STREET
SEE OUR OTHER AD ON PAGE 16

Collection of Oriental Art Wares, Dinner Sets & Lamps

Providing a Wealth of Suggestions for Beautiful and Exclusive Christmas Gifts and Offering the Most Prodigal Value Opportunities

Beautiful Chinese and Japanese art objects, all rare examples of the art of the Orient. Never before has such a collection been presented in Philadelphia—never have prices been so uniformly low.

Be Sure to See Our Enlarged Section Devoted to All Kinds of Floor Lamps—The Assortments are Matchlessly Fine. Silk Shades of All Kinds Await Your Choosing.

Chinese Crackle Jardiniere, \$16.50



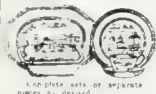
12 inches in diameter.

* Handsome Chinese Floor Vase at \$125.00



Developed in pure white and mounted on a blackwood stand. Height including stand, 28 inches.

100-Pc. Set Old Canton Blue Chinese Dinnerware, \$85



Complete sets of antique pieces as desired.

Chinese Imperial Yellow Boudoir Lamp at \$12.50



Mounted on a blackwood stand. Height including stand, 18 inches.

Satsuma Sacred Dog with Goddess, \$20.00



A beautiful piece of Satsuma. Height 12 inches.

Hand Wrought Electric Davenport Lamp at \$20.00



A handsome electric lamp with Japanese ornaments. Height 28 inches high. Shade not included.

Bronze Temple Dog and Goddess at \$75.00



A very heavy piece which may be used as an entrance burner. Height 18 inches.

100-Pc. Set Chinese Gold Medallion Dinnerware, \$125



Complete sets of antique pieces as desired.

Beautiful Electric Library Lamp at \$25.00



Power, black, white, and gold. Height 22 inches. Shade not included.

Bronze Elephant on Blackwood Stand at \$17.50



A handsome, extra heavy, length from front to back 18 inches.

Bronze Temple Lantern at \$30.75



A beautiful piece of bronze on a blackwood stand. Height 18 inches.

Powder Blue Ginger Jar at \$22.50



A beautiful piece of Satsuma. Height 12 inches.

Chinese Medallion Floor Vase at \$15.00



In pure gold. Height 18 inches.

Chinese Covered Jar, \$17.50



A handsome, extra heavy, length from front to back 18 inches.

Bronze Incense Burner at \$15.00



An exquisite bronze. Form of incense burner, with carved blackwood stand and cover, with Jade knob. 8 inches high.

Old Chinese Jade Trees \$1000.00 Pair



Beautiful, extra heavy, delicate flowers and foliage of genuine jade, in delicate settings. The trees are mounted on a blackwood stand. Height 18 inches.

Bronze Library Table Lamp at \$48.00



A handsome, solid bronze lamp, with colored glass shades. Mounted on blackwood base. Height 28 inches high. Shade not included.

Cloisone Electric Lamp at \$55.00



Very handsome, extra heavy, mounted thick cloisone glass lamp, fitted with two electric sockets and six cord and plug. 21 inches high. Shade not included.

Chinese Porcelain Jardiniere at \$35



A handsome piece in a fine pure white porcelain, height 18 inches in diameter.

Old Bronze Sacred Elephant at \$20.00



Decorative fine antique. Height 18 inches high.

Chinese Covered Jar at \$35.00



A very fine piece with 18 inch high, extra heavy, mounted on blackwood base. Height 18 inches high.

Chinese Sharkskin Fruit Bowl at \$25.00



Mounted on carved blackwood stand, 8 inches in diameter.

Satsuma Lamp, \$15



A very lovely Satsuma lamp, with decorative white and blue, 8 inches high. Shade not included.

Beautiful Foo Chow Brass Vase, \$30



A very fine piece with 18 inch high, extra heavy, mounted on blackwood base. Height 18 inches.

Bronze Temple Gong at \$50.00



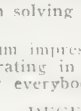
On a blackwood stand, height 22 inches.

Chinese Covered Jar at \$25.00



A very fine piece with 18 inch high, extra heavy, mounted on blackwood base. Height 18 inches.

Handsome Bronze Incense Burner at \$55.00



A particularly heavy piece, set on a blackwood stand, height 18 inches.

"The Combat"—A Bronze Group at \$25.00



Mounted on a blackwood stand, 12 inches high.

Electric Reception Hall Lamp, \$20.00



A very fine piece with 18 inch high, extra heavy, mounted on blackwood base. Height 18 inches.

Fine Chinese Covered Jar at \$27.50



Example of a fine piece, 18 inches high.

Chinese Covered Jar at \$25.00



A very fine piece with 18 inch high, extra heavy, mounted on blackwood base. Height 18 inches.

Handsome Bronze Incense Burner at \$55.00



A particularly heavy piece, set on a blackwood stand, height 18 inches.

Carved Bronze Library Lamp at \$60.00



Handsome gold bronze lamp, set on a blackwood stand, height 28 inches. Shade not included.

Beautiful Bronze Vase at \$18.75



A handsome piece, height 18 inches.

Foo Chow Brass Incense Burner at \$25.00



Handsome piece, set on a blackwood base, height 18 inches.

Bronze Electric Floor Lamp, \$74



Handsome bronze lamp with colored glass shades. Complete with cord and plug. Height 28 inches. Shade not included.

Another evidence of the selling power of Saturday's Philadelphia Bulletin. This page advertisement appeared in the Saturday edition of "The Bulletin," and with its unusual illustrations and arrangement "put it over," both in solving the gift problem for many and in making the sale a success.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

THE BULLETIN

DECEMBER CIRCULATION
457,569
COPIES A DAY

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day. No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

JANUARY 24, 1920

Number 31

How Much Is Your Good Will Worth?

How Some Firms Have Met the
Difficulties Attending a Correct
Appraisal of the Intangible Asset
By WALDON FAWCETT

WHEN a national advertiser is suddenly called upon to place a definite dollar-and-cents valuation upon the good will of his business he faces one of the most perplexing of problems. He turns, first of all, presumably, to the interests upon which he has been wont to rely for advisory service, and he finds them, more likely than not, lacking in the counsel that points to specific procedure. His banker, the chances are, will be entirely at sea, and only a very few advertising agencies have as yet specialized upon the appraisal of good will, despite the mounting evidence of the close relationship between advertising investment and good will.

This comparative neglect of the most important of the advertiser's "intangible assets" has been strongly emphasized within the past few years. Unquestionably, the heritage of income and profits taxes which the war has brought to American business houses has had much to do with it. The frequency of corporate reorganizations of late is also an influential factor.

Typical of the predicament in which many national advertisers find themselves is that of an old-established close corporation which throughout an interval of twenty years has been content to pay an annual dividend of only 6 per cent upon the original investment of \$100,000, placing the surplus earnings in reserve. Now, facing the necessity for reorganization in order to reach the plane of their competitors that have been capitalized according to modern ideals, this old-established house, which has, of course, never bought nor sold its

What Good Will Is Worth According to Leaders in the Field

WHAT is the value of the "good will" of a business in the United States?

Many of our leading corporations have answered this question in round figures, which are listed below.

American Cotton Oil Co.	\$11,635,886
American Graphophone Co.	1,500,000
American Piano Co.	3,790,723
American Pneumatic Service Co.	7,943,597
American Tobacco Co.	54,099,430
Butterick Co.	9,186,065
Chandler Motor Car Co.	5,000,000
Cluett, Peabody & Co.	18,000,000
Dennison Mfg. Co.	1,000,000
Electric Storage Battery Co.	11,000,000
Fisk Rubber Co.	8,000,000
Hart, Schaffner & Marx	15,000,000
Imperial Tobacco Co.	26,816,801
Liggett & Myers Tobacco Co.	39,073,021
Maxwell Motor Co.	26,500,000
Regal Shoe Co.	2,500,000
Studebaker Co.	19,807,277
Underwood Typewriter Co.	7,995,720
United Drug Co.	9,974,213
United States Radiator Corp.	4,000,000
United States Worsted Co.	4,348,881
Vitagraph Co.	5,990,372
Westinghouse Air Brake Co.	2,790,515
Willys-Overland Co.	14,059,932
F. W. Woolworth Co.	50,000,000

The above figures, taken from Moody's Analysis of Public Utilities and Industries, for 1916, at the beginning of our export trade expansion, show clearly how valuable some of our leading corporations then regarded their good will, trade marks and similar assets.

brand names or engaged in other transaction that would afford a measure of "intangible" values, is confronted with the problem of setting a price, as it were, upon that sales momentum which represents, for one thing the fruits of an ad-

vertising investment of \$500,000 during the past six years.

NO GUIDING DECISIONS

A careful investigation for ADVERTISING & SELLING discloses that just in proportion as the country suffers from a dearth of experts on good will appraisement are there all too few official rulings and judicial decisions that indicate the proper technique of good will valuation. It is obvious that the policy approved by the Congress of the United States incident to the development of the system of war taxes affords cold comfort for a firm in the predicament of the one above instanced. If a corporation showed the foresight to capitalize in pre-war days to the limit of capacity or earning power, it may, perhaps, accept with equanimity the dictum that good will shall not be given a valuation in excess of 25 per cent of the capital stock outstanding, but this hard and fast limitation offers no consolation, in so far as current taxes are concerned, to corporations that have held to a modest initial capitalization, albeit this limit may contain a hint as to the basis of future Federal policies. It may be recalled that when the valuation of good will for purposes of taxation was under discussion in Congress the principle was advanced that there should be special recognition for intangible assets of substantial value built up or developed by a taxpayer. This theory, if carried to its logical conclusion, would take care of all concerns, such as the above, where a small initial capitalization has been allowed to stand and earnings have been put back

into the business to build good will. It is only to be regretted that so sound a principle should not have been more definitely adopted into Governmental doctrine.

A circumstance that unquestionably operates to increase the difficulties of good will appraisal and that certainly tends to endanger the acceptance of a valuation once arrived at is the wide divergence of practice among national advertisers in the treatment of good will. There are two "schools," so far apart as to be irreconcilable. On the one hand, we have the United Cigar Stores Company, placing a valuation upon its trade-marks and good will of \$21,400,000. On the other hand, we behold the American Agricultural Chemical Company with an income in excess of \$8,000,000 a year, writing down its good will at the nominal figure of one dollar.

NO UNIVERSAL AGREEMENT

The straight and narrow path of good will appraisal is the more difficult to follow by reason of the fact that even among the national advertisers who are agreed that good will is entitled to classification among the most precious of this world's goods there is variety of fashion in the listing of good will. In a minority of instances is "good will" tabulated alone. Usually it is linked or lumped with other intangibles and in the disparity of this grouping lies the liability to confusion. To illustrate how arrangements vary it may be cited that the Congoleum Company in order to arrive at its figure of \$1,000,000 appraised "good will" in conjunction with "patents and trade-marks." On the other hand, the Beaver Board Companies attained a valuation of \$1,775,170.98 by consolidating "good will" with "display advertising, franchise, trade-marks and patents." An obvious disadvantage to the amalgamation of good will with patents is that the valuation must, for the sake of consistency, be revised downward on the patent side as the patent monopoly approaches its termination.

Indicative of a willingness on the part of business men in certain lines to accept the theory that the value of "intangible" assets may be out of all proportion to the "tangible" assets was a recent remark by Frank A. Blair, Vice-President of Foley & Company of Chicago, to the effect that he knew of a number of transactions in the proprietary medicine field where business enterprises have changed hands on the basis of a consideration having a

A Problem of Interest to Every Business Man

RECENTLY there came to the editorial office a letter from one of our subscribers, a large Canadian corporation which presents a problem that is of interest to every business sooner or later—that is, the capitalization and value of good will.

In order that you may thoroughly understand Mr. Fawcett's admirable article on this subject, read the subscriber's letter which follows:

"This company, a closed corporation, have been most conservative in estimating their assets and have taken an annual dividend of only six percent on the original investment of \$100,000 since twenty years, although their earnings justified much more. Every year the profits have been placed to Reserve Account, and equipment and machinery, which are far from being obsolete and should not be discarded for years to come, have been depreciated to such an extent that they are practically written off our books.

"An appraisal of properties and buildings finished a few weeks ago, disclosed their worth to be half a million dollars more than were shown in our books and as the business is very large, they have been paying Excess Profit Taxes on all this capital for several years past.

"Their intention is now to reorganize the company so as to capitalize it equitably.

"The purpose of this letter is to ask your assistance in procuring some information with reference to Legislation, Court Decision, etc., which could help us determine the approximate value of the good will, etc., of the business. Half a million dollars have been spent in advertising alone, in the last five or six years, and the sale of some of our "brands" has reached the million dollar mark.

"Can you refer us to any law or any court decision in the United States or Canada or elsewhere which could be referred to as relative authority in the matter, and have you in mind any appraisers or appraisal company which specializes in such evaluation, and could be consulted. Any information will be greatly appreciated."

In an early issue we will present the experiences of several prominent American concerns on this subject of good will values.

THE EDITOR.

ratio of 85 per cent for good will, including trade-marks and brands, and 15 per cent for tangible assets, such as plants, equipment, etc. He referred to a case within his knowledge where in a deal that involved the payment of \$1,200,000 in cash the actual tangible assets, that is, the visible investment, amounted to only \$200,000.

Apropos the impulse of many an advertiser to take his cumulative advertising expenditure as the basis of his good will valuation it may be of interest to note that Mr. Blair, while serving as President of the National Association of Manufac-

turers of Proprietary Medicines, worked out that idea in more conservative form. According to his formula, the investments that might consistently be credited to good will are those that have been made for "constructive purposes," and he figures that one-third of the money that is paid for advertising is for permanent constructive purposes. In other words, this manufacturer would apportion the money spent for advertising, attributing two-thirds of the advertising appropriation to sales expense (that is to say, current expense), and the remaining one-third to investment for "constructive purposes." He feels that the one-third referred to goes as directly and as permanently into the business as would a new building or other vehicle of merchandise production.

CIRCUMSTANCES ALTER CASES

That each business enterprise must, in a measure, be a law unto itself in the appraisal of good will is the contention of Roger W. Babson, who, in the course of his career as a statistician and accountant, has come as close as any person in this country to specialization on good will valuation. The Babson theory is that the proportionate value of good will depends very largely upon the character of the business involved, and because of the differences in character may properly range all the way from 6 to 40 per cent. As indicative of the opposite poles of good will investiture, Mr. Babson has cited as one extreme the newspaper business, which is largely dependent for its value upon good will, and as the other extreme, the railroad business, where he has denominated good will as of no consequence because a monopoly exists.

This authority has a particularly interesting interpretation of the advertising element in good will. The service performed by advertising (the advertising that has presumably been charged to current expense, in building good will is clearly recognized, but the good will that takes its permanent place as an appraised asset is a momentum devoid or deprived of further advertising impulse. In other words, the cash value of the good will that has a permanent status should be determined by computation of what a business will earn if deprived of continued advertising support or sales stimulus. The mercantile momentum that may consistently be measured and valued as good will has been compared, by way of illus-

(Continued on page 32)

The Farm Paper and the Farm Market from the Advertiser's Viewpoint

What Has Been and May Be Accomplished in This Fertile Field

By F. R. TODD

Vice-President Deere & Co., Moline, Ill.

NO one appreciates more than I the importance of the agricultural press. On two occasions in my own history it has balanced the scale between success and failure. Perhaps I cannot do better than to relate these instances:

The Kemp & Burpee Manufacturing Company, with which I was formerly associated, entered the business of manufacturing manure spreaders in 1878. They pioneered the introduction and development of this important farm tool. The company started business with a capital of \$100,000. In 1900, after many years of effort in introducing this tool to the trade and educating farmers to its use, this company was faced with failure.

Up to this time little if any use was made of the farm press. The \$100,000 with which the concern started had shrunk so that the only thing that prevented the business being liquidated was the fact that the guarantors of the company's paper would not only have to lose the original investment, but make some additional contribution to pay its debts.

About this time the Frank B. White Company, of which our good friend, Frank White, was president, solicited our business and made so persuasive an argument that, grasping at the last straw, we concluded to spend a few thousand dollars in the farm papers. About this time I became identified with the company as its sales manager, and found that the little advertising we had already started was commencing to produce results and we sold, during that year, nearly one thousand machines.

This experience pointed the way to possible success and each succeeding year we appropriated larger sums for use in the agricultural press, and our business continuously grew in about the same percentage that our advertising appropriations increased.

We sold out the business to Deers & Company in 1910 and for two

years prior to that time had been selling upwards of ten thousand spreaders per year. From a financial standpoint the experiment was a success, as the company, without any additional investment, paid to its stockholders in dividends and in the distribution of the proceeds of the sale of its business, nearly three-quarter of a million dollars.

At the time of this sale, I entered the employ of Deers & Company and became manager of the Marseilles Company of East Moline. This company was moved from Marseilles, Ill., into a new factory building at East Moline, and manufactured corn shellers and grain elevators. To this production was added the Success Manure Spreader for western trade.

It was difficult to get the new plant under way. The plant was too large for the volume of business available. The picture of the first year's operation showed that the institution was losing money at the rate of about \$10,000 per month. I concluded that something radical must be done and that the most important thing was to increase the volume of business so as to decrease the overhead. The manure spreader production for the trade served by the East Moline factory was running at the rate of about six thousand machines a year. This seemed the easiest place in which to increase volume.

FARM PAPERS HELP SELL NEW MACHINE

We were about to bring out a new machine, of somewhat different type, which we called the "John Deers." My experience at Syracuse had taught me that there was only one way to stem the tide, and that was through the help of the agricultural press. I immediately secured very largely increased advertising appropriations and started a campaign for the sale of John Deere Spreaders. Within three months after this campaign was started the volume of business secured turned the tide from loss to profit and during the first twelve months of this campaign the spreader volume

was very largely increased and the entire loss made by the company during thirteen months of unsuccessful operation was regained and in addition thereto, a profit of over \$100,000.

I know that these two instances will be of interest for they convey more clearly than anything else I can say, the high regard in which I hold the farm press of the country. I do not believe that there is any institution in the implement business that is making a meritorious article and has manufacturing facilities to produce it upon a reasonably competitive basis, that cannot, through the proper use of the agricultural press, make reasonable profits.

I might further add that I believe that any wave of competitive price cutting can be so stemmed, through proper use of farm papers, that goods can be sold at a reasonable profit, even after the advertising expense has been added. As an example of this, I might cite that during one year of my experience with the Kemp & Burpee Manufacturing Company, two competitors, both very much larger than ourselves, entered into a price war on manure spreaders, during which time machines were sold at a loss and at fifteen to twenty dollars under our price. We met this situation by maintaining our price, which was a reasonable one, and doubling our advertising appropriation. While we suffered some little loss in trade during the particular time the fight was on, we still were able to continue business at a profit. Following this fight, when the concerns in question put their machines back upon a fair price basis, our trade nearly doubled.

An incident of more general interest, which determines the great value of the farm press, is the efficient way in which it has, during the past year, cooperated with the implement industry in securing proper distribution of farm machinery to handle the crops, particularly the wheat crop.

After the armistice was signed there was a disposition, upon the part of the commercial world generally, and the farmer in particular, to anticipate lower prices and refrain from buying. This spirit was absorbed by the implement dealer from the farmer and made him hesitate in securing the usual amount of farm machinery to take care of the crop. Factories were also affected. With the largest acreage of wheat the country had ever seen,

the schedule for the production of binders was much below normal. Dealers were disinclined to buy, stocks were accumulating at factories, and unless something could be done to relieve the situation there was reasonable certainty that many acres of wheat would go unharvested at a time when the civilization of the world depended upon producing and distributing more food.

In this exigency a committee of the implement industry appealed to a committee of your Association, and at a meeting held in Chicago in February last, it was agreed that the only way to stem this tide of indifference was to pass out, through the farm press, the facts involved in reference to prices. A pamphlet was prepared by your committee, distributed broadcast throughout the farm press of the United States, and the facts therein contained laid before the American farmer. An immediate change in attitude was evidenced—farmers commenced to talk to dealers; dealers commenced to talk to traveling men; stocks commenced to move from factories and branch houses; factory schedules were increased. In our own case, our production of binders was 50 percent larger than the factory schedule upon which we were operating in February, when this meeting was held.

The service done the farming community is beyond estimate. Even with all the binders produced there was an actual shortage in the country, and this notwithstanding the fact that all stocks in dealers', jobbers' and manufacturers' hands were exhausted. Had it not been for this activity upon the part of the farm press, thousands of acres of wheat would have gone unharvested during the past season. While the binder situation was the most critical one, relief was secured on other implements and the farmer reasonably well provided for during the entire operating season.

While the opportunity affords, I should like to take up with you some publicity fields in which I think you could be helpful:

THE ADVERTISERS INTEREST IN EDITORIAL CONTENTS

As agricultural advertisers, we are vitally interested in the editorial policy and the editorial tone of farm papers.

The farm paper should carry in its editorial columns sound advice and practical, interesting information. Accurate, reliable information means that the farm paper will build

up a prestige for itself and that the reader will attach more importance and have more faith in the advertising carried. As makers of implements, we are anxious that our advertisements reflect their quality and this cannot be attained by inserting advertisements in publications in which the farmer does not have confidence or faith, which are always lacking when the editorial policy is wrong.

We believe that all editorial matter should be fair to the advertiser. It is absolutely wrong for the editorial columns to make favorable reference to any one particular

brand of product, although the use of the product itself might be very well encouraged. Happily the practice of mentioning certain brands of goods through editorial columns has been practically eliminated. Farm papers are to be congratulated for this accomplishment, as they are continuously besieged for special mention by advertisers who care nothing for the future of a farm paper and who are interested solely in getting something for nothing. Farm paper editors should, and do, realize that their primary interest lies with the reader and their great-

(Continued on page 34)

Securing Jobber Cooperation

How the Teneo Snap Fastener Is Sold to Women Through Enthusiastic Jobbing Houses

By GEORGE H. BELLA

Advertising Manager, A. L. Clark & Co., Inc.

MARKETING an article of wholly an appeal to women presents a sales angle of most variable dimensions that will baffle expert psychologists. The particular article that we distribute is so small, but yet of universal and indispensable use by the woman folk. Imagine something of such importance as the buttons on your coat, or the collar button that holds your newly laundered piece of linen in place. That necessity to women is the snap fastener. We will, for the benefit of manufacturers and wholesalers in the feminine dress accessory field, outline in detail the results of our experiences.

The artistic appeal to women is of far greater strength than any other. There is something about the etching style of illustration that conveys the hanging of the fashion and frock—and if the etching is rendered in the beautiful mellow and warm misty atmosphere the effort is of an unusual attraction.

That is our positive keynote in all of our advertising, the beautifully gowned women strikingly brought out by the fine drawn lines of the artist.

Snap fasteners as you are well aware are those tiny "little partners of fashion" whose duty is to hold the gown in place for the best effect, for milady cannot scarcely afford to move about in her social functions in improperly fittings about the bodice and skirt.

Teneo snap fasteners are designed for the most delicate of fabrics—not to fray and soil the finest weave

or the sheerest of silk. In the copy that accompanies our illustrations, whether in magazine or roto sections, these mechanical features are brought out.

Most of the advertisement consists of illustration, the copy being brief but fitting. An excerpt from one of the insertions is illustrative:

The charm of a gown is in the perfection of its details. And most important of all essential little items are the fasteners. The duty of holding each seam in its proper place, the responsibility for snugly fitting, gracefully clinging lines, is theirs. The very style of the costume itself depends upon them.

It is with a full realization of the important part they are to play that Teneo snaps are made. Each little spring holds tightly until released. Each edge is rounded to prevent thread cutting. Safe—sure—dependable Teneo snaps are invariably used on the most effective costumes. They are the faithful guardians of graceful lines.

Other features are emphasized: they are made in America; come in sizes suitable for use on the sheerest or the heaviest of fabrics; are guaranteed rust-proof, and come in two colors.

Glance at our recent rotogravure advertising in the *New York Times*, in addition to the illustration and copy, you will find a reproduction of the Teneo snap fastener card. The idea, of course, is to make the suitable impression on the woman's mind that provides her with the memory picture of the card. She will distinguish it at the notion counter from its fellows, and her train of thought will work backward to the illustration of the card

in the advertisement in the Sunday just passed.

Mechanical superiority of this fastener is emphasized by illustrating the face view of the fastener, showing the large oval holes. These holes must be large to allow the free passage of the needle and thread. Nothing is more annoying to the sewer than cramped round holes of meagre size blocking free passage of the needle with the attached thread to fasten the snap fastener.

This style of advertising—comprising the fashion, the copy of superiority, plus packing and fastener—is run identically in the same form in the newspapers and magazines.

Jobbers are provided with artistically framed advertisements for display in their offices and sales-rooms. Their men are fully supplied with clippings of ads. for their individual advertising book.

Having interested the woman consumer and having aroused her desire to use these fasteners, it behooves us to see to it that she is able to buy them without difficulty. That is an obvious merchandising problem. Attending it, however, is the much-talked about task of attaining a generous jobber distribution and cooperation. Much has been written on the jobbing question—concerning their percentage of reasonable profit, their loyalty, their effectiveness and whatnot.

It has been pointed out time and again that the jobber will push one line at, say, 14 percent profit, for several years and then drop it like a hot horseshoe when an "unknown," with half the turnover, comes along and offers 20 percent—on paper. No doubt that's true, but it seems that most folks have forgotten to sell the jobber on the things they are so well informed about: turnovers and profits among them. They may well recollect that retail dealers are prone to do exactly the same thing; until they know better, they will chase the prospect of an immediate profit at the cost of steady and even greater gain in the long run.

All jobbers do not do it any more than do all retailers. Some day, perhaps, none will. It remains for the men who have found the truth about the expediency of pushing a nationally advertised line to *show* the facts to the men who haven't. The difficulties which accompany the matter of dealing through jobbers have, perhaps, been exaggerated

somewhat in heated moments. Retailers slip some lines under the counter; and they cut prices on others; and they very often frankly talk the customer out of buying your goods in an effort to push a private line.

But, nevertheless, it has always been conceded to be an ultra difficult proposition to interest jobbers' men in the manufacturer's line.

Effective correspondence with the chief buyer brings us the kind of results that are worth while. Elaborating the importance of the articles through the mind of the buying executive is of prime importance and should be indulged in by the manufacturer who has increased sales always foremost. The usual method of entertaining and approaching buyers is well known and that explanation is superfluous here, but it may be stated that the chief topic of conversation should be the

thorough selling of the item you are principally interested in. The mistake is so often made of taking it for granted that the buyer is as well aware of the merchandise as you the seller is.

Samples form a connecting link with the jobber and the retailer. These are supplied at a minimum cost to the jobber for use in the mails and among his travelers. Our most efficient form—it practically sells itself—is a white mounted card with packing, illustration, card facsimile and the actual fasteners. Each size carries beneath it a specification table denoting the correct cloth weights for each size of fastener.

We have found the artistic fashionable appeal coupled with fundamental selling copy and jobbing cooperation to be the most effective form of securing the kind of distribution we are at the present time enjoying.



Made in America! When you buy Teneo Snaps you are buying 100% perfect fasteners—an American product, made and controlled by Americans.

Teneo
SNAPS

Little Partners of Fashion—TENEOSNAPS

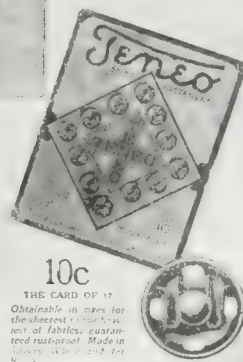
THE charm of a gown is in the perfection of its details. And most important of all essential little items are the fasteners. The duty of holding each seam in its proper place, the responsibility for snugly fitting, gracefully clinging lines, is theirs. The very style of the costume itself depends upon them.

It is with a full realization of the important part they are to play that Teneo Snaps are made. Each little spring holds tightly until released. Each edge is rounded to prevent thread cutting. Safe—sure—dependable *Teneo Snaps* are invariably used on the most effective costumes. They are faithful guardians of graceful lines.

A. L. CLARK & CO., Inc.

Distributors for

CONSOLIDATED AMERICAN FASTENER CO'S, INC., New York



10c

THE CARD OF 17
Obtainable in pairs for
the cheapest price in
any of fabrics, guaranteed
durable. Made in
New York City and for
export.



Tying up even such a small thing as a snap with the style appeal is not snap—pardon the pun—but here it has been done. Original a full page in rotogravure in New York Sunday newspapers

The Men and Women Who Make Our Mediums

"BOB DAVIS OF MUNSEY'S"

One of a Series of Informal Visits With the Leading American Editors and Publishers With the Object of Interpreting What They Mean to Advertisers.

By WILLIAM C. LENGEL

I HAVEN'T many illusions left concerning "great men." I've been sufficiently close to a number of them to detect their makeup. Yet, I confess that I still stand somewhat in awe of Bob Davis. There is a personality for you that defies Time and Fate, a personality that is too vivid for a typed portrayal. At least he is too vivid for the pen I wield.

Yet, when the editor of ADVERTISING & SELLING insisted, inasmuch as Mr. Davis in some misguided moments bought my fiction and in an even less guarded moment gave me a job on his editorial staff, that I ought to be able to give the advertising fraternity some idea of the editorial character known as "Bob Davis of *Munsey's*."

Well, that's all true enough. I do know Bob Davis pretty well. He writes me "Dear Bill," and when he is in a hurry he signs his letters to me "Bob." But I've never yet had the courage to call him "Bob" to his face, and come to think of it, it is not so much that I lack the courage to do it but that he is still a sort of exalted character in my mind rather than a mere person. I could sooner call the King of England "George."

What I'm driving at is this—that in trying to portray Bob Davis to you I might be apt to fall into the error of making a pen picture of a demi-god, rather than of a man in whom the blood of life runs a deep red and flows fast. Bob Davis is a rip-roaring, hell-blazing, two-fisted, plain-spoken, tender, sympathetic human being.

It is inconceivable that any reader of this magazine should not know pretty much all there is to know about Bob Davis. Despite the fact that he is still full of youthful vigor and very much on the job he is already a legendary character and regarded as an editorial spirit rather than an editor in the flesh. Every advertising writer therefore is on speaking terms with the history of Bob Davis. If you will look in the desk of any ad. writer, down in a bottom drawer shoved somewhat to

the back, you will find the M.S. of a story that has either gone to or is going to Bob Davis. Ad. writers may make their bread and butter singing the chorus of "Ask the Man Who Owns One," and chanting the virtues of the "57 Varieties," but in their off-hours in the coffee-houses (new style) they dream and plan the great American short story and discuss Literature and Art,—and "Bob Davis of *Munsey's*," the best loved editor in America.

You have heard of editors ever seeking for the masterpiece that may lurk in the day's harvest of manuscripts. And how, when they find one of those very rare gems on very rare occasions, they have a spasm of joy. But you've never believed the yarn. That's because you've never been around Bob Davis when he has pored over a badly typed, amateurish-looking manuscript that didn't seem to be worth a glance. And you've never seen his eyes glow and hear him actually yell with delight when he finished one of these apparently poor specimens.

Had he found a masterpiece? Not at all. He had read a story, a labored first effort, that in some phase, not discernible to the average reader, bore a touch of promise, if not of greatness. And so another struggling young author had found a kindly guide, had a helping hand reached out, given friendly guidance, nursed along, encouraged by an acceptance, and often lifted to fame.

I've been in Davis' office when he has made discoveries of this kind; I've watched the process. He has been doing the same thing now for along about twenty-five years.

Think of it! Reading manuscripts all day long, day in and day out for a quarter of a century—and still keeping so alert; still retaining all the enthusiasm of the day's beginning, still unsophisticated, still filled with lofty illusions, still fresh and seeking,—and finding.

His whole being exudes good health, and he glories in it. His

appetite is strong,—for food, for life, for fiction.

I asked him at lunch very recently what he considered the secret of successful editing; of his success—

"A cast-iron stomach, the digestion of a horse," he said.

He maintains that no man afflicted with dyspepsia, headaches, one who is in a chronically poor physical condition has any business being an editor. No person not up to the mark in physical and mental health can view life through clear glasses and certainly he cannot be fair to authors.

"Editing is no job for a sick man; it is the most exhausting game there is," declares Mr. Davis.

Bob Davis is a geni escaped from the bottle. That is meant literally rather than poetically. Go see for yourself. He sits in a chair that is completely filled by his bulky form. In addition to a huge chest development he is round-shouldered and must measure something like two yards around. His head juts forward, something like that of a bird, and his eyes are black opals, afire. He smiles with his eyes as well as with his mouth and his face is animated and kindly—and shrewd.

As he sits there, bent over slightly, I can see him as he must have been on that memorable Fourth of July, 1887, when, astride an old-fashioned high-wheel bicycle on the track at Reno, Nevada, he came in first in a race against the best amateur wheelmen of the Pacific Coast and established the record for a mile track under three minutes—2:57½.

But bike riding was a pastime. Bob Davis was learning the printing trade in the shop of his brother, the late Sam Davis, known as "The Sagebrush Oracle," and editor of the *Carson City Appeal*. And it was as a compositor that Davis got a job on the *San Francisco Examiner*. Here a trick of fate transferred him from the composing room to the editorial offices. His "take" had been a baseball story. His case was by an open window. He was whistling as he proceeded with the setting of the story. Not a cloud marred the dear California sky. But a gust of wind from off the bay breezed through and when it had gone on its way it carried with it that baseball story. Hellzbellz! Davis had never seen a baseball game, but he had set up reports of a lot of them, so he swallowed that lump in his throat and wrote his own story. It was printed. It got



When we asked "Bob Davis of Munsey's" for his favorite photograph to go with the accompanying story he replied: "You asked for 'one that I prefer.' I have no preference in photography. I would *prefer* to sit with my back to the camera."

by. It was so bad that it was funny. When Saturday payday came around the reporter who had written the original story was given the prize of five dollars for the best story of the week. Said reporter went to the files to see what he had done to deserve said prize. He was an honest man—as all reporters are—so Davis got the five dollars and the offer of a repertorial job.

When Davis came to New York he worked on the *World* and the *American* and later on Mr. Munsey's *News*. When the *News* suspended, Mr. Munsey said to Mr. Davis: "I haven't a newspaper job for you, and you're not a magazine man, but suppose you come over in my magazine office and sit around until you find the kind of newspaper job you want."

He has been there ever since to the great delight and enjoyment of the reading public at large and to the inestimable benefit of writers in particular.

THINK OF THE WORDS HE HAS READ

More than twenty years of it! Oceans of fiction in MS. form have passed through his hands. Yet, it was only this week that he told me

that he still gets excited over the dark deeds of the villain and the fate of the heroine.

Davis loves to read. His reading appetite is insatiable. What is more he will let nothing interfere with his reading. He goes to bed at nine o'clock. Promptly at twelve he wakes up. Then he arises and reads. The house is asleep, the city is quiet, peace is in the air. And Bob Davis reads and discovers the writers of to-morrow. He reads until three o'clock. Then one of Mr. Borden's menials climbs out with a wire basket full of milk bottles that rattle. The spell is broken, a new day has come. Bob Davis goes back to bed; with the city roaring a new day in his ears, and sleeps the sleep of the just.

"I never read a manuscript when I am tired," Mr. Davis said. "I never read when I may feel irritable, or have anything on my mind. It is unfair to the author not to give clear and undivided attention to the story he has submitted."

Life is the thing that interests Davis. Life and people. Strange as it may seem he says that "plot" is of no considerable importance,

that character in a story is everything. It is the characters and the interest in them that make plot and suspense, he says. Dramatize the moment. Put life into fiction. The day war was declared in Europe back in 1914 *All-Story* appeared on the newsstands with a war story: "We Are French," by Perley Poore Sheehan.

This is the day of young minds and editing a magazine is essentially a job for a human being, a human being in whom the fires of youth still burn,—no matter what may be the combination of digits that number his years.

Every magazine that has won success has done so because it was aimed at human beings and made by a human being. George Horace Lorimer is first of all a human being. The same is true of Ray Long, of *Cosmopolitan*; John M. Sidall, of the *American*; Frank Crowninshield of *Vanity Fair*, of Ellery Sedgwick—the Sedgwick who has proved that such a high-brow magazine as the *Atlantic* need be neither dull, pedantic nor stupid.

I don't mean that these editors, each and severally, sit in council

and say, "Now the way to make a successful magazine is to accept this or that condition and to do so and so." Editing a magazine is an instinctive process.

There is no trick in editing a magazine successfully, provided the editor has the God-given instinct. And that instinct is nothing more or less than an inherent knowledge of and sympathy with humanity at large.

HIS SECRET OF SUCCESS

Mr. Davis maintains that the whole secret of successful editing lies in thinking *like* your readers and not for them. This, he says, is the policy he has always pursued and that in this simple fundamental is the basis of the success of John Siddall, of the *American*, who, avers Mr. Davis, is America's greatest editor to-day.

"The first duty of an editor," Davis told me once, "is to be in when people call on him. To make an editorial office a holy sanctum that would be defiled by the presence of a mere would-be writer, is hokum. One hour spent listening to the outpourings of a simple soul is priceless. And what is an hour in a life time? I let 'em in so that they will see there are no great men,—except in history."

Bob Davis learned his lesson in this regard, when, as a reporter for twelve years, he sat in various outer portals wondering whether the exalted personages within would condescend to see him. He found that it was all pomp and show, nothing more or less than self-worship. From the day Davis became an editor his door has been open to all and sundry.

And what a good listener that man is! I've seen young writers go into his office, their knees knocking and their voices shaking. Fifteen minutes later when they left their heads would be held high, they would be treading on air, fairly exalted.

Fannie Hurst came to New York from St. Louis and took her first story in to Davis. He sat down and talked it over with her, showing her where it was weak, how it could be improved. She rewrote it. After she had rewritten it seven times, he bought it. Then he bought other stories from her, all of her first efforts. Ask Miss Hurst some one of these days of the part Bob Davis has had in her literary career. Or read what she has already written of her early struggles in writing

fiction, and the tribute she paid him.

It was Bob Davis who lured Montague Glass back from the dreary dust of dead-men's law books, thus starting him on the trail of Abe Potash and Morris Perlmutter. It was Davis who convinced Charlie Van Loan (peace to his gentle soul) that he could write fiction—and proved it. It was Davis who first detected in the writings of Irwin Cobb that talent for fiction writing that Mr. Cobb has since so thoroughly demonstrated. Davis, twelve years ago, publicly in print ("Who's Cobb and Why," *New York Sun*), proclaimed Cobb's potential greatness and prophecied that said Cobb would rank with the masters of the short story.

Mary Roberts Rinehart was writing short fiction when Davis bullied her into doing a novel. It was "The Man in Lower Ten." Then, after he had published it serially, he had to plead with her to put it into book form. Carlyle Moore wrote "Stop Thief," one of the liveliest farces of the last decade, because Davis convinced him that he was a better dramatist than fictionist. Ben Ames Williams, who is cutting somewhat of a swath these days, is a Davis discovery. Bob induced him to quit his job on a Boston newspaper and take up fiction exclusively.

But I could continue almost indefinitely in that strain and set forth a list of names that would include half, or more, of the writing fraternity of this country to-day.

A POTENT INFLUENCE EDITORIALY

Bob Davis's influence is not all on the past. He is a potent influence to-day. You will find new names in *All-Story Weekly* and in *Munsey's* to-day, writers never before heard of. Make a note of these names; in a few months from now you will be reading these authors in that "More Than Two Million a Week" publication that is so bountifully supplied with advertising business. And when you do find these writers in that magazine you may be sure they would in all probability never have got there had they not been helped, encouraged and published *first* by Bob Davis.

Is it a wonder then that Octavus Roy Cohen has written on the picture that hangs along with a hundred others on the wall back of Bob Davis' chair: "To one who has been everything to me but a wife." Incidentally forty-three different authors have dedicated books to

him. In the mail not long ago came to him this unsigned poem:

All the people whom I know
In Manhattan, high and low,
Have forgotten, not so high
Overhead, there's a sky;
But the walls of town, no doubt,
Shut the blue of heaven out.
They forget beneath their feet
There is ground that once was sweet
With the daisy, whitely tipped,
And the wild rose, ruddy lipped,
For we've buried thoughts of flowers
Under pavements and stone towers.

Still there's one man, builded round,
Rather fat and near the ground,
Who is greater than the crowds,
For his head is in the clouds
While his feet are in the sod,
And that man is you, by God!

And it is with these sentiments, penned by one of his unknown admirers, that I leave him. Reader:—Bob Davis of *Munsey's*!

Two New Partners for N. W. Ayer & Son

James M. Mathes and Adam Kessler, Jr., have been admitted to the copartnership of N. W. Ayer & Son, Philadelphia. Mr. Mathes joined the organization in 1911 upon his graduation from Dartmouth College. He served a while in Cleveland and Chicago, was in charge of sales in Philadelphia, and has lately been manager of the New York office. Mr. Kessler has been at headquarters since 1901, in recent years serving as head of the Plans Bureau.

The other members of the Ayer & Son firm as at present constituted are F. Wayland Ayer, Albert G. Bradford, Jarvis A. Wood, Wilfred W. Fry and William M. Armistead. There are at present 488 employees.

The volume of advertising sent to publishers from this house last year was largely in excess of any previous year's business, and the firm state that 1920 prospects are even more promising.

Paul Renshaw Heads Service Department of Memphis (Tenn.) "Commercial Appeal"

Paul Renshaw, until recently associated with the *News and Observer* of Raleigh, N. C., has become head of the service department of the Memphis, Tenn., *Commercial Appeal*. Mr. Renshaw began his newspaper career as a reporter on the *Appeal*. Since that time he has seen service on papers in Little Rock, New Orleans, Norfolk and in New York.

H. O. Clayberger Affiliates With Sherman and Bryan

H. O. Clayberger, formerly of Calkins and Holden, old established advertising agents, has joined Sherman and Bryan, Inc., of New York.

Farm Implement News Admitted to Associated Business Papers, Inc.

The *Farm Implement News*, a Chicago publication, was admitted recently to the Associated Business Papers, Inc.

The Best Dealer Help

Is local daily newspaper advertising paid for in part or in full by the manufacturer making the goods for which he desires increased sales.

Sure Fire and Cheapest

Sure fire because it provides the direct route to people with money to spend along lines of habitual practice, and cheapest because it costs less per sale.

No Duplication or Indirection

Newspaper advertising can be bought and used without possibility of duplication, and, over the names of dealers handling the goods, tells exactly where the goods can be bought.

Forces Legitimate Distribution

The best sort of distribution is produced through consumer demand, compelling the dealer to take on the goods asked for by his customers.

THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, Publisher

180,000
A DAY

Greater Effectiveness at a Decreased Cost

(Shown by this week's cover)

This week's cover design is a sketch made from a photograph of Mr. F. R. Todd, vice-president of Deere & Co., Moline, Ill., who was the leading speaker at the Agricultural Publishers' Association Conference and Exhibit in New York on January 13-15 inclusive.

This sketch is entirely the work of pencil, except occasional spot of china white to brighten up the high lights. This is noticeable on the necktie particularly.

It is interesting to note that this drawing was made by Paul Martin, who, while he was with the O. J.

Gude Co., designed the famous Wrigley electric sign showing the dancing "spear-men" still on display on Broadway in New York. Mr. Martin was for seven years art manager of the New York Tribune.

When it came to reproducing this design for cover purpose, while it could have reproduced by a zinc etching, there is a possibility of considerable filling up of the dots, and therefore this design was what is known as a line etching on copper instead of on a zinc plate. The cost is approximately twice the cost of the

zinc plate, but at the same time only approximately one-half the cost of what a half-tone plate the same size would have been.

A greater effectiveness is secured, however, by the copper etching than by the half-tone itself, because there is no screen to interfere with the dots in the drawing which was made on cross-board.

The engraver can re-etch on copper too, whereas he cannot on the zinc etching, and altogether a much more true to life effect was secured by this method.

Snow and Staff Secure Technical Accounts

Recent accounts taken by Walter B. Snow and staff, Boston, include the E. Horton & Son Co., manufacturers of chucks in Windsor Locks, Conn., and the Hammel Oil Burning Equipment Co., of Boston, Mass., and Providence, R. I., makers of oil burning equipment and designers of oil burning boiler installations. Technical trade papers will be used.

Ayer Man Addresses Cycle Convention

One of the principal addresses at the recent Convention of the Cycle Trades of America, held at the Hotel Astor, was made by James W. Mathes, of N. W. Ayer & Son. The cycle men, discerning the rapidly growing movement to advertise particular industries, have followed the steps of the fruit growers, canners, toy manufacturers, and others, and have made a large appropriation for an advertising campaign this year. The slogan to be used is "Ride a Bicycle." In a campaign several years ago they advertised, "Buy a Bicycle," and more than a million were sold. N. W. Ayer & Son, Philadelphia, will direct the account.

Motor and Dye Contracts Being Placed

Burnham & Ferris, New York, are placing advertisements for J. C. Sparks, maker of Eagle Dye and Tint, and for New Era Motor Corporation, who make a small electric motor.

Hanser Advertises Comfy-Cut Underwear

The advertising of Comfy Cut Underwear, made by Boyce, Wheeler & Boyce, New York, is being handled by the Hanser Agency, Newark, N. J.

Bernard L. Cohn General Manager of "News Scimitar"

Effective immediately, Bernard L. Cohn, who for the last five years has conducted the business affairs of the *News Scimitar*, Memphis, Tenn., as business manager, now becomes general manager of this paper, according to announcement by the board of directors last week.

Mr. Cohn first became identified with the *News Scimitar* in the capacity of Sunday editor and dramatic critic. Later he went into the business office as advertising solicitor. Promotions followed quickly. From solicitor he was made advertising manager, and when a vacancy occurred in the business managership, Mr.

Cohn was elected for that responsible post. His new position places the entire management of the paper in his care.

Beechnut Price Case Heard

After hearing arguments this week on petition of the Beach Nut Packing Co. for a review of the actions of the Federal Trade Commission on June 30, last, forbidding the company to control prices charged by distributors for its products, the U. S. Circuit Court of Appeals reserved decision. The case is similar to that of the "Colgate Plan" of maintaining prices, which was by the simple method of refusing to sell to dealers unless they agreed to charge the prices fixed by the manufacturer. Proceedings were instituted against the concern on the ground that its methods violated Section 5 of the Federal Trade Act, relating to unfair trade methods.

Collegiate Agency Opens Chicago Branch

The Collegiate Special Advertising Agency, 503 Fifth avenue, New York, has opened an office at 110 South Wabash avenue, Chicago. This is only a selling office, all administrative and routine work being conducted from New York.

U. S. Tire Account Goes to Dyer With \$3,000,000 Appropriation

The George L. Dyer Co., New York, has been selected to place the tire advertising of the United States Tire & Rubber Co., which has appropriated \$3,000,000 for the purpose. The contract with N. W. Ayer & Son, who formerly took care of this account, expired with the close of last year. It is the purpose of the company to have the sales department take care of the tire advertising hereafter. General sales manager, George S. Shugart, will be assisted by H. W. Kuehne and C. J. Welch.

\$100,000 to Popularize Jack

William H. Newbaker, advertising manager of the Iron City Products Co., Pittsburgh, reports that an appropriation of \$100,000 has been made to advertise the Rees Jack, for auto and industrial uses. Business papers will be used through the A. P. Hill Co., who place the account.

Roosevelt Joins "Advertising & Selling" Editorial Staff

George Roosevelt, formerly with the Lockwood Trade Journal Co., publishers in New York of *Tobacco, The Paper*

Trade Journal, American Stationer, Office Outfitter, and the *Lockwood Trade Directory*, has joined the editorial department of ADVERTISING & SELLING. During the war Mr. Roosevelt served in the army.

Poor Richard Club Holds Remarkable Banquet—Novel Stunts and Ingenious Surprises Abound—Prominent Men Speak

Attended by nearly 1,000 advertising men the fifteenth annual dinner of the Poor Richard Club, held at the Bellevue-Strafford, Philadelphia, on the night of January 15, surpassed by far in brilliance, novelty and variety of entertainment every former event.

Bewildered by the wealth of contrivances made possible by the progress of electrical engineering, impressed by the resourcefulness of the twentieth century decorator, charmed by the many modern expressions of the arts of music and the dance, and thrilled by the inspiring addresses, the men from the Quaker City who speak daily with a million tongues will long remember the occasion.

The spirit of "it pays to advertise" dominated the decorative scheme of the ball room. Electric signs, illuminated transparencies and novel placards arranged in long rows, and hanging from small fir trees proclaimed the virtues of everything sellable from toilet articles to motor cars and newspapers. One feature in which much interest was displayed was the original photograph of the illustrated phrase, "In Philadelphia nearly everybody reads the Bulletin." This giant composite picture is 5 x 6 feet in size, and is made up of many hundreds of actual photographs of people of all stations and vocations reading *The Bulletin*. Souvenirs were advertised, products varying from cakes of soap and boxes of cough drops to paper weights.

Mayor Moore, of Philadelphia, Senator Edge, of New Jersey, President E. T. Meredith, of the A. A. C. W.; E. Pusey Passmore, governor of the Third Federal Reserve Bank; the Rev. Dr. John Robertson, of City Temple, Glasgow, Scotland, who was a chaplain in the war; William T. Ellis, traveler and war correspondent; Captain Bruce Bairnsfather, war veteran, cartoonist and playwright; John Weaver, formerly Mayor, and E. J. Cattell, city statistician, made addresses.

Practically every newspaper in Philadelphia devoted a column or more to the affair.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Fatima and Collier's

More space has been used for Fatima advertising in Collier's than in any other general publication.

“Watch Collier's”

Agricultural Publishers Conduct a Busy Three Day Convention

National Advertising Commission Cooperates With Farm Papers in Putting on Exhibit and Interesting Conference

A MOST interesting and illuminating conference was held at the Commodore Hotel January 13, 14, and 15 under the auspices of the National Advertising Commission of the Associated Advertising Clubs of the World in conjunction with the Agricultural Publishers Association—the Farm Paper Departmental of the A. A. C. of W. The East Ball Room was utilized for the meetings and exhibit, the latter consisting of the leading farm papers and the work of advertisers and organizations operating in the farm field.

The theme of the entire conference was the importance of the agricultural field: its importance as a prospective market; its importance as a national economic factor; its importance in the broad social sense as well as in the restricted commercial light, and the method of pursuing the theme was in confining talks and discussions to three luncheons and two dinners.

Frank B. White, managing director of the Association, presided at the first luncheon on Tuesday, presenting Lewis E. Pierson, first vice president of the Merchants' Association of New York and chairman of the Board of Directors of the Irving National Bank, a portion of whose address will be found elsewhere in this issue.

Following Mr. Pierson, the Hon. C. G. Jordan, Pennsylvania State Senator, Clergyman and Farmer, furnished some entertaining instruction with the subject, "The Farmer as a Community and Business Builder."

Mr. Jordan reasoned that farm production was much too low, thousands of farms being permitted to remain unworked, and those occupied not being utilized to capacity, because it has been custom to offer the farm boy and man every inducement to "come to town" and no inducement to stay on the farm and produce. Men who can labor for from \$8.00 to \$11.00 a day feel quite free to drop the plow for the steel mill or the oil fields, and that is what many of them are doing.

OTHER INDUSTRIES SHOWN PREFERENCE

Another point made by Mr. Jordan was that the United States has sorely neglected the farm industry in developing it to a maximum efficiency. Other industries have been given precedence, whereas they should all be placed on the same footing in order that they may be utilized profitably. The speaker said that Germany's agricultural perfection enabled her to wage a winning war for over two years and to fight the world for four years in all.

Harry Dwight Smith, president of the American Association of Advertising Agencies, presided at the dinner Tuesday evening. In his introductory talk Mr. Smith made the point that 200,000,000 in billings went through his association in 1919, giving an idea of the extent to which advertising has advanced. The topic for discussion was "The Relations of the Agent to the Business of Advertising," and although several of the speak-

ers were unable to attend, the session was carried on by H. H. Charles, president of the Charles Advertising Service; Herman A. Groth, secretary and treasurer of the William H. Rankin Company; and James O'Shaughnessy, executive secretary of the A. A. A. A. One of the interesting points of the evening was the statement by Mr. Charles that farm papers spent \$350,000 for advertising in the newspapers last year. Mr. Charles also gave a very comprehensive report as to what had been accomplished in regard to standardization of page size in the farm paper field. T. D. Harmon, publisher of the *National Stockman & Farmer*, Pittsburgh, gave an amusing account of his connection with the advertising and publishing profession.

The second day's work opened at noon, George W. Hopkins, president of the New York Advertising Club and sales manager of the Columbia Graphophone Company, presiding. In his talk Mr. Hopkins announced that the Columbia people have decided to go into the farm press with the third largest advertising campaign that is being conducted in that medium. They have refrained, up to now, because the proper methods of distribution had not been opened.

The noon-day speaker at this session was F. R. Todd, vice president of Deere & Company, Moline Ill. Mr. Todd's enthusiastically received address is reproduced elsewhere in this issue.

MEREDITH ROUSINGLY GREETED

That evening W. Frank McClure, chairman of the National Advertising Commission, acted as toastmaster, introducing E. T. Meredith, president of the Associated Advertising Clubs of the World, as the first speaker. Mr. Meredith was accorded a rousing greeting by the 200 or more diners who arose to cheer, whistle and stamp until the publisher announced that he was "overwhelmed." His talk, which presented some significant facts on the farm field, is published in another section of this number.

Following Mr. Meredith, two impromptu talks were made by D. E. Cooper, president of the Dairymen's League, and E. A. Frost, legal adviser to the Poster Association, Chicago. Both gentlemen were prevailed upon to take the floor while the guests awaited the appearance of William G. McAdoo, former Secretary of the Treasury, who was put on the program at the last minute. The "Liberty Loan Man" appeared as Mr. Frost began his talk, but the crowd insisted upon hearing all that the Chicago lawyer had to say.

Mr. McAdoo told the meeting some illuminating and instructive things about credit and the farm, asserting that the agricultural worker-investor had been neglected by the government almost entirely until the Federal Reserve and the Farm Loan Bank acts went into effect. Both of these measures allow the farmer to utilize borrowed capital conveniently and as profitably as other industries by furnishing him the necessary short and long term loans he must have to carry him safely.

The former Cabinet member touched briefly upon Washington affairs in warning his hearers that an active movement was on foot in the Capitol to kill the Farm Loan banking system and that it was essential to the good of the country that the movement fail.

The last meeting of the conference was held on Thursday noon with Stanley Clague, managing director of the Audit Bureau of Circulations, wielding the gavel. Mr. Clague gave an interesting resume of the birth and activity of the A. B. C., and then introduced the speaker of the day, Hon. Arthur Capper, United States Senator from Kansas, to whom was assigned the topic: "The Farmer's Place in America's Business."

Before taking the floor, Senator Capper was presented with a handsome sample of Congressional waste of white paper by Mr. Clague, who recommended that consideration be given it. The presentation was heartily applauded.

Senator Capper, who is also the publisher of a series of farm papers, read an instructive paper on the farmer's significance which is given more or less in full in other columns of this issue.

Frank B. White, who handled the arrangements of the conference so admirably, closed the meeting with a brief and hearty word of appreciation.

Robert Reis & Co. Merges Two Factories

Robert Reis & Co., the big manufacturers of underwear, have absorbed the Ford Manufacturing Co. and the William H. Towles Manufacturing Co. into their organization.

National Biscuit Earnings Increase

The National Biscuit Co. reports net earnings, after taxes, of \$5,349,863 for the year 1919, as compared with \$5,135,839 in the preceding year. After provision for preferred dividends, the balance available for the common stock was equal to \$12.36 a share. In 1918 the balance was equal to \$11.62 a share.

Sozodont Advertising to Be Revived

Hall & Ruckel, New York, makers of Sozodont tooth powder, extensively advertised years ago, have placed their publicity work in the hands of Barton, Durstine & Osborn, New York. E. B. Bave is general manager for Hall & Ruckel.

Mrs. Carl Hunt Succumbs After Short Illness

Anna M. Hunt, wife of Carl Hunt, director of the Extension Division of the Associated Advertising Clubs of the World, died Monday afternoon from meningitis at her home in Jamaica, L. I. She was taken ill on January 12. Mrs. Hunt, who is the daughter of Milroy Gordon, a former merchant of Greencastle, Ind., came East from Indianapolis only recently. She leaves three children, Gordon, 13; Warren, 8, and John 3 years of age.

Executive Heads Shift at the Borden Co.

Fowler Manning has resigned his position as general sales manager of The Borden Co., and Arthur H. Deute, formerly in charge of advertising for the Vogan Caddy Co., Portland, Ore., has been appointed advertising manager. The H. K. McCann Co. will place Eagle Brand condensed milk advertising, and the Blackman-Ross Co. the *Evaporated* cream account.

AN ANNOUNCEMENT

Effective with the issue of *April, 1920*
THE WOMAN'S MAGAZINE
(founded 1896)

will be consolidated with
THE DESIGNER
(founded 1887)

The consolidation of these magazines will make possible the continuation of the editorial features that have won the favor of their readers and also make possible the addition of others in

The New
DESIGNER

Fifteen cents a copy

\$1.50 a year

Circulation more than

500,000

In the advertising world

The
DELINEATOR and DESIGNER

succeed *The Butterick Trio* and continue the guarantee of a minimum circulation of

1,500,000

MEMBER *A. B. C.*

BUTTERICK

The Farmer's Place in American Business

Not Only Is He a Producer But Also a Consumer and a Pre-dominating Influence Politically

By ARTHUR CAPPER

United States Senator from Kansas; Publisher of the Capper Publications.

I BELIEVE the average business man, unless he has made a careful analysis of trade conditions, has no adequate conception of the business opportunities in rural America. I know that many advertisers and advertising agents do not as yet fully appreciate the possibilities of the agricultural press as a creator and developer of business. And I know that advertiser, and publishers, and the farm community itself, would all three be greatly benefited by a closer acquaintance with one another. I have a personal interest in it, and I think it makes for the general welfare by promoting greater business efficiency. I think, at this critical juncture in our economic and industrial development, there is something of greater importance to us than the question of how much money the farmers of America will spend next year, and how you may best proceed in order to divert a share of their billions into your business. It is desirable that you know rural trade conditions and that you appreciate the farmer as a possible customer, but it is of more vital importance to-day that you understand the farmer as a man and appreciate him as a citizen. It is well worth your while to reach out after the farmer's dollar; but it is of vastly greater importance that business should know the farmer's mind and reach the farmer's heart. The farmer's sympathy and understanding are of greater importance to business to-day, than are the farmer's dollars—necessary as they are in keeping the wheels of commerce turning.

I am afraid that we too often forget or overlook the very fundamental part the farmer plays not only in business, but in our very existence. It is the farmer's business to feed and clothe the human family. At any time in the history of the world, the race is only a few weeks or months at most from starvation. Let the farmer cease to produce for a single season; cut off the yield of field and flock and herd,

of vine and tree, and we perish. The coal from the mine, the oil from the crevices of the earth, the fall of the mountain stream, supply part of the energy that turns the wheels of business; but the greater power—the man power—is merely the food grown by the farmer, converted into human energy. The calories of heat under your boilers are not so vital to your business as are the calories of energy in your workmen. A strike in the coal mines paralyzes business; but a strike by the farmers would utterly destroy business, because it would destroy life itself. Business existed before the power of steam and electricity was discovered, but business has never existed and never will exist without man power, and that energy comes from the soil and is brought to us by the farmer.

So then, in the first place, if business is to deal wisely and equitably and for that matter profitably, with the farmer, it behooves us to remember what we owe to agriculture; or if we do not recognize the obligation, at least to remember how dependent upon it we are. Business has too long been in that state of ignorance shown by the small boy whose teacher asked him, "Where does tapioca come from?" The lad truthfully replied, "From the grocery store." He was accurate, but sort-sighted. It isn't the grocery store that feeds your men. Business must remember that it isn't business that feeds business either with food or with dollars. A nation cannot grow rich swapping dollars. The farmer is the great producer of real wealth. It is his business that makes the wheels of every other business go round.

WHAT FARMERS HAVE PRODUCED THIS YEAR

While thousands and thousands of farmers have lost money this year either in crops or livestock, yet the farmers of the United States have produced enough wealth to pay off two-thirds of this country's net war debt, the total commercial value of their product this year being well over 15 billion dollars or about 1 1/2

billions more than last year. And this was accomplished under even more difficult price and labor conditions than in war times.

During the war the Government nursed every other industry at the expense of agriculture. Now we have peace—and all the necessities of living cost so much they have all become luxuries—the greatest industry of all is still being hampered, and is still being victimized by speculators and gougers, when if it were given a square deal and honest markets, it might pull the country well out of the hole in from two to five years.

Last year the value of the American farmer's crops, measured by our depreciated dollar, is \$15,873,000,000, while the five-year average, 1910-1914, was \$5,829,000,000. The value of his live stock in 1919 was \$8,830,000,000—making a total of nearly 25 billion dollars for crops and live stock combined. These figures, as a matter of course, are not accurate to the penny. They do not necessarily represent the net income or profits of the farms of America, but on the other hand they do not tell his total gross income. While hired help, interest, rent, taxes and other fixed charges are to be deducted, in practically every case in addition to the money crops represented by these billions, the farm has produced the greater part of the food of the family—a no inconsiderable amount for six million families. A city family with an income of \$3,000 per year must necessarily spend the larger portion of it for the staples of life—the actual necessities. The landlord, the electric light and traction companies, the milkman, the butcher and grocer and laundryman get the greater part of it; while the farm family with its garden and orchard, its home-grown meat, its dairy products and eggs, have for living expenses a much slighter drain upon the family purse; and a correspondingly larger surplus for other expenditures.

It is in these "other expenditures" that the most of you are chiefly interested. I wish I could take this company to-day and set you down in a typical farm home of the Middle West, that you might see for yourself the actual living conditions of the American farmer. I wish you might spend a half day with a good county-seat merchant, inspect his stock of high-grade goods and see the variety and quality of the goods the farmer buys. I have never yet

7 Percent of Appropriation Produces 80 Percent of Returns

**Campaign That Paradoxically Proved
the Inexpensiveness of Expensive Media**

ONCE there was an advertising appropriation of \$125,000. It was divided up among about 100 newspapers—that is all except \$8,000, which was set apart for a particular medium.

And when all the returns were in, some 50,000 inquiries had been received. A Cook Book was offered in the advertisements. 10,000 came from the newspapers that had shared \$117,000 of the appropriation. 40,000 or 80% were directly traceable to the \$8,000 expenditure—which had been reserved for a single page in color in the AMERICAN WEEKLY. \$8,000—or less than 7% of the entire appropriation brought 80% of the replies.

This color page was an advertisement featuring a food product (name on request)—appearing in the AMERICAN WEEKLY of November 3, 1919.

80% of the returns from 7% of the appropriation. Doesn't that provide an interesting problem in arithmetic, involving your own advertising appropriation?

* * * *

Experience is a hard school—and expensive.

But sometimes we can watch the other fellow learning his hard lesson—and the wisdom is ours.

Back in 1918, for example, there was a toilet goods manufacturer with a fairly generous appropriation. Some of it—not much—went for small black and white space on the AMERICAN WEEKLY, which brought more than average returns.

After this came a single color page—with a coupon. This single page, with its coupon requesting ten cents for a sample, brought 45,000 inquiries. As a result this advertiser, whose name we will gladly send on request, will use ten color pages in the AMERICAN WEEKLY in 1920.

Color pages in the AMERICAN WEEKLY are expensive—too expensive to be used indiscriminately. So even if 45,000 inquiries, each with 10 cents enclosed, counted for nothing, this ten page contract for 1920 would be pretty good indication of the pulling power of the AMERICAN WEEKLY Magazine.

* * * *

Here are two interesting things about these advertisers' experiences. The big

returns came when color was used. *Color helped to produce the inquiries.* That is the first interesting thing.

Color actually strikes the eye—makes an immediate impression on the brain. Color comes out of a mass of black

and white as the notes of a cornet overshadow the undertones of an orchestra.

Make a small spot of red on a white wall—it will be seen immediately by every one entering the room. But who would have noticed the wall if the spot of color had not been there? The faintest dash of color arrests attention and makes people think. For the mind reacts instinctively to color.

The best way to reach the modern person's mind is the quickest way. In the first place he or she hasn't a great deal of time to spare—and in the second



COLOR

The E-m-o-t-i-o-n Picture of the Mind

WHEN a man has no pep, they say he's colorless; when he's mad they say he sees Red; when he is a coward they call him Yellow; when he's straight they say he's White; when he's loyal they say he's true Blue; when he's unintelligent they say he's Green; simply because the mind thinks faster in color than any other way.

**TWO and ONE-HALF MILLION FAMILIES
READ
THE AMERICAN WEEKLY**

**"IF YOU WANT TO SEE
THE COLOR OF THEIR MONEY
—USE COLOR"—A. J. K.**

place too many seemingly more important affairs are pressing. And unlike the old scholars of former times who spent their leisure moments in reading and study, people of today need the few fleeting moments left by business and social obligations for recreation and amusements.

THE USE OF COLOR IS THE QUICKEST WAY TO REACH THE MIND. It is a scientific fact that light rays containing red, for instance, travel faster than those containing any other color. And it is another tested fact

that the mind reacts more quickly to color than to any other stimulus. The color appeal is an ingrained, elemental appeal and nature has given it a clear track into the impressionable human mind.

NATURE USES COLOR

Nature uses color as her own advertising medium. Nature expresses herself in color—in the red comb of the laying hen, the iridescent feathers of the peacock, in the blue of the sky and the sea and in the dark gray granite of a forbidding cliff. And she advertises

herself prominently where every one can see her display.

Wise advertisers who have learned from nature have found that color delivers the message more quickly—appeals more universally and fundamentally.

The most expensive, the most extravagant thing an advertiser can do is spend money and not get maximum results from his expenditure. The most effective and economical thing he can do to promote his merchandise is to spend enough money on proper display to achieve the greatest possible return.

LARGE CIRCULATION NEEDED

The cost of a color display is too high—too expensive to be used indiscriminately. *To insure real economy it must be used in a publication with a great circulation.*

While the splendid returns in the two advertising campaigns mentioned came in a measure from the attractive qualities of color used, this color would have been prohibitively expensive if it had not been used in a publication like the AMERICAN WEEKLY with a circulation of 2,500,000—the largest circulation of any kind in America.

And there must be in this circulation an interested, alive, progressive kind of quality—exactly the quality which best describes the circulation of the AMERICAN WEEKLY.

Its circulation is progressive because the policy of the papers with which it is distributed is progressive. And young, progressive people are the best prospects for advertisers.

They are making money and spending money. Their habits are not fixed. They are young and building homes.

The old conservative is settled in his habits. He goes to his established shop. He buys what he had learned to buy when young. He is not accessible to advertising. Often he does not read it.

The young progressive does read advertising because it is news to him. It contains lists of what he needs—what he has not got but what he is going to buy. And his mind is open to new ideas, to new things. He can be convinced. If you have a good thing and advertise it where he can read about it, you can tell him.

There is only one place to get color in a publication reaching more than two and a half million of the more progressive, well-to-do families of America. And that is the AMERICAN WEEKLY.

THE American Weekly has a greater circulation than any other publication in America. Two and a half millions of the more progressive and well-to-do families throughout the United States buy it every week. Every Sunday it is distributed as a principal part of the

NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN



A. J. KOBLER, MANAGER
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
Hearst Building Chicago, Ill.

known a man to make a personal investigation of this sort who has not been surprised by what he has seen.

WHAT THE FARMERS BUY

And there is this to remember: the farm family's expenditures are made for things that are worth while. The farmer's wife and daughters are not very good customers of the manicurist or the hair-dresser. They do not buy a \$30 creation from the milliner every month; they do not demand an imported gown two or three times a season; no large amount of the farmer's income goes for matinees and luncheons and teas. The farmer's family has little opportunity and less inclination to fritter away hard-earned dollars on jim-cracks and gee-gaws. The money that slips through the fingers of the average middle class city family with nothing to show for it at the week's end, is invested by the farm family in things worth while, in comforts and luxuries that help to make life more pleasant.

I cannot help feeling astounded at times at the indifference of so many manufacturers to the rural market. I remember a few years ago when I was actively in the publishing business, our New York manager telegraphed us in Topeka asking us to interview a dozen of the leading jobbers in our immediate territory in regard to the sale in four agricultural states of a staple article of the hardware trade. I replied that we would make the investigation, but suggested that he run over to Philadelphia and interview the sales manager of a manufacturing company that did the largest business in the world in that specialty—a company that had been engaged in that one business for forty years. It seemed to me that that would be a quicker way to get accurate information.

And our New York office wired back, "He's the man who wants the information!"

In business for forty years, and didn't know that the farmer families of the nation were his best customers!

Now I believe that that same condition exists even to-day in many business houses. Or even if the manufacturer realizes that his wares are purchased by the farm family, he does not appreciate the necessity of cultivating that trade through the one medium that the farm family looks upon as its "buyers Guide"—the agricultural press.

It is only natural that the vast majority of advertisers and even advertising agents should have only a superficial acquaintance with the farm paper. You get up in the morning and you read your daily newspaper at breakfast; you ride down to business and you see the billboards or street car cards and subway bulletins; at noon you pick up a popular magazine or an illustrated weekly at your club; at night you see the blazing lights of electric signs and thumb through the pages of a theatre program—all these media of advertising are constantly with you; they become a part of your inner consciousness, you use them instinctively; they are in the line of least resistance; but the farm market and the farm press are only brought to your consideration by a conscientious effort. They call for a readjustment of your mental processes, and it is no wonder that you often forget, overlook and neglect them.

And that's bad for you as advertisers; and bad for us as publishers, and bad, too, for the rural community.

THE REAL MISSION OF ADVERTISING

I say it is bad for the rural community, because, gentlemen, I believe that the real purpose of advertising—its primary mission—is to serve my subscribers rather than to serve you advertisers. As we sometimes put it, "It is more important that the farm homes of our states have an appreciation of good music than that you sell pianos or phonographs. It is more important to the nation that farmers buy tractors and modern machinery than that you sell them. It is more important that the farmer's scale of living be lifted to a higher plane than that you be enabled to do a larger volume of business." I consider the advertising columns of my papers of as great importance to my subscribers as my editorial pages. And I am not straining a point when I say that you manufacturers and advertisers of worth-while commodities owe a duty to the farmer—nay, more than that—a duty to the nation, to bring to his knowledge everything that will be of value to him in his work and in his life. We must remind ourselves again and again and yet again that our prosperity, our very existence rests upon agriculture. The American farmer must not only be made an efficient producer, but he must live a life befitting a citizen of a great Republic. We have no room in

America for a peasant class. The American farmer in education, in real culture and in the refinements, conveniences and comforts of wholesome living must not fall behind his city brother. We cannot afford to put a premium upon urban life. If you believe in your business; if you believe that you have a commodity that is worth while; if you believe that you are rendering a genuine service, it is your duty to carry the gospel of your service into the by-ways and hedges. This isn't sentimental bosh nor mawkish idealism. It is a policy that pays. It is simply longheaded business sense.

And this leads me to what I really came here to say:

Business must look to the American farmer to-day, not only to feed it, not only to buy its wares, but actually to save it from destruction.

However optimistic we may be; however great our faith in the sanity and good sense of the American people, we cannot close our eyes to the state of unrest that prevails in the industrial world. We cannot deny that business in many respects has been arrogant, greedy, heartless; with the inevitable result that labor is more ready than we have ever known it to be, to listen to the siren song of the impractical dreamer, or to be roused to passion by violent enemies of society. On the borders of every conflict between capital and labor, revolt and anarchy lurk, growing bolder with each new contest. Capital is alarmed as never before, and labor to a greater degree than ever, has lost confidence in the integrity and sense of justice of capital. And despite temporary concessions and palliations, the breach widens. God only knows what the end will be unless business speedily recognizes its fundamental responsibility to labor as well as to the public it serves, and unless labor sees that labor can prosper and profit only as it renders service.

Between these two contending forces stands—what? Well, we say, "the public." But what is the public that you know? The men in this room, if we eliminated the few blooming millionaires among us, are fairly representative of "the public." What kind of a bluffer would we make between capital and labor? Wouldn't we find ourselves naturally and inevitably in one class or the other? Haven't we all pretty well developed prejudices and deep-seated opinions?

The men in the street outside are

"the public"; but there is a definite, sharply drawn line between them. There is no unbiased public in New York City or anywhere in our urban population. The one stabilizer, the one arbiter, is the American farmer, and it is to him, and to his sound sense, his innate justice, his love of a fair deal, his patriotism, his steady industry, that we must look for our way out of disaster. If he falls behind in any of these qualities, we drop farther back. He is both capitalist and laborer, and yet he lives removed from the rancor of the strife that clouds our minds and benumbs our reason. He has never yet failed his country in its time of need. It was "the embattled farmers who fired the shot that was heard around the world," at the birth of our nation, and ever since, the farmer, in war and in peace, has been our dependence and our safety.

THE FARMER'S PLACE IN BUSINESS IS VITAL

"The Farmer's Place in Business," the topic assigned to me, is interesting and important and vital. It is the biggest place. He sets the pace. He is the one man we cannot do without. But what we as business men must be more deeply concerned in now, is the relation of business to the farmer.

It is our business, your business, to see to it that that relation is right. Farming should be put first in our national policy. We should give the business which is the drive wheel of every other business its full economic rights. We should map out a great constructive program for agriculture and put it through; give free rein to every legitimate scheme of co-operation among farmers and tax the landhog speculator out of existence.

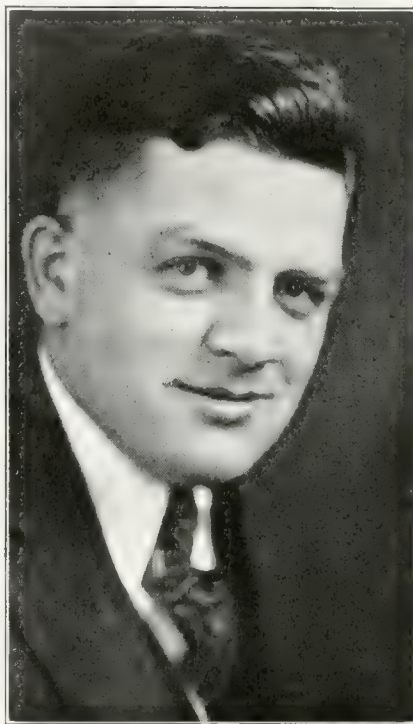
I have asked that such a program be made a national plank in party platforms at the next election, because we must be committed to such a policy nationally to properly and speedily put it through.

To have a more prosperous agriculture we must encourage legislation legalizing collective bargaining by farm organizations, regulation of the packing industry, fair prices for farm products, extension of European markets for livestock and food-stuffs, elimination of profiteering, cheaper money for the farmer who must borrow, good rural schools and a good roads system that will benefit the farmer as well as the automobilist.

I believe the American people

will line up for such a program. They are realizing the farmer's job is the one vital, primal provider and feeder of all the other jobs and that it should always have first consideration instead of last, and never be discriminated against nor hampered any more than we should discriminate against and hamper the United States.

If we would have things go well with us, we must first see they are going well with the man on the farm and I beg you gentlemen to get acquainted with him—in a business way, because it will pay you; in an economic and political way, because the nation's welfare is dependent upon him.



FRED MILLIS

Fred Millis to Be Executive Secretary of Convention of Associated Advertising Clubs of the World

Fred Millis, assistant advertising manager of the *Indianapolis News*, has been "loaned" to the Advertising Club of Indianapolis to act as executive secretary of the convention board in charge of arrangements for the convention of the Associated Advertising Clubs of the World, to be held in this city, June 6 to 10. The largest gathering of men interested in advertising, distribution and selling, ever got together, is expected to attend the four-day session.

Preliminary plans for the convention are rapidly progressing, and more than 500 Indianapolis business men will be used in various places in the organization. Members of the convention board are Felix M. McWhirter, president of the People's State Bank of Indianapolis, chairman; Merle Sidener, president of the Sidener-Van Riper Company, adver-

tising agents; H. T. Griffith, sales manager of the Udell Works of Indianapolis; Paul Richey, vice-president of the Russel M. Seeds Company of Indianapolis, advertising; W. E. Balch, manager of the Merchants' Association, and Fred Millis.

Speakers who have a \$200-a-minute message are the kind of men who will deliver addresses before the convention, the board has announced.

"The convention is going to cost \$200 a minute, and if a man talks twenty-five minutes he must say something worth \$5,000, or we do not care to have him talk," E. T. Meredith, of Des Moines, Ia., president of the Associated Advertising Clubs of the World and the editor of "Successful Farming," said recently. "I am urging that they tell us how to help our business by giving brass tacks, helpful business pointers. We will have real speeches from real business men."

Preliminary plans for the handling of convention of the Associated Advertising Clubs of the World, to be held in Indianapolis, June 6 to 10, are well under way, and scores of requests for hotel reservations are being received by the local hotel committee from clubs all over the world. O. T. Roberts, advertising manager of the *Indiana Daily Times*, is chairman of the hotel committee.

The St. Louis organization has written that it expects to bring at least 300 men to Indianapolis, and letters have been received from many other clubs promising to bring large delegations. It is expected that there will be between 6,000 and 8,000 registrations at the convention.

The Hotel Men's Association, of Indianapolis, has made a definite agreement with the convention board to maintain the usual prices.

Ostenreider Agency Making Up Schedule for Brewing Company

The Ostenreider advertising agency, of Chicago, is making up the 1920 schedule for Green River, the beverage being marketed by the Schoenhofen Brewing Company.

Erwin & Wasey Handling Oakland Motor Company Advertising

1920 contracts for Oakland Motor Company are being forwarded to newspapers by Erwin & Wasey, Garland Building, Chicago. This agency is also sending out a schedule to eastern newspapers on the Isko refrigerating proposition.

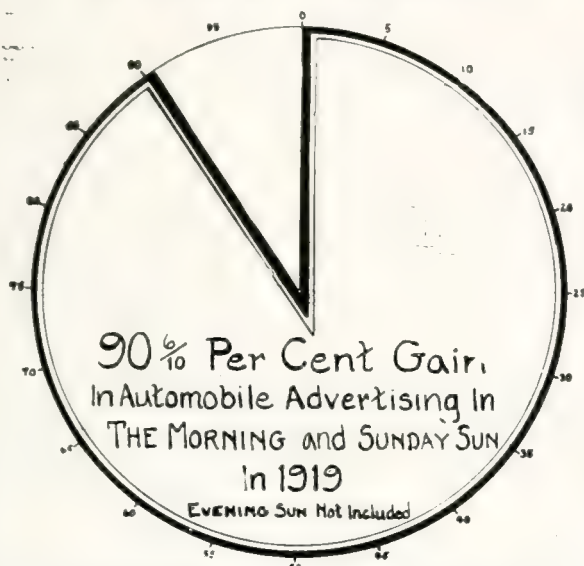
C. A. Transom Starts Agency in Chicago

C. A. Transom, known in Chicago advertising circles because of his many years connection with the Snitzler Advertising agency, has just started a general agency of his own. One of his important accounts is that of the Hess Warming and Ventilating Company.

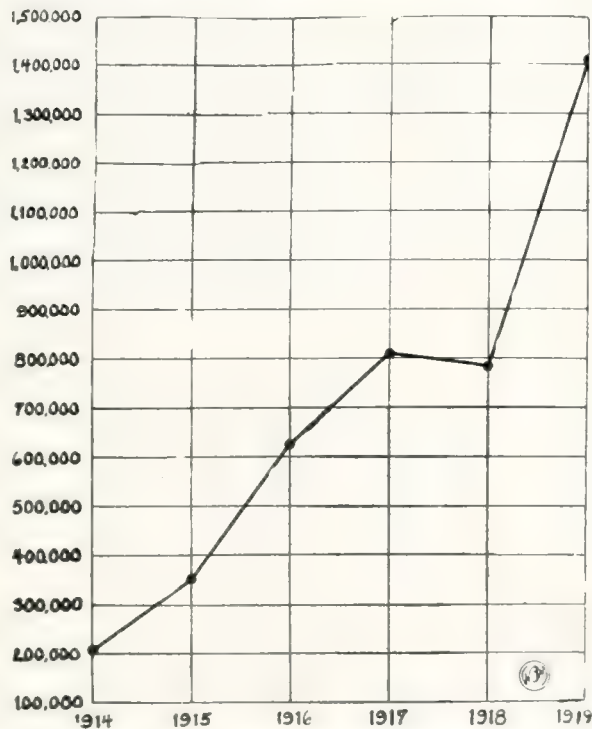
Chicago Agencies Sending Schedules to Farm Papers

Matteson - Fogarty - Jordan Company, Cunard Building, Chicago, is sending out an important advertising schedule to farm papers in behalf of the Babson Cream Separator. Another schedule now going to the farm press is that of the Rock Island Plow Company, being forwarded by Critchfield & Company, Brooks building, Chicago.

THEY MUST GET RESULTS



In 1919, The MORNING and SUNDAY SUN carried a total of 1,488,707 agate lines of automobile advertising (display and classified) as compared with 780,981 agate lines in 1918—a gain of 90.6-10 per cent. These figures do not include the 662,653 agate lines of automobile advertising carried by The EVENING SUN.



VOLUME OF AUTOMOBILE ADVERTISING
In The MORNING and SUNDAY SUN, 1914-19
(The EVENING SUN, which carried a total of 662,653 agate
lines of automobile advertising in 1919, is not included)

Automobile advertisers in Baltimore must get results from the MORNING and SUNDAY SUN or they would not have increased their space in these papers 90.6% in 1919 over 1918.

They must find the MORNING and SUNDAY SUN a profitable investment or the volume of their business in these papers would not have expanded from 200,000 lines in 1914 to 1,400,000 in 1919.

The number of automobile advertisers using the *Sunpapers* and their pronounced preference for these papers, shown by tremendous lineage gains year by year, indisputably proves that you reach the automobile buying power of Baltimore, effectively, successfully, completely, through the *Sunpapers*.

With 35,000 car-owning families and as many more ready to be sold, Baltimore is an unusually receptive field for automobile advertisers—particularly easy to cash in on promptly, economically. You can cover it with the *Sunpapers* alone, for

Everything in Baltimore Revolves Around THE SUN

Follow Up Letter System to Be Used in Political Campaign

The practice of direct by mail solicitation has become so successful and widespread that the Democratic National Campaign Committee has decided to bring it into the field of politics by using a follow-up letter system in connection with its drive for funds. Their idea is to cover the entire country soliciting funds from every Democrat, and also to ask for the names of other persons who might be interested. The first letter is accompanied with a blank to be signed as a pledge. Another blank has spaces for the names of twenty-six prospects, and any other data that may be useful in getting the man to subscribe. If it is noted that the prospect is only slightly interested, a special letter, bringing the subject forcibly to his attention in a stronger manner is sent to him. Mr. Jamison, who is directing the campaign, believes this to be the best means of obtaining subscriptions to the fund, and he predicts big results.

Postage Rates to Panama

Alban G. Snyder, United States Consul General to Panama, states that it does not seem to be generally understood that the postal rate from the United States to Panama is 2 cents an ounce, for a number of American firms are paying at the rate of 5 cents. He also states that a number of letters have been received bearing special delivery stamps whereas there is no special delivery service in either Panama or the Canal Zone, and, accordingly the use of such stamps is a loss of money.

French Duties on Automobiles Reduced

The acting American commercial attache in Paris, announces that in a decree published in the Journal Officiel of December 24th that effective that date, duties on automobiles, and corresponding parts and accessories weighing up to 2,500, would be reduced from 70 per cent ad valorem to 45 per cent ad valorem. Automobiles of greater weight, and their parts and accessories, will continue dutiable at the old rate.

Demory New Head of Timken Company

At a recent meeting of the Timken-Detroit Axle Co. of Detroit, in Canton, Ohio, A. R. Demory was elected president of the company, and Col. Fred. Glover elected vice president and general manager. H. H. Timken was elected chairman of the board of directors. Plans were formulated to increase production by at least 50 percent.

Howe Becomes Sales Manager of Chicago Pierce-Arrow Agency

Will H. Howe has been appointed passenger car sales manager for H. Pailman & Company, Chicago distributors for the Pierce-Arrow cars.

Franklin W. Loomis Joins Staff of the Society for Electrical Development, Inc.

Franklin W. Loomis, whose career in the electrical world has been wide and varied, has joined the staff of the Society for Electrical Development, Inc. Mr. Loomis has been up to recently Sales Manager for the Dallas Power & Light Company and has at different times prior to that connection been associated with the Narragansett Electric Lighting Com-

pany; Edison Electric Illuminating Company of Brooklyn; Westinghouse Electric and Manufacturing Company, Stone & Webster Management Corporation; H. W. Johns-Manville Company and the Holophone Company.

Charles Wright of Verree & Conklin Joins Tribune Staff

Charles Wright, formerly with the Verree & Conklin Company advertising agents of New York, has joined the advertising department of the New York Tribune. Mr. Wright joined the Verree & Conklin firm as an office boy and served his time with them from that position until he became one of their best advertising men. In his new position with the Tribune Mr. Conklin will have charge of the National Foreign advertising.

New Newspaper for Paterson

Simon Lein, Alexander Fromm, Harry L. Schoen, all of Paterson, and Abram Saltzman, Passaic, with a capital of \$50,000, incorporated the *New Jersey Star* this week. They have a charter to publish books and periodicals as well.

Burnham & Ferris to Advertise Ford Accessories

The advertising account of the J. & B. Mfg. Co., of Pittsfield, Mass., manufacturers of Ford accessories, has been placed in the hands of Burnham & Ferris.

Andrew Geyer, Inc., Publishers of Geyer's Stationer, Reorganizes

Andrew Geyer, Inc., New York publishers, underwent a reorganization effective the first of the year and elected M. A. Geyer president, replacing the late Andrew Geyer. Albert B. Abrams, for many years advertising manager, becomes vice president and W. S. Donnelly is made advertising manager. A new cover without advertising appeared the first of the year on Geyer's *Stationer*. It was a reproduction of the Stationer's Coat of Arms registered in Guildhall, London, in 1547.

"Hotel Bulletin" Issues Restaurant Section

The first issue of *The Restaurant Section*, issued in connection with the *Hotel Bulletin*, made its first appearance this month. It is to be a regular publication each month, and is edited with a spirit of helpfulness for all in the restaurant operator's business.

W. A. P. John Leaves Dodge Bros. for Agency

W. A. P. John, who returned to the sales promotion department of Dodge Brothers after protracted service in France, resigned December 31, to join the copy staff of Brooke, Smith & French, advertising agency of Detroit.

Mortimer Lowell Now with Croot & Denhard

Croot & Denhard, Inc., New York, have added to their staff Mortimer Lowell as a member of the department of plans, copy and service. Mr. Lowell has resigned from the copy and service department of the Harry Porter Co., New York, to accept this connection.

William J. Bryan Opens New Advertising Agency

William J. Bryan, for the past seven-ten years connected with the advertising and merchandising field, opened the offices of The William J. Bryan Company in New York City, where an advertising agency business will be conducted. The agency has already contracted to represent a good-sized list of concerns, including houses in the furniture, millinery, motor, collar and shirt field.

Capper Publications Get New Circulation and Advertising Men

The Capper publications, of Topeka, Kansas, announce the selection of H. S. Blake as director of circulation. Mr. Blake has recently been connected with Kansas City newspapers in the same capacity, and is a member of the International Circulation Managers' Association. It is also announced that Charles R. Ketchum, for the past twenty-six years with the St. Louis *Republic*, has become advertising manager of the Capper publications. Mr. Ketchum is a well known St. Louis advertising man, and is actively interested in the Associated Advertising Clubs of the World.

Economist and Allied Dry Goods Papers Now Give 15% Commission

Effective January 19, when a new list of prices was issued, the *Dry Goods Economist*, *Dry Goods Reporter*, *Dry-goodsman* and *Pacific Coast Merchant* announce that they will pay an agency commission of 15 percent after that date. The publishers, who discontinued commissions about ten years ago for a net rate card, believing that all agencies would eventually secure their remuneration from service charges, now have decided to use gross rates, and so not complicate the quotations and bills of the agent and his client. The year previous to the discontinuance of commissions, less than 5 percent of the papers' business came from advertising agencies, nearly 25 percent comes from agents now despite net rate quotations.

Smith Goes With Sherbow

Benjamin Sherbow, type expert, who publishes Sherbow's Type Charts, has added to his staff H. Frank Smith, until now assistant manager of the Mergenthaler Linotype Company's publicity department. Mr. Smith is well known as an authority on advertising typography.

A. B. C. Reports on New York Publications to be Delayed

Because of the setback by the recent printer's strike, the Audit Bureau of Circulations has granted publishers in New York City one month besides the usual 30 days in which to file their semi-annual statements, for the period ending December 31, 1919. Statements are to be rendered not later than February 28, therefore, instead of 31 as heretofore. Attention of advertisers and agents is called to the fact that in paragraph 41 of each statement (Publisher's Remarks) there will appear an explanation as to whether issues were missed or delayed, whether circulation was below normal, and any other facts that advertisers should have concerning the effect of the strike.

113 BUILDING ADVERTISERS**YEAR
1919****75 ADVERTISERS****YEAR
1918****102 ADVERTISERS****YEAR
1917****88 ADVERTISERS****YEAR
1916****74 ADVERTISERS****YEAR
1915****72 ADVERTISERS****YEAR
1914****43 ADVERTISERS****YEAR
1913**

THE chart shows the growth in the number of building advertisers carried by The Literary Digest during each of the seven past years.

Each year shows a substantial increase of building advertisers (except for 1918 when war restrictions halted automatically construction activity).

For five consecutive years The Digest has carried more pages of advertising and a larger number of building material advertisers than any other national medium. For the year of 1919 The Digest printed the announcements of 113 building advertisers, occupying a total space of 392 pages.

In a special folder we give complete checking records of 163 building ma-

terial and equipment advertisers in 16 magazines during the first eight months of the past year. Detailed figures for the complete year are being tabulated.

In this folder we have listed only manufacturers of building materials and equipment. A separate record is kept of industrial advertising which is confined to announcements featuring factory construction and equipment. This record was shown in a previous page in this magazine, The Digest being the first choice, leading in the number of pages carried and also in the number of advertisers.

The Literary Digest

AMERICA'S FOREMOST ADVERTISING

33 W. 42nd ST.

“ARTWORK in Advertising, no matter how beautiful or artistic it may be, is certain to fail in its mission unless it embodies a selling idea.”—*Extract from our new book, "Solving Advertising Art Problems."*

American Chicle Co.
American Red Cross
Anso Co.
Arlington Co.
Alexander Bros.
Adamson Mfg. Co.
Advertising & Selling
Atlas Portland Cement Co.
Atlas Tire Co.
Ault & Wiborg

Bauer Chemical Co.
Belber Trunk & Bag Co.
Blaker Advertising Agency
Bloch Bros. Tobacco Co.
Bluebird Packing Co.
Boal's Rolls Corporation
Boston Woven Hose & Rubber Co.
Brown & Haley
Brunswick-Balke-Collender Co.
Business Service & Audit Co.

Colgate & Co.
Corn Products Refining Co.
Canadian Pacific Railway Co.
Chatillon, John. & Sons.
Chicago Paper Co.
Chicle Products Co.
Chocolate Products Co.
Conklin Pen Mfg. Co.
Cook, Thomas & Son
Cooper Underwear Co.

Diamond Match Co.
Dyer, George L. Co.
Daggett & Ramsdell
DeVine Press
Devoe & Reynolds Co., Inc.
Dr. Bell's Pine Tar Honey

Edison Lamp Works
Essex Press

Federal Advertising Agency
Fischer, B. & Co., Inc.
Fleischmann Co.
Foley, Richard A., Adv. Agency
French Valley Springs, Inc.

Gillette Safety Razor Co.
Goodrich, B. F. Co.
General Baking Co.
General Cigar Co.
General Railway Signal Co.
Geneva Cutlery Co.
Goebel, J. & Co.
Gotham Advertising Co.
Gould, M. P., Co.

H-O Co.
Holeproof Hosiery Co
Hudnut, Richard
Hartford, Edward V., Inc.
Hall, Wilford, Laboratories
Hammacher, Schlemmer & Co.
Hayward Co.
Hengerer, William, Co.
Hercules Powder Co.
Hogan, John R.
Hupp Motor Car Corporation
Hurlburt Motor Truck Corporation
Huyler's

James, H. E. Adv. Agency.
Johns. H. W. -Mansville Co.

Kranich & Bach



COMMERCIAL ARTISTS ARTISTS INC.

NEW YORK, N.Y.

BECAUSE our business is founded upon this principle;
because we are not mere makers of pictures but
creators of ideas which sell goods, we have had the
pleasure of serving such advertisers as are listed below.

Latham Litho & Printing Co.
Liberty Loan Committee
Liggett & Myers Tobacco Co.
Loomis & Hart Furniture Co.

McKesson & Robbins

Mennen, Gerhard, Chemical Co.
Madison Tire & Rubber Co.
Musson Book Co., Ltd.

National Biscuit Co.
National Bank of Commerce in N. Y.
National Blank Book Co.
National Lead Co.
New York Central Lines
N. Y. & Porto Rico Steamship Line
Nordhem, Ivan B., Co.
Normanna Co., Inc.

Ovington Bros. Co.

Penick & Ford, Ltd.
Pathescope Co. of America, Inc.
Pennsylvania Cement Co.
Pittsburgh Brewing Co.
Popoff, K. & C., Bros.
Powell's Chocolates

Remington Arms U. M. C. Co.
Resinol Chemical Co.
Red Cross Steamship Line
Remington, E. P., Agency
Repetti
Rickard & Sloan
Ridley's
Ripin & Co.

Rochester Stamping Co.
Roulston, Thomas H.

Sherwin-Williams Co.
Sweets Co. of America
Stollwerck Chocolate Co.
Sheffield Condensed Milk Co.
Sheffield Farms Co.
Sheffield-Fisher Co. Inc.
Silvex Co.
Sloan's Liniment
Spalding, A. G., & Bros.
Standard Kid Mfg. Co.
Strang & Prosser
Strong, Howard Marcus
Sunderman Corporation

Taylor Instrument Companies
Tenenbaum, J., & Sons
Thomas Canning Co.
Touraine Co.

United Electric Light & Power Co.
United Fruit Co.

Valentine & Co.
Van Patten, Inc.
Vulcan Steel Products Co.

Wrigley, Wm., Jr. Co.
Warner, Wm. R., Co.
Westinghouse Electric & Mfg. Co.
Western Electric Co.
White Rock Mineral Spring Co.
Wadman, Rex W., Inc.



Des Moines Paper Adds Farm Department

The Des Moines *Capital* has added a Farm Department to its paper as a result of the rapidly growing universal interest in the business of farming. In charge of this department the *Capital* has secured the services of a very able and practical farmer, Frederick F. McArthur, who has had the actual experience of a farmer and added to this is the experience he obtained with the Chritchfield Company of Chicago, advertising agents, who handle a large part of the agricultural advertising in the United States. While with this agency Mr. McArthur did a good deal of investigation work along agricultural lines and traveled much and is very well equipped for his new position with the newspaper.

Jacksonville, Fla., Refuses to Appro- priate Sum for Advertising League Baseball Teams

After a lengthy debate, the city council of Jacksonville, Fla., refused to appropriate the sum of \$1,000 for advertising and placing the playing field in connection for the New York American and the Brooklyn National baseball teams, who train in Jacksonville during the spring. In giving out an opinion of the law in this case City Attorney P. H. Odom stated that the city had no authority to make an appropriation of this kind and said that whereas the city would undoubtedly benefit by such advertising it could not be done for the main purpose was for the benefit of the teams.

T. R. Smith Acquires An Interest in The Street, Inc.

T. R. Smith, metropolitan sales manager of the New York Times Portfolios, has resigned that position to acquire an interest in *The Street, Inc.*, of which he will become business manager. Mr. Smith's former connections have been

as circulation manager of *McClures*, and *Good Housekeeping*, chief of the copy division of the *Cosmopolitan*, and Subscription Sales Manager of the Butterick publications.

Walter P. Chrysler Becomes Willys Executive

Announcement was made during Automobile Show week by J. N. Willys that Walter P. Chrysler is to become executive vice president of all the Willys interests. The announcement came as a great surprise and put an end to all speculation which has been made regarding Mr. Chrysler since his resignation from the General Motors Corporation.

Robertson Promoted in Willys Canadian Branch

J. R. Robertson, who has been advertising manager of the Willys-Overland, Ltd., at Toronto, has been advanced to have full charge of retail sales in the Toronto branch.

Edward D. Kilburn Advances in the Westinghouse Company

Edward D. Kilburn, who for a number of years has been associated with the Westinghouse interest, has been elected vice president and general manager of the Westinghouse Electric International Company. Mr. Kilburn's most recent position with the Westinghouse interests was as New York district manager of the Westinghouse Electric & Manufacturing Co.

Scott and Scott Advertising Electrical Devices

Scott and Scott, Inc., is placing the advertising of Electrothermal Company, of Steubenville, Ohio. An extensive campaign has been begun which includes newspapers, weekly and monthly magazines. Electrical devices are advertised.

Kelly-Springfield Men Go With Four- Wheel Drive Company

John Baker, Jr., former sales manager of the Kelly-Springfield Motor Truck Company, of Springfield, Ohio, and J. H. Cottier, for some time manager of the New York branch of this company, have both joined the Four Wheel Drive Auto Company, of Clintonville, Ohio. Baker is supervising their sales between Chicago and New York and Cottier is managing their New York branch.

Furniture Index Establishes New De- partment

The Furniture *Index* announces that beginning with the issue of February, 1920, a new department will be established in connection with the *Index* and will be known as the *Furniture Factory* Section. This new section will contain information of interest to the furniture manufacturer and the retail merchant.

Albany Papers Jump to 3 Cents

Albany's two morning papers, the *Press Knickerbocker* and the *Argus*, have given notice that beginning January 4 the price of the regular morning edition will be 3 cents instead of 2, and the Sunday edition 7 cents. The *Times-Union* and the *Journal*, the two evening papers, will be 3 cents each.

Lawrence Harris Opens Art Studio

Lawrence Harris, formerly art director of the New York Tribune Colorgraphic, has opened a studio at 75 Stephenson Avenue, New Rochelle. Mr. Harris was also art director, New York City Car Advertising Co., and at one time with Sackett-Wilhelms Co.

Ferry-Hanly Agency Adds New Ac- counts

The New Orleans office of the Ferry-Hanly advertising agency are issuing orders for the Hotel Grunewald Original Creole Pralines (Grunewald) (candy) in magazines and rotogravure sections; Dunbar Molasses & Syrup Company, in Southern newspapers; Domino Rice, in selected newspapers; also orders for Utley Paint Company, in Southern newspapers; and have secured account of Jackson Beverage Company (Jax); have secured account of Crescent Broom Company, of New Orleans.

Klearflax Linen Rug Company Ad- vances Moore

Larry J. Moore, who has had an extensive newspaper experience and who has been for the last six months in the Sales Department of the Klearflax Linen Rug Company, has been made Assistant Advertising Manager of that organization.

R. E. Carey Locates in Bush Terminal Sales Building

R. E. Carey, formerly with Cooper Coate & Casey Dry Goods Company, of Los Angeles, has assumed charge of the Women's Ready-to-Wear Division of the Bush Terminal Sales Building. Prior to his affiliation with Cooper Coate & Casey Dry Goods Company, Mr. Carey was connected with Jay & Co., resident buyers of New York.

**Only seven
of 103 food schedules
in 4 months in Indian-
apolis missed The News.
Forty-three of 103 were
in The News exclusive.**

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

Shumway Agency of Boston Announces 1920 Schedule

The Franklin P. Shumway agency of Boston has announced that it is sending out 1920-21 schedules for: The Glastonbury Knitting Company; The Pacific Mills; The First National Bank of Boston; Oriental Tea Company, and the Hotel Northfield of Northfield, Mass.

Worcester (Mass.) "Telegram" Co-operates with Advertising Club

The Worcester, Mass., *Telegram* is co-operating with the Advertising Club of Worcester in an effort to stimulate the interest of the general public in advertising matters. To this end they are publishing a page every Monday which is edited by the club on advertising matters, and the space on this page is sold by yearly contract.

Irving Bugg with Earl E. Whiteborne Advertising Service

Mr. Irving Bugg formerly Advertising Manager of the Brooklyn Edison Company, and more recently in charge of the Automotive Advertising Division of the Vacuum Oil Company, is now associated with Earl E. Whiteborne, Advertising Service.

Atlantic & Pacific Increase Sales

The Great Atlantic and Pacific Tea Company report shows that for the ten months from March 3 to December 31, 1919, an increase of \$82,525.453 was made over the same period in 1918.

Omaha "Bee" Sold

The Omaha, (Nebraska) *Bee* stock to the amount of 75 percent has been sold to Nelson B. Updike, a grain merchant of that city. Mr. Updike will take over the property in thirty days.

New Advertising Agency for Dallas, Texas

The Mid-Continent Advertising Agency, has been organized in Dallas, Texas. It is comprised of men recently connected with the Southwestern Advertising Company in that city. The company announces that they are starting business with twelve accounts.

National Canners Association to Hold Convention

The National Canners' Association is to hold a convention from January 26th to 30th in Cleveland, Ohio. Also at this convention will assemble the Canning Machinery & Supplies Association, and the National Canned Foods & Dried Fruit Brokers' Association. The principal plans of the convention are to launch a campaign of education and advertising, and to extend the inspection service.

John Adams Thayer Lectures in Cleveland

A lecture on "General Magazines" was delivered recently before the Advertising School of Western Reserve University by John Adams Thayer of New York, Executive Secretary of the Periodical Publishers' Association, and a former publisher.

He gave a succinct resume of the birth and growth of this class of publications; their reasons for being and their power in serving the common interests of the en-

tire nation. He claimed that the success of a periodical publication is determined by its contribution to the welfare of all whom it serves.

Tracing from the beginning, nearly thirty years ago, the weeding out of all fraudulent and objectionable advertising from general magazines, he referred to the cooperation of some of the leading newspapers. Mentioning the fraudulent oil stock advertising now appearing in many daily newspapers, he characterized it as a menace that should be suppressed.

Jack Carr Advertising Manager of Wisconsin "Evening News"

Jack Carr, formerly promotion manager of the Chicago *Herald and Examiner*, it was announced on January 10, has been appointed to manage the advertising department of the Wisconsin *Evening News*, of Milwaukee.

Holt Manufacturing Co. Places Account with Cleland

The Holt Manufacturing Co., makers of Caterpillar Tractors, in Peoria, Ill., have placed their entire publicity campaign in the hands of Cleland, Inc., the New York agency.

Eastman, Kodak Manufacturer, Anonymous Massachusetts Tech. Giver

At a dinner marking the close of the endowment campaign for a \$4,000,000 fund for the Massachusetts Institute of Technology it was announced by Merton L. Emerson, director of the campaign, that "the mysterious Mr. Smith" who had presented to the school \$11,000,000 in eight years was George Eastman, kodak manufacturer of Rochester, N. Y. The interest of the Rochester multi-millionaire in the school was secured as a result of a visit of President MacLaurin to the kodak plant in Rochester and a subsequent talk with Mr. Eastman in 1912. President MacLaurin said that Mr. Eastman told him some time after this talk that he had carefully gone into the question of the matter and had formed the opinion that there was no other place where a large sum of money could be invested so effectively than helping the school with its great work.

Scranton Advertising Club Has Unusual Meeting

The Scranton Advertising Club held its first meeting of the year recently and was in charge of Edward Cohen, vice president of the club. The principle speaker was Harry A. Cohen of the Morris Silverberg Company, and took for his subject "The Business Man as an Advertising Man." In the course of his talk Mr. Cohen said that a person must take a hearty interest in business to make a success and that cooperation and interest is imperative for good results. Llewellyn Jones was the five-minute speaker but instead of speaking delighted all present by singing.

The club took up the matter of the much talked of city refuse can advertising and took great exception to the city ordinance which prohibits city merchants from making use of advertising display beyond their building line while out of town dealers can use this kind of advertising. Short talks were given the club by Hoadley Hagen, F. L. Phillips, and W. J. Pattison.

O. J. Gude Company Erects Spectacular Electric Sign

The O. J. Gude Company, of New York, has erected on top of the Hotel Woodward a new electric display sign to advertise Clicquot Club Ginger Ale. It is the highest, and one of the most attractive signs in New York City. Portrayed is an Eskimo boy on his sled being pulled by two speeding dogs, and his electrical whip is continually cracking over their heads. Above the display, throwing their rays 400 feet to the sky, are 6 large searchlights which adds the effect of the northern lights.

Scott Paper Company's Advertising Manager Is Now Secretary

At a recent Board of Directors' meeting of the Scott Paper Co., makers of Scott Tissue in Chester, Pa., James G. Lamb, advertising manager, was made Secretary of the Board. Thomas B. McCabe, assistant salesmanager and also a director, was made sales manager of the firm.

Keeping Up With The Times

A FACT A WEEK

Not alone a city with nearly 500,000 population, but also the Nation's Capital, into which thousands of prosperous people from all sections of the country come pouring in every day.

That's Washington.

It's the place where the advertiser can get national attention to his product or proposition as well as local; where the Oregon and Missouri and Massachusetts visitor and the New York and Illinois and Texas Congressman will read his advertisement and become the centers for spreading the information or the habits on their return home.

These temporary Washington residents provide an audience of extraordinary value and nation-wide influence.

The Washington Times

WASHINGTON, D. C.

Janus-ing Advertising Art 1919-1920

By CARL EDGINGTON WIDNEY

“WHAT’S the biggest achievement in 1919 artwork?” was asked at a luncheon given by some advertising agency men during the holidays.

“In my opinion,” said the speaker, “the widespread use of reproductions of full color oil with four-color process plates.”

And it’s true. Never before were so many products illustrated with full color oil reproductions in so many mediums. To be sure, 1919 did not usher in this laudable technique, but it certainly made a record of its use. And wisely too.

Food products especially, basked in the glorious tones of brilliant oil colors, capitalizing to the utmost the gustatory appeal. Ham and eggs under the painter’s brush transcended even a Dicken’s plum pudding. Interpretations on canvass of the many vain foibles of Milady’s toilet converted even deaconesses to the use of rouge, powder and depilatories.

In fact, the work in oil has been so well handled that one might ask, how can it be improved. As long as we are limited to four-color process plates and standard pigments, there can be little improvement. Oils by Raphael, painted 500 years ago with their simplicity and strength of outline, grace of expression and composition and subtle depths of coloring, have never been surpassed. Nor can the studios in 1920 excel by very far much of the work done in oil produced in 1919.

THE NEED OF THE HOUR

Progress will have to originate with the color plates and pigments before a difference will be perceptible in oil reproductions. Of course, new treatments and more daring use of color and layout are always possible and to be expected. Perhaps painters of greater international note may be induced to daub the 1920 message for some of the “400,” and in this way a heretofore unattained quality may be injected.

Most likely the standards of 1919 will prevail, but with more general use.

Men nowadays are wearing their hair like their forefathers and dressing with a nonchalance of an earlier day; so no doubt the pendulum will swing back again to the simpler black and white wash. But not this year. The popularity of oil in

Believes Advertisers Helped More Than Ever During 1919

A WELL known New York commercial artist when shown an advance proof of the accompanying manuscript said:

“I agree fully with what Mr. Widney has to say about what the artist has accomplished during 1919 with one single exception which he has not brought out.

“I think that during 1919 the average advertiser helped the commercial artist in the matter of layouts more than ever before in the history of advertising.

“By helping out I mean the advertiser more frequently than ever before did not put serious handicaps upon the artist but permitted the artist to use his own judgment more than ever before with a result that we made better layouts both from an artistic as well as, I think, an advertising standpoint.”

THE EDITOR.

colors should by all rights live for sometime.

Naturally with the craze for work in oils, the art studios came into their own. Men who once scoffed at commercial art, gladly put up their easels in well-known studios and enjoyed more affluence than their profession had seen for many a lean moon.

Prices went wild in 1919 and will not be tamed in 1920. Thousand-dollar page illustrations were rolled like sweet morsels under the tongues of art solicitors and art buyers became embarrassed when asking for a simple pen and ink drawing of nothing more than a hard boiled egg for less than \$75 f. o. b. But in spite of these prices, the association of high grade men in various art organizations is for the betterment of advertising as a whole. Bigger ideas result. Better art work means better copy, and vice versa. The whole plane of selling is elevated by the work rendered by good art studios.

Notwithstanding the heyday for oils, wash drawings held their own. Here, too, well-known men contributed their talent. Being paid more for a single advertising illustration than formerly for several to accompany a story, these artists could afford to put forth their best efforts and affix their John Hancock proudly. Giving the artist credit for his work is most commendatory and 1920 will surely see the artist’s name at the lower corner of more

illustrations used for advertising.

Photography, too, reveled in popularity. This form of art has great possibilities wholly untouched as yet. The soft focus effect converted many skeptics to its use so that this year we may expect to see photography even more extensively used—not as mere commercial photos, but as artistic creations worthy of a place beside the best advertising oils and washes.

WHY OIL PAINTINGS ARE POPULAR

In fact the fundamental virtue of photography is its faithful portrayal of actualities, which by the way is the very reason for the use of oil. Why are portraits painted in oil? Fidelity in delineating the subject.

A photograph of an oil portrait very often looks like a glorified photograph of the subject itself. So reproductions of oils in black and white actually have very little advantage over a photograph done by an artist of equal ability. Therefore the camera can be of great assistance in illustrating our ads this year. The cost is but a fraction of that of oil and there no longer exists any grounds for disputing its practicability. Color photography has been but gingerly used and something in this line may be expected this year.

As is meet, the national magazines gave vent to the highest expressions of advertising art. What a joy they have been the past year! Their advertising sections embellished with the work of some of our best painters, easily vied in interest and beauty with the magazine proper. What greater tribute is there to modern advertising art than that? 1920 will see even more beauty; a veritable galaxy of coloring, more imposing illustrations, and certainly better layouts.

Here may be mentioned the one innovation of 1919 that is so logical and interesting that it is inexplicable why no one ever thought of it before. For the first time in large national mediums, double spreads (not centre spreads, but two facing pages) were printed with two or more colors on one page, with but one color on the opposing page. The effect is as good as, if not better, than two pages in colors and the expense is appreciably less. This arrangement affords unlimited possibilities and the chances are that this year will see scores of such double spreads.

Poster advertising has progressed by the same token as publications. Utilizing the work of the best talent,

the quality of their appeals has gone far beyond our fondest hopes of a few years ago. Out-door advertising men have learned at last that because a sign is papered with lithographs or is painted by a laborer, the copy need not be poor. In fact, the very size of their mediums demands the best copy obtainable and enlargements of national magazine illustrations is the proper thing.

And among the newspapers what strides have been made. We see pen and inks worthy of space in any enamel stock publication. We see coarse screen halftones so wonderfully handled that the pages of many newspapers have a real magazine flavor. It is among newspapers and trade journals that the greatest relative progress will be made this year, for 1919 saw but the inception of glorified newspaper art work.

THE AUTOMOBILE INDUSTRY GAVE ART THE START

It was the huge appropriations of automobile advertisers that gave to advertising art the place it deserves. No expense was spared either in engaging the best artist or in contracting for unlimited space to tell their story in pictures.

Competition for advertising excellence and superiority led them to utilize every known medium of expression from pen and ink sketches of distinctive features of their cars to full color oils of the whole car browsing in the beautiful slopes of the Alps.

What's left? Everything has been done—pen and ink, wash, oil, photography. Nothing else remains but wood cuts and steel etchings. To the advertiser of a new high-priced car for 1920 is presented a real problem. How will the art directors aid him in attracting attention in a pictorial way? It is rumored that a new technique is being developed for the express purpose of illustrating automobiles. When this is perfected and if it is all that it claims to be, the first user will feel thrice blessed.

Take men's clothing. Can anyone think of a way to portray it that has not already been used until it's threadbare? As with automobiles, the whole gamut has been run. What remains for these advertisers?

Some day and soon some one is going to inject an entirely new note into men's clothing advertising that for a time at least will put its user on the crest of the wave. Perhaps this same hinted automobile treat-

ment may be adapted to men's clothing.

Taking it by and large 1919 was a banner year for advertising art—but upon closer analysis we find it has but paved the way for greater things this year. Our experience is richer, our vision broadened, our theories proven. Surely we may be optimistic for the success of advertising art the next twelve months.

Burns Represents Forbes Magazine

Frank A. Burns, who is opening an office in the Little Building, Boston, has been appointed New England advertising representative of Forbes Magazine.

Art Men Are Organizing

Art directors of many of the leading agencies, magazines and art services, at the invitation of Louis C. Pedlar, met at the Advertising Club of New York last Wednesday for the purpose of forming an association. Next Wednesday, with Mr. Pedlar, chairman pro tem, the group will meet again to elect officers and perfect the organization which will strive to put advertising art on a higher plane than it is already.

"Marse" Henry Watterson Named Colonel

Governor Edwin P. Morrow of Kentucky has appointed Henry Watterson, widely known newspaper man and late editor of the Louisville *Courier-Journal*, a colonel of his staff.



Announcing the formal opening of an Advertising Agency

that has been seventeen years
in the making

—and has for its foundation
seventeen years of thought,
training, knowledge and
successful merchandising
experience.

*It costs nothing to talk to us
Let's get together*



The WILLIAM J. BRYAN Company

110 West 40th St.
New York City

Telephone: 9497 Bryant

Our Drive for Better Letters

By W. O. Rutherford

President of the Better Letters Association and Vice-President The B. F. Goodrich Co.

The time and energy wasted in poorly-written business letters would build a skyscraper, but I feel that the work of the Better Letters Association during the past year has reduced the height of that skyscraper by several stories.

For three years this association has acted as a clearing-house for ideas leading to the betterment of business correspondence. To-day



W. O. RUTHERFORD

we may say that our work has not been in vain, for a new era in American business correspondence has come. The day of the "I-now-take-my-pen-in-hand" kind of letters has passed and we are now seeing an increasing number of fresh, clear, human letters—letters that are saving thousands of dollars in the time of both the men who write and the men who read them.

Our war has been upon the stereotyped, cold, time-wasting letters. We have fought such phrases as "Yours of the tenth at hand," "in reply would beg to state," "enclosed herewith," "your favor received and contents duly noted," and similar time-worn expressions.

I believe some of the few simple rules that we have suggested to letter-writers have also helped. First and foremost, we have urged upon them the necessity of taking the viewpoint of the man to whom they are writing. Cut out the "I's" and put in the "you's" has been our advice to them.

I believe it was Josh Billings who said, "There ain't no substitute for good nature ever invented." He was right. We must throw a ray

of sunshine over our letters. People turn away from clouds. Be human. Be cordial, but by cordiality, I do not mean familiarity. I do not believe in slapping a man on the back in a business letter. You can get his attention just as well by merely touching him on the shoulder. The "elbowtouch" is the order of the day.

We should make our letters neither too short to be courteous nor too long to be interesting. We must get the viewpoint of the man to whom we are writing and tell him our story in a pleasant, clear, "me-to-you" way.

These are some of the things we have been urging upon American business letter-writers, and I believe the results of our work during the past year justify our going ahead with it on a bigger scale than ever before.

Wehl Company Advertising Manager Resigns

A. C. Frost has resigned as advertising manager of The Wehl Company, Chicago. His successor has not been announced.

Important Railroad Accounts Managed by Rankin Company

A series of important railway accounts are being handled by Wm. H. Rankin Company of Chicago. This includes advertising for the Rock Island, the B. & O., the Chicago, Milwaukee & St. Paul, and others.

Chicago Agency Takes Care of London Guarantee and Trust Advertising

An advertising schedule for the London Guarantee & Trust Company is now going out to a considerable list of metropolitan newspapers. The campaign is being handled by the E. H. Clarke Agency, Steger Building, Chicago.

American Radiator Renews Account with Critchfield Agency, Chicago

Renewal contracts on the American Radiator Account are now going out. The account is handled, as in former years, by Critchfield & Company, Brooks Building, Chicago.

Maybell Laboratories Publicity Under Way by Kirtland-Engle Agency

The Kirtland-Engle Advertising agency, of Chicago, is placing a schedule for the Maybell Laboratories.

Cudahy Company Renews Contract with Dooley-Brennan

Renewals of the Cudahy Packing Company's contracts are being made by the Dooley-Brennan Advertising Company, Harris Trust Building, Chicago.

McJunkin Agency Advertising Chicago Hotel

The McJunkin Advertising Company, Chicago, is making advertising contracts for the Great Northern Hotel of this city.

Wilbur W. Wood to Direct Traffic Motor Truck Advertising

Wilbur W. Wood, who for many years has been a writer for St. Louis newspapers, now is connected with the Traffic Motor Truck Corporation, of St. Louis, in the advertising department. He will have charge of both local and national publicity. Mr. Wood also will edit "Horse Sense," the monthly house organ of the Traffic Motor Truck Corporation, and will handle the "Weekly Wallop," the inside house organ. Mr. Wood, who until a few months ago was in the service, was editor of the "Pauillac Pilot," a weekly publication in France devoted to the interests of the Naval Aviation Service, of which Mr. Wood was a member.

Rumely to Be Tried Feb. 23.

The trial of Edward A. Rumely, former owner of *The Evening Mail*, New York, on an indictment charging him with having failed to report his personal interest in the newspaper to the Alien Property Custodian, will begin before Federal Judge Cushman on February 23.

Hotel Publishes Daily Paper

Hotel Pennsylvania, the Statler establishment in New York, which is one of the largest hostleries in the country, now publishes *The Pennsylvania Register* daily. The principal feature is a list of guests, and the paper is distributed to visitors at the hotel each day, who often number from 5,000 to 10,000.

Romantic Film Advertises City of Omaha

What is said to be the most important step of the year in the development of the industrial film field was made by the Chamber of Commerce of Omaha, Nebraska, when under its supervision it produced a film full of romance, and at the same time depicted the chief industries, parks, residential and business districts of the city. The story begins with the expedition of Lewis and Clarke in 1804 and works up to the present day. The hero, being an aviator, shows the audience the city from the clouds.

Henri, Hurst and McDonald Agency Using Indiana Papers

Brach Chocolates are being advertised in a list of Indiana daily newspapers on a new schedule being sent out by Henri, Hurst & McDonald, Garland Building, Chicago.

Ginger Ale and Flavoring Extract Ads Are Being Placed

Advertising for Wascot Ginger Ale is being placed with a list of newspapers in the Atlantic and New England States by the Freeman Advertising Agency, Mutual Building, Richmond, Va. One-quarter and full-page advertisements of the C. F. Sauer Company's Flavoring Extracts are being inserted in the leading woman's publications.

Hubbell Agency to Handle Automobile Account

The Kurtz Motor Car Company, of Cleveland, has placed its advertising account with The House of Hubbell of the same city. The Kurtz Motor Car Company manufacture a new automobile said to possess very marked improvements, among which is the fact that gear-shifting is controlled by a lever on the steering wheel.

The Farm Journal

*The Best Crop
on the Farm*



3 Million Trucks Instead of 64 Million Legs

The farm market for trucks is almost unlimited—3 million are needed. Farming will require more trucks than any other business. Tractor farming is uneconomic without trucks. Of The Farm Journal's recent truck report, compiled by our own Research Department, a western agent says:

"Last week I had the opportunity to go over the survey of the motor truck as applied to the farm, and to say it

is the best I have ever seen is not stretching the truth, as I was in the field four months of this year on tractors and trucks."

The Farm Journal also has Research reports on automobiles, roofing, farm lighting, fruits, water systems, farm power, country merchants, etc., all of which are available through our various offices.

The Farm Journal

15 E. 40th Street
New York City

Washington Square
Philadelphia

Peoples Gas Bldg.
Chicago, Ill.

How Much Is Your Good Will Worth?

(Continued from page 4)

tration, to the distance a high-speed railway train would travel on a clear track were the locomotive to be uncoupled and draw away from the cars to which it gave a flying start. Differently expressed, good will has been held to warrant that capitalization on which a business could regularly earn dividends without any promotion work or abnormal effort of any kind.

The New York Chamber of Commerce on one occasion made the recommendation to the effect that the valuation of a firm's good will be fixed at an amount upon which, for a period of three years prior to the valuation, there had been earned for the firm a return at least equal to 8 per cent. Broadly speaking, it might be said that the progress of the past few years has brought a much more general realization that good will is an economic factor.

In the absence of a more scientific method of appraising good will some advertisers have calculated this asset as equivalent to the net profits of the business for a term of years, the equitable duration of such term being a matter of judgment. Inasmuch as business negotiations have actually taken cognizance of this rather sketchy mode of appraisal, it is perhaps worthy of enumeration here. Good will has been "guessed" to represent the piled-up profits of anywhere from two to ten years' operation of a going concern, but the average is seemingly around four or five years, the former being the figure that served as a basis when a deal was on for the transfer of the "Natural" cigarette business.

SIMPLICITY USUALLY SOUGHT

Perplexities such as confront the national advertiser mentioned at the outset of this article may tempt an appraiser of good will to adopt the comparatively simple expedient of computing good will value from the difference between total earnings and earnings on generously-inventoried physical investment. This method is sponsored by such students of good will value as Col. N. A. Flood of Cluett, Peabody & Co., which latter firm, by the by, has been wont to impute to its good will a valuation that represents two-thirds of its total assets. This plan of gauging good will value by the earnings that have "no visible means of support," for all that it has provoked criticism in some quarters, has much to commend it to firms

such as the one that inspired this article where physical investment in plant, equipment, etc., has no relation to capitalization. In our case in point, to particularize, the capital stock, or original investment, is only \$100,000, and yet the value of property and buildings—though almost completely "written off" through liberal deductions for depreciation,—is not less than \$500,000. Supposing that the annual earnings of the physical plant be \$30,000 (taking 6 per cent as the interest rate), it follows that by this recipe, the net income in excess of \$30,000 will constitute good will earnings or income, and may be accepted as a basis for figuring good will value.

In their desire to lean backward in the conservatism of good will appraisement some business men take the view that it is not wise to inflate good will valuation to a point where the earnings returned are only about 6 per cent, as is the custom in figuring interest on physical investment. The theory of these "moderates" in good will inventorying is that good will capitalization should show earnings of 10 per cent or more. In line with this idea a prominent national advertiser in offering recently an issue of first preferred stock pointed out to prospective investors that back of each share were net assets equal to \$212, or tangible assets of \$162, with the valuable good will entirely eliminated. The 10 per cent idea crops out in other ways in the calculation of good will, as when, in the sale of the Dow chain of drug stores, the allowance of \$100,000 for good will figured just about 10 per cent of the total purchase price.

MANY POSSIBLE STARTING-POINTS

Apropos the debate which has been going on between competent authorities as to whether good will should be estimated on the value of brands or on the basis of earnings, it is interesting to observe that the foremost Federal authority has accorded recognition to both. In giving advice to taxpayers as to ways and means of determining the cash value of good will and other intangible property, the U. S. Commissioner of Internal Revenue not long ago ruled that among the factors to be taken into consideration are "the earnings attributable to such intangible assets" and "any cash offers for the purchase of the business, including the intangible property." In this connection the arbiter at the U. S. Treasury made the point that in order to properly appraise the good will of a business that has, at some

stage of its career, changed hands, it is desirable to take into account the earnings attributable to good will while in the hands of the predecessor owner and also the earnings attributable to good will after the change of ownership. It was also pointed out that in the absence of, or supplementary to other evidence, representative sales of the stock of a corporation may afford a clue to the value of its good will.

Undismayed by the objections of public accountants who oppose any disposition to pyramid advertising expenditures into capital investment in good will, there are national advertisers who have declined to restrict their good will valuation to the aggregate of advertising outlay. A case in point was afforded by the contention in court on one occasion that whereas \$500,000 had been expended for advertising by the manufacturers of "Onyx" hosiery, the good will value was fully three times that amount. The ingenious point was made on that occasion that it is not merely the educational work and advertising investment of a manufacturer or brand owner that goes into the good will of which he ultimately has title, but that the sales effort and demonstrational activities of all his distributors likewise go to increase the size of the rolling snowball of good will. It is just because advertising investment, considered alone, may fail to do justice to good will that many business men have come latterly to feel that good will must be appraised by a multiplication of annual "good will earnings"—say, at ten times the amount of these annual earnings—or must be figured as the excess of appraised value over book value of the capital stock of the concern involved.

Specialists on good will hold, as a rule, that if any appraisement of good will is to be made a revised estimate should be made annually and entered upon the books of the firm. In that connection an interesting opinion was given a few years ago by the U. S. Circuit Court in New York in deciding the case of the Brooklyn Trust Company versus McCutcheon. Here was a case of a partnership where the partnership articles called for the annual entry upon the books of a good will valuation, but where the rule had not been followed. However, the court held that the continuing partner was bound to account for the value of the firm's good will in a settlement with the estate of his deceased partner, even

though the annual entry had not been made. Furthermore, the court made, in this instance, the significant stipulation that there should be an accounting for good will as distinguished from the value of the trade-marks. However, that is not to be taken as a wholesale condemnation of the lumping of trade-marks with good will. Indeed, the Court of Appeals at Washington in passing on the case of Wedderburn & Wedderburn commented that what is included in good will "varies almost in every case," yet is "distinctly appreciable" always and may be preserved so long as a business is a going concern.

Mallory, Mitchell & Faust Elect Vice Presidents

Announcement has been made by Mallory, Mitchell & Faust, Inc., Chicago advertising agency, of which Ernest I. Mitchell is President and Paul E. Faust, Secretary and Treasurer, that C. Hugo Levin, Stanley G. Swanberg and Harry H. Gould have been elected Vice Presidents of the Company.

Messrs. Swanberg, Levin and Gould have been associated with Mallory, Mitchell & Faust for a term of years, and they have won promotions to the executive staff through conscientious service.

Among Chicago advertising men few have proved themselves more skillful in the planning and development of big campaigns than Mr. Levin. He is a well-trained merchandiser and writer of selling copy as well as an organizer, qualifications that fit him most admirably for greater responsibilities in the Mallory, Mitchell & Faust organization.

Mr. Swanberg is one of the young Chicago agency men who graduated from the newspaper ranks. He went direct from college into journalism, and worked in several middle western cities both on the editorial and advertising staffs. He resigned from the Moline (Ill.) *Dispatch* six years ago where he made a star record as a news-getter and writer. Then after a year as a department store advertising manager he came to Chicago. As a copy and plan man he has showed great ability in advertising operations of national scope.

Mr. Gould, who is head of the Commercial Research Department of Mallory, Mitchell & Faust, is one of the pioneers in the development of such a department as an important branch of advertising agency service. He is a graduate of the University of Iowa, and has also studied at Harvard. For a time, during the year, he was associated with the Commercial Economy Board at Washington.

Mallory, Mitchell & Faust, who now occupy the entire eighth floor of the Security Bldg., will move about May 1st into more commodious quarters in the Chicago Tribune Building.

Interchurch World Movement Plans Big Campaign for Spring of 1920 Through Two Agencies

C. S. Clarke, director of advertising for the Interchurch World Movement, announces that the placing of an advertising campaign, which is planned for the Spring of 1920, has been awarded to the Joseph Richards Co., and Barton, Durstine &

Osborn. All advertising work in connection with the campaign will be divided between the two agencies. Courtland N. Smith, of the former concern, has been appointed Agency Chairman to coordinate the work of the two agencies, and Bruce Barton, of the latter firm, is Chairman of the Plan Board composed of representatives of the two firms.

The Interchurch Drive, which is for the purpose of raising funds to meet the budgets of the Protestant churches which have joined the movement, will end in a national ten day drive. The media used will include general magazines, women's magazines, religious publications, class and farm papers, street cars, posters, newspapers, and motion pictures and slides. Tyler Dennett is director of publicity.

Robert Benchley Resigns from Vanity Fair

Following the news of resignation of Mrs. Dorothy Parker from *Vanity Fair*, Robert Benchley, managing editor of that magazine, tendered his resignation to Editor Frank Crownshield, to take effect at the expiration of sixty days.

McLain-Hadden-Simpers Add to Staff

The McLain-Hadden-Simpers Co., the Philadelphia agency, has added to their personnel K. Grzybowski, formerly copy chief with the Eugene McGuckin Co. Recently the McLain Co. secured the accounts of J. E. Serrine, the largest mill architect in the South who is located at Greensboro, S. C., and that of S. S. Stafford, Inc., which was obtained through the agency's New York office.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Advertising Men Should Use Advertised Products

During the past year the Eastern Manufacturing Company conducted one of the most extensive advertising campaigns ever carried on by a paper manufacturer. Full pages in the leading national magazines, weeklies, and business publications have told the story of SYSTEMS BOND—and will continue to do so throughout 1920.

Advertising men know that a product must be right to be backed by such a campaign. The many new customers and repeat orders it has won prove that SYSTEMS BOND is right. That this paper is so well and favorably known should be another reason for its use by advertising men.

Systems Bond is distributed nationally. Have your printer or lithographer use it on your next order for stationery.

A request on your letterhead will bring samples and a copy of our book, "The Modern Manufacture of Writing Paper."

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

The Farm Paper and the Farm Market from an Advertiser's Viewpoint

(Continued from page 6)

est aim is to be of service to their readers, for whose profit a farm paper is published.

HOW TO HELP HOME-TOWN BUILDING

Farm papers should do everything in their power, through their editorial columns, to promote the growth of the home town. Consider the cold facts as to what a town is worth to the people owning land in its vicinity, measured from a dollars-and-cents standpoint. Mr. O. R. Johnson, of the Missouri Agricultural Station, several years ago made a careful investigation of 650 farms and proved by actual figures what a lot of us have known in a general way for a long time; for instance, in the locality investigated, 79 farms within two miles of town had an average value of \$78.70 per acre as compared with \$70.20 per acre for the 183 farms two to four miles from town; \$60.90 per acre for the 126 farms four to six miles from town; \$58.20 for the 113 farms six to eight miles from town, and \$55.90 for the 149 farms over eight miles from town. Mr. Johnson says that the most rapid decrease in value occurred in the first six miles, after which the difference of a mile or two from town made less real difference.

In another instance he points out that 42 farms valued at \$100 or more per acre had an average haul of two and one-half miles to market, 62 valued at \$80 per acre had nearly three miles, and 275 valued at \$60 per acre had five miles to haul, while 246 valued at \$40 per acre averaged six and one-fourth miles to town.

If distance from town is such an important factor in determining farm values, it must follow that the quality of the town itself is equally important. A real live town is the best town to live near; therefore the question—"What makes a real, live town?" If we are honest we will get close to the truth by saying "The merchants." Without the merchants there would be no town. It is just as impossible to have a town without merchants as it is to have a lake without water. The merchants make the town just as the water makes the lake. Of course other things have to be favorable, but the fact remains that without merchants you would have no town, and the better the mercantile estab-

lishments the better the town, always.

Whenever the great arteries of distribution are clogged, even for a short time, there is widespread distress unless there is a convenient home town. All over this country, scattered here and there, are thriving towns where food, clothing, fuel and all necessities of life are stored up. These home towns guarantee the communities around them against such disasters as might otherwise happen any day or any hour. So the home town is more than a convenience. It gathers up, conserves and uses the surplus money of countless individuals for the upbuilding of the community. The home town stands between its community and any emergency. No matter what the temporary conditions, no matter if every railroad in the country should be tied up and not a pound of freight move for weeks—the home town stands between its people and privation.

PUT THESE FACTS BEFORE YOUR READERS

These are facts which can well be gotten before the farmers of the country by you gentlemen. These are facts that are being told the subscribers of a great many farm publications today. This is real constructive work—work in which we, as advertisers, are interested, and work of which we most heartily approve.

HOW YOU GET YOUR SUBSCRIPTIONS INTEREST ADVERTISERS

As agricultural advertiser we are also very much interested in the methods that farm papers employ in securing subscribers for their publications. To accomplish desirable results, farm papers, like other commodities, should be sold on their merits. A farmer who subscribes for a farm publication because he believes that publication contains the kind of information that will tend to make him a better farmer, and from which he will get profitable advice, is going to read that paper. If it has the kind of material that the farmer can use for his betterment it isn't going to be difficult to get his renewal year after year.

The proper place to get farm paper circulation is on the farm. The agent or salesman who deliberately solicits from house to house in the cities and small towns should have no place in your selling organization. A farm paper can not straddle the field and hope to be an ef-

fective medium for agricultural advancement.

Within the last few years wonderful improvements have been made in the circulation methods of farm papers. We believe that the better farm papers are being sold more today on their merits than ever in the past, all of which is for the betterment of advertisers, subscribers and farm papers as a whole.

We have been dealing up to this time with our own individual interests. There is a broader field of activity for the agricultural press, of paramount interest to the people as a whole. I speak of the education of the farmer to the necessities of the time.

The State of North Dakota, through the Non-Partisan League, has been experimenting with State socialism. For the guidance of other states who are not so fortunate, I think the farm press should carry the results to the various farm communities throughout our land.

NORTH DAKOTA TRIED AN EXPENSIVE EXPERIMENT

In North Dakota, the farmer, through the government of his State, has been trying to enter into the field of business in such a way as would eliminate the dealer, run the banks, operate the elevators and perform the other duties involved in the commercial activities of the community. Fortunately, the men who do the experimenting, in this particular case, have to pay the bill. The farmers voted to try the experiment—the cost is reflected in the tax collected.

The greatest difficulty in the distribution of information is to reach isolated any thinly populated districts. The city inhabitant has much greater opportunities for education than he who is located upon the farm.

You have asked me to talk upon the subject of advertising from the standpoint of the advertiser. Let me say that from our standpoint, or that of any other good American citizen, the greatest service that the agricultural press can render us and the world at large, is to continuously advertise to the American farmer the principles of the constitution of the United States—arouse him as a citizen, arouse his self-interest, arouse his loyalty. Give him a better understanding of the menace that confronts us today in the attempted overthrow of our institutions, largely conducted through the radical labor agitator, who is taking advantage of organized labor to bore

from within and force the principles of anarchy upon the American people.

It is only through an enlightened public opinion, with the farmer as its foundation, making itself so loudly heard in the halls of congress that there will be no mistaking

the message, that this evil can be eradicated and the American ship of state permitted to sail the tranquil seas of industry towards the harbor of greater prosperity and success. I give you this message as the greatest advertisement you can carry to your farmer reader.

Frequently Used Export Terms Clearly Defined

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief of the Bureau of Foreign and Domestic Commerce, Washington, D. C.

H. MANUFACTURING COMPANY,
CHICAGO:

"Exactly what is meant by C.I.F. Of course we know it means Cost, Insurance and Freight. We would like to know the exact obligations of the seller and the buyer when quotations are made C.I.F."

J. J. B., EXPORT MANAGER.

CHATTANOOGA:

"What is the distinction between 'F.A.S. New York' and 'F.O.B. steamer New York.'"

These questions raise at once practically the entire matter of quotations and the method for quoting prices for export; and import as well for that matter. I can perhaps best summarize the matter by explaining carefully the exact meaning of each of the terms most generally used in foreign trade quotations. These terms are:

F.O.B. Free on Board.

F.A.S. Free Along Side.

C.I.F. Cost, Insurance, Freight.

I. The term F.O.B. is frequently misinterpreted and should be very carefully used. In fact it should never be used without certain addenda. The following types of F.O.B. quotations may be distinguished and the best practise necessitates their use as specified:

- (1) F.O.B. vessel (named port, e.g. New York).
- (2) F.O.B. (named shipping point, e.g. Cleveland).
- (3) F.O.B. cars (named point on seaboard, e.g. New York).

The seller frequently desires to quote a price covering all expenses up to and including delivery of the goods upon the overseas vessel New York. (This method of quoting is often incorrectly used, merely as "F.O.B. New York," but this abbreviation of the proper term should be avoided altogether in order to prevent misunderstandings.)

Is there any Question About Foreign Trade that Bothers You?

IF you have a question on this subject that you would like to ask you can get it answered, without charge or obligation, if you are a subscriber to ADVERTISING & SELLING, by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what effect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through ADVERTISING & SELLING, and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the third article of which will appear in our issue of January 31st.

Mail your questions to Dr. E. E. Pratt, care of Advertising & Selling Co., Inc., 131 East 23d Street, New York City.

Under this quotation the seller must:

- (a) Place the goods actually on board the vessel.
- (b) Meet all charges in connection therewith.
- (c) Be responsible for loss and damage until the goods have been placed on board the vessel.

The Buyer must:

- (a) Be responsible for loss and damage after the goods have been placed on board vessel.
- (b) Handle all subsequent movements of the merchandise.

Frequently, however, the seller of the merchandise wishes to quote a price which will apply only at the shipping point and the seller merely undertakes to load the goods on or into cars or lighters furnished by the railroad company serving the industry, or most conveniently located at the shipping point, without other designation as to routing. In this case the proper term is:

F.O.B. Cleveland (or any other shipping point).

Under this quotation the seller must:

- (a) Place the merchandise on or in cars or lighters.
- (b) Secure railroad bill of lading.
- (c) Be responsible for loss and damage until the goods have been placed on or in cars or lighters at shipping point and clean bill of lading has been furnished by the railroad company.

The buyer must:

- (a) Be responsible for all loss and damage incurred thereafter.
- (b) Pay all transportation charges, including taxes, if any.
- (c) Handle all subsequent movements of the merchandise.

Occasionally, however, the seller desires to quote a price which will cover the transportation of the merchandise to seaboard and is willing to assume the responsibility for loss and damage up to that point, but does not care to undertake the responsibility of placing the goods actually on board ship. In this case the proper term is "F.O.B. cars New York" (or some other sea port).

Under this quotation the seller must:

- (a) Place the goods on or in cars.
- (b) Secure railroad bill of lading.
- (c) Pay all freight charges from point of shipment to seaport or point of ocean shipment.
- (d) Be responsible for loss and damage until goods have arrived in or on cars at the named port.

The buyer must:

- (a) Be responsible for loss and damage thereafter.
- (b) Unload goods from cars.
- (c) Handle all subsequent movements of the merchandise.

- (d) Transport goods to vessel.
- (e) Pay all demurrage charges.
- (f) Arrange for storage in warehouse or on wharf where necessary.

II. The term "F.A.S. vessel New York" (or some other seaport) is used when the seller desires to quote a price covering delivery of the merchandise alongside overseas vessel and within reach of its loading tackle.

Under this quotation the seller must:

- (a) Transport the goods to seaboard.
- (b) Store goods in warehouse or on wharf when necessary.
- (c) Place goods alongside vessel either in lighter or on the wharf.
- (d) Be responsible for loss and damage until goods have been delivered alongside ship or on the wharf.

The buyer must:

- (a) Be responsible for loss and damage thereafter and insurance.
- (b) Handle all subsequent movements of the goods.
- (c) Pay cost of hoisting goods into the vessel where weight of the goods is too great for the ship's tackle.

III. The term most generally used in all export shipments is "C.I.F." and is used when the seller desires to quote a price covering the cost of the goods, the marine insurance on the goods, and all charges to the foreign point of delivery; in other words, where the seller desires to deliver the merchandise to a foreign port.

Under this quotation the seller must:

- (a) Make freight contract and pay freight charges sufficient to carry the goods to agreed destination.
- (b) Take out and pay for necessary marine insurance for buyer's account.
- (c) Provide war risk insurance if necessary for buyer's account.
- (d) Be responsible for loss and damage until goods have been delivered alongside the ship and clean ocean bill of lading and insurance policy have been delivered to the buyer or his agent. (Seller is not responsible for the delivery of goods at destination, nor for payment by the underwriters of insurance claims.)

The buyer must:

- (a) Be responsible for any loss or damage thereafter, except as covered by insurance, and must make all claims to which he may be entitled under the insurance directly to the underwriters.
- (b) Pay costs of discharge, lighterage and landing at foreign port of destination.

- (c) Pay foreign customs duties and wharfage charges.

There are many variations of these terms, such as:

"F.O.B. (named shipping point) FREIGHT PREPAID (named point on the seaboard, e.g. New York).

"F.O.B. Cars (named port, e.g. New York) L.C.L. (less than carload lots).

"F.O.B. Cars (named port, e.g. New York) LIGHTERAGE FREE."

"C. & F. (named foreign port, e.g. Liverpool)."

"C.I.F. & C. (named foreign port, e.g. Genoa)."

"C.I.F. & E. (named foreign port, e.g. Genoa)."

Greig & Glover Becomes Greig & Ward Agency

Greig & Glover, Inc., Chicago, has discontinued business, Mr. John H. Glover retiring. The remaining members of this organization have joined Greig & Ward, Inc., 104 South Michigan Boulevard, Chicago, the service personnel of which now includes Carlisle N. Greig, James Ashton Greig, Irwin Spear, Walt Bloeser, O. R. Elofson, Donald I. MacDonald, C. Brooks Middleton and Gerald H. Lapiner. Mr. Walt Bloeser, recently with the Chicago Tribune and Lord & Thomas, will be Promotion Manager, and Mr. Spear will continue in charge of Production Departments.

U. S. Rubber Buys Dolgeville Shoe Factory


The United States Rubber Co. has purchased the entire plant of the Dolgeville Felt Shoe Co., Dolgeville, N. Y., makers of felt shoes and slippers, which employs several hundred workers. H. I. Patrie and William Menge, who have been the sole owners for some years, will remain with the concern and continue business under the firm name. It is stated that there will be no change in policy.

Foster Leaves Oil Products to Direct Witch Hazel Advertising

Paul L. Foster, sales and advertising manager of the Oil Products Co., manufacturers of Usoline oil for medicinal purposes, has resigned his position to go with E. E. Dickinson & Co., distillers of witch hazel. His successor will not be named for a month or more. President Paul O. Hoering directs the Usoline advertising, and the Philip Kolbe Co. are now the agents.

Acason Motor Truck Co. Makes Changes

Donald F. Whitaker, advertising manager of the Acason Motor Truck Co., Detroit, has been made assistant to H. A. Conlen, vice president and director of sales. John G. Cashin succeeds Mr. Whitaker as advertising head. H. W. Acason is president and general manager of the firm, and Jose Merla, is export manager. The advertising of this house which has no set time or amount for the appropriation is taken care of by the Bradfield Co.



THE MOST PROGRESSIVE HOUSE IN THE CITY

INGENUITY


AND A THOROUGH KNOWLEDGE OF MECHANICAL POSSIBILITIES AND TRICKS OF THE TRADE ARE ESSENTIAL TO THE PRODUCTION OF PERFECT FAC-SIMILIES.

STERLING FAC-SIMILIES ARE THE RESULT OF THIS KNOWLEDGE WHICH IS EVIDENT IN THE FINISHED PLATE

DUOTONES — THREE AND FOUR COLOR PROCESS — BLACK AND WHITE — LINE — BEN DAY.

The STERLING ENGRAVING COMPANY

UPTOWN - 10TH AV. & 36TH ST.
DOWNTOWN - 200 WILLIAM ST.
NEW YORK



International Shoe Company Films Industry

The International Shoe Company have just completed the most comprehensive motion picture survey of the shoe industry ever attempted. The Rothacker Film Mfg. Company have used 10,000 feet of film in this work, which begins with the cattle grazing on the Texas ranges and goes through to the finished product. The film will have its first showing at the convention of retail shoe dealers to be held in Boston. After the convention it will be shown at other gatherings of retail men. Later a three reel film will be prepared, and will be used as a regular motion picture. It will be displayed before the general public in order to show the shoe industry and give a better understanding of some of the reasons for the increased cost of footwear.

Fire and Water Engineering of New York Opens St. Louis Office

Fire and Water Engineering of New York has opened up a branch office in St. Louis which will be in charge of Oliver L. Marks. Up to the first of the year Mr. Marks was manager of the Chicago office of the Brandt Advertising Agency.

Scott & Scott Are Issuing Orders for Korein Company, Inc.

Advertising orders covering 2500 to 10,000 lines are being issued to 1200 daily newspapers for Oil of Korein, made by Korein Company, Inc., New York. The account is being handled by Scott & Scott, Inc., New York.

Common Brick Manufacturers Association Account Goes to Nicholas-Moore Company

The Nichols-Moore Company, General Advertising Agents, Cleveland, O., have recently taken over the account of the Common Brick Manufacturers' Association, whose main offices are in the Conway Building, Chicago.

Stuart H. Carroll Joins Kansas City Firm

Stuart H. Carroll, formerly secretary of the Journalism School at Notre Dame College, and for a time district circulation manager for The Home Sector, has joined the advertising staff of the Schooley Stationary and Printing Company, Kansas City. Mr. Carroll served with the Army in France, and was assistant circulation manager of The Stars and Stripes, official newspaper of the A. E. F.

Wm. H. Rankin Company Business Increased 50% Over Past Year

The annual report of H. A. Groth, secretary and treasurer of the Wm. H. Rankin Company, shows 50 percent increase in business in 1919 over the year 1918. The increase doubles that of any other year previous to 1918. The same board of directors including Wm. H. Rankin, Willbur D. Nesbit, H. A. Groth, Robert E. Rinehart, Brode B. Davis and R. H. Rankin were elected for the ensuing year.

Boston Export Round Table Announces Officers for 1920

The Boston Export Round Table announces the following officers for the year of 1920:

Honorary Chairman—Walter F. Wyman of The Carter's Ink Company.

Chairman—Henry H. Morse of the Regal Shoe Company.

Acting Secretary—Harry W. Hanson of J. C. Haartz, Inc., and a new member of the Executive Committee:

H. E. Cushman—President of the More Twist Drill and Machine Company, also member of the Massachusetts Commission on Foreign and Domestic Commerce.

Chairman of Press Committee—Harry E. Olsen, The Export Recorder, Boston, Mass.

Thompson to Place U. S. Rubber Footwear Advertising

The Footwear advertisements of the United States Rubber Co. this year will be handled by the J. Walter Thompson Co. It was an Ayer account in 1919. G. H. Mayo is general manager of the Footwear Department.

Herold-Garber Company, New Agency, Announces Personnel

Herold-Garber Co., which will specialize in direct advertising campaigns, with offices in New York and Detroit, has announced its organization. The president is Sam M. Garber, formerly with Evans-Winter-Hebb, Detroit. Mr. Garber will have charge of the Detroit office, which has been opened in the Market Building, 328 Broadway. The vice president is Don Herold, a New York magazine and advertising writer. Fred B. Johnson, a former Indianapolis newspaper man, is a third member of the new company. The Herold-Garber Co. will handle direct-by-mail campaigns completely, including planning, designing, writing, printing, engraving and mailing. The New York office will be opened within a short time.

THE DENVER POST

Advertising Summary 1919

	Agate Lines
Local display	7,231,336
Foreign display	3,024,298
Classified	3,478,618
Total paid advertising	13,734,252

The total for the second and third Denver dailies includes 442,624 lines of city and state legal advertising and was 12,698,252

FOREIGN DISPLAY

The Denver Post	3,024,298
The other three Denver dailies combined	2,511,908
This paper leads all by	512,390

AUTOMOBILE, TIRE & TRACTOR DISPLAY

The Denver Post	1,029,320
Out three competitors	751,620
We lead the combine by	277,700

FINANCIAL DISPLAY

The Denver Post	1,458,950
All of our local contemporaries	1,381,490
Our lead over all was	77,460

BOOKS AND MAGAZINES

The Denver Post	121,468
The other daily newspapers in the city and throughout the state in combination printed a negligible volume of this high class advertising.	

Number of Separate Wants or Classified ads:

The Denver Post	596,053
The second Denver paper	175,099
The Post leads by	420,954

CIRCULATION

Average paid weekday issues December 1919,	120,000
Average paid Sunday issues December 1919,	153,000

The paid circulation of the weekday issues of The Denver Post is over 42,000 copies per issue more than all the other Denver dailies combined. Sunday issues over 100,000 paid copies more than the other Denver Sunday morning paper prints.

Member A. B. C.

Copies of the last audit on application

Address all communications to

THE DENVER POST, Denver, Colorado

Special Representatives

Cone, Lorenzen & Woodman

New York, 225 Fifth Avenue.
Chicago, 72 W. Adams St.
Detroit, American Bldg.
Kansas City, Victor Bldg.

Atlanta, Chamber of Commerce Bldg.

W. R. Baranger Company

520 Hearst Bldg.,
San Francisco, California.

The Farmer and the Farm Market

A Business That Represents Sixty Billions of Capital and to Which You Can Sell Practically Everything

By E. T. MEREDITH

President, Associated Advertising Clubs of the World; Publisher Successful Farming.

THE farmer of to-day is an up-to-date practical, intelligent, home-loving human being—no different from the rest of us, except that he is just a little more thoughtful, reads a little more on the average than the rest of us, thinks a little clearer on most things than most of us, and is hardly as selfish as those of us who must crowd our way into an elevator a dozen times a day, rush for a seat in an elevated train, regardless of who stands, and quits his desk a little ahead of the rest that he may find a seat at the lunch counter. The farmer's training is different. This is reflected in his attitude toward his neighbors and his country, and we may well congratulate ourselves that this is true to-day when the two great forces in industry are lining up to see which can get an advantage over the other. The great body of clear-thinking, solid, substantial farmers of this country are an anchor to the windward. They always have and always will serve their country well in peace or war and are a body of citizens to which each and every one of us owes a just, generous, fair and square deal in every way.

REPRESENTS A BIG INVESTMENT

Agriculture in America represents an invested capital of sixty billions of dollars. If you take all of the money invested in manufacturing industries, amounting to a total of twenty billions, if you take the immense capital in the railroad business and all of its ramifications, which is another twenty billions, if you take the publishing business, our mineral productions, and a number of other things and add them all together you will but have the amount required to carry on our farming operations in America. It is hard to estimate the supplies required, the equipment, merchandise, tools, machinery, homes, household equipment, clothing, and other articles that go to outfit, house and equip these millions of citizens for their work, yet, many of you, without an appreciation of this field, are confining your efforts to the city alone.

While the farm field is the big end of the market in America for a very large percent of the articles produced in America, it is by no means the whole market and the position those interested in agriculture takes is that the daily has its field, is a successful, profitable medium, and should be employed to the limit of its usefulness. The same may be said of the magazines, or billboards, of trade papers, and other forms of advertising, but what we do protest against is that simply because you live in the cities and these other forms of advertising are more familiar to you that you should shut your eyes to this immense agricultural field and as a consequence develop your business to only one-half of its possibilities.

A friend of mine who had sold a business with a limited field was looking for an article which he might sell in a wider territory. He desired, first, one that he could advertise, and second, one that he could advertise in both city and country, but suggested that if it were not possible to find an article in which the field was not already crowded—an article with an equal field in city and country—then he wanted an article that could be sold to the farmers of America rather than one that could be sold in the city alone. There are some such articles, such as, for instance, cream separators, post hole augurs, corn plows, threshing machines, etc. To my mind this friend had the right idea in determining upon a new business in that he wanted to find one in which the largest possible market might be available and if he had to select either city or country he was going to select the country.

A TYPICAL SURVEY

A careful survey was made by the Iowa State College of Agriculture of one rural township in the State of Iowa. The result of this survey was published in a bulletin of over fifty pages so I cannot possibly give you a comprehensive synopsis of it.

A few of the facts developed, however, were that there were 802 persons living in this township, that there had not been a divorce or divorce proceedings in the township for years.

There are 142 farm homes in the township and the average size of each farm is 151 acres.

40 percent of all the farm homes have running water.

33 percent have bath tubs.

34 percent have indoor toilets.

11 percent have electric lights.

33 percent have gas lights.

48 percent have power washing machines.

26 percent have electric or gas irons.

54 percent have carpet sweepers or vacuum cleaners.

50 percent have furnace, hot water, or steam heat.

93 percent have telephones.

40 percent have refrigerators.

20 percent have gas cook stoves.

33 percent have oil cook stoves.

33 percent have sleeping porches.

56 percent have pianos.

125 of the homes have an average library of over 100 volumes.

Some time ago I was visiting with a friend who manufactures reinforcing steel to be used in concrete buildings and he made the remark that their investigation had shown that if they could sell the steel necessary to build a cement approach only to the barns on the farms of America it would amount to much more than they could possibly make and be greater in volume than all the reinforcing steel used in all the manufacturing plants and office buildings in America.

The statement was made at a recent agricultural conference by a party interested in the manufacture of clay products that if only 5 percent of the farm buildings of America which could be and should be built of tile or other clay products, were actually built, it would take twice the capacity of all the present clay products factories in the country to supply such a demand.

One might go on by the hour pointing out the enormous opportunity offered by the farm market, a field which is almost past comprehension, but I hope, in the few minutes I have, to do no more than stimulate your interest in this field so that you may take your own investigations. But bear in mind that we are all very prone to jump to conclusions, to accept read-made notions and be led astray on this particular question by the fact that we are more or less familiar with one field and know nothing of the other field and lose sight of these tens of millions of people just outside the suburbs who are ready and anxious to become your customers.

THE FARMER AS AN INDIVIDUAL

Do not think that these people on the farms are vastly different from you and me. They are human beings with the same problems,

From an address before the Conference Exhibitor of the Agricultural Publishers' Association in New York, January 14, 1920.

with the same desires, and with the same tastes.

He has long since been educated to the fact that in most instances he gets more for his money by buying a good grade than a cheap grade. It is to my positive knowledge a fact that in practically every farm home where there is a piano or an organ it is bought that the family may make use of it, that they may have the home life that goes with music, that Sunday afternoon and evening the family, together with the friends who drop in, may enjoy the singing and the music. On the other hand, I have a feeling that a very large percentage of the pianos sold in the cities are sold as furniture simply to help decorate a room rather than because they are put to very many hours use.

I know that the farmer puts in more hours reading and thinking than those of us who are distracted with sporting pages, moving picture shows, and national series and that the books you find in the farm homes are there to be read, and are read, not only by the farmer, but by the family. I fear again that a good many of the libraries in many of our city homes are purchased because some book agent urged us to buy and because the books would look well on the library shelf.

Having this view of the farmer, I have great confidence in him, I know him to be a man it is a pleasure to do business with, and I have no hesitancy in saying for myself again that I feel much safer in the present situation, with the unrest and unsettled conditions, knowing that the farmers of America will hold a restraining hand and at the proper time step in with their own good judgment and see that our institutions are not wrecked and that the ideals of America are perpetuated.

Buffalo "Evening Times" Burned Out

A fire which broke out last Sunday morning in the buildings of the *Buffalo Evening Times* caused damages amounting to \$500,000. Despite the catastrophe, the *Times* will not miss its daily publication. It is being printed in the plants of two of the other afternoon newspapers. Norman E. Mack, the owner of the *Times*, is a member of the Democratic National Committee. Besides his loss, the R. H. Thompson Co., wholesale paper dealers, suffered water damage of \$100,000.

Winnipeg Papers Suspend

Because of the shortage of newsprint the three daily newspapers of Winnipeg, Canada, have announced that they would suspend publication. The three editorial staffs will unite in issuing a one-page paper containing only the most important news, which will be mailed to the country post offices and placed on bulletin boards there.

Sweeney, Jr., Becomes Magazine Representative

John M. Sweeney, Jr., formerly with The Manternach Company, Hartford, has resigned his position, and starting January 26 he will represent the "Inland Storekeeper," "Dry Goods Guide" and "Arts and Decoration" in the New England territory. During the war, Mr. Sweeney was a first lieutenant in the Seventh U. S. Cavalry.

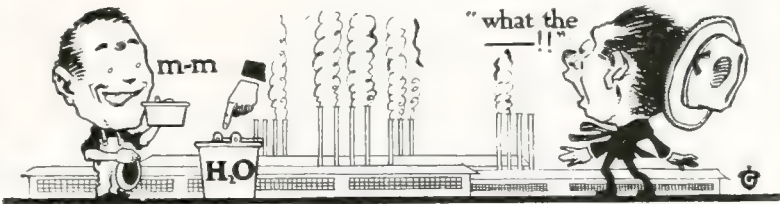
Silberstein Moves—Takes Five New Accounts

Alfred J. Silberstein has moved the office of his advertising agency from 44 East Twenty-third street to 18 West Thirty-fourth street, New York. Some

of the accounts that have recently placed their advertising in the hands of this agency include the Wilmort Manufacturing Co., Chicago, Ill.; Simons, Farrington & Co., food products brokers, New York; Scull & Malone Motor Sales Co., Newark, N. J.; Yankee Maid Dress Co., Bush Terminal Building, New York; The Safety Gas Lighter Corporation, Roanoke, Va.

Schmidt Leaves R. R. Donnelley & Sons Co.

G. F. Schmidt, who for five years has been in charge of the Offset Department of R. R. Donnelley & Sons Co., well known Chicago printers, has severed his connections with the house.



THEY ARE USING WATER NOW

IN fact the paper mills have been using it right along and a blame sight more than any other industry. We don't know whether to boast about it or not but the average paper mill uses enough water every day to float the Leviathan from here to Arizona and back with enough left over to fill your radiator tank. This is interesting to you only if you sell any equipment that is used along with water. We don't refer to glasses or soap, but filters, pumps, tubes, tanks, regulators, pipe, boilers, and the myriad other things that water needs to run through, around or be governed by.

There is a big market for this equipment waiting cultivation by a regular advertiser. Our publication is "at attention" awaiting your message.

PAPER

131 EAST 23d ST., N. Y. C.

You could force us to sell you 280 inches of advertising space for \$240. Try it.

What the Farmers and the Farm Papers Might Do to Help Americanization

Cooperation with the Farmer Is Needed
Now to Steady the Nation's Business

By LEWIS E. PIERSON

Chairman of the Board, Irving National Bank.

CITIZENSHIP, citizen-building—that should be the regular job of every American who knows his nation's needs and his own responsibilities.

It would seem that this thought should appeal with particular force to the farmers of America. Perhaps more nearly than any other class of Americans they witness the process of making real citizens out of raw material. To them, the "Melting Pot" is something more than a figure of speech. A very large portion of the work upon which agricultural success must be built is performed by men who are learning the lesson of American citizenship. How well and how quickly this lesson can be learned under "open skies and in wide places" is shown in splendid American farming centers scattered throughout the land in which only a few years ago were to be found scarcely anyone who could speak the English language, and few who had any clear conception of the purposes which brought them to this land.

But the farmer, the day-laborer, the man ordinarily removed from the current of national activities, may ask, what is my part in it all? Why should I interest myself in these larger things? We have educational institutions and patriotic societies and governmental organizations, which in the past appear to have been quite equal to the task of producing a proper citizenship. Why depart from all this? Should they not be allowed to continue as responsible? How about the "Melting Pot," of which we have heard so much, has it ceased to function? We still talk about it. May we not assume that it will preserve a proper balance between the lower and the upper grades of Americans?

The answer upon each point is "no," and the difficulty which suggests these questions is that individuals do not realize that this problem of building citizens is a business problem, just as much as is

raising wheat or building ships or trading with foreign countries. Into it there need enter no element of altruism or philanthropy or humanitarianism, just business, plain, every-day business. Why is it that the head of a great concern will be so exacting about the efficiency of the men who work under his immediate direction and so careless about the efficiency of Americans generally? Both mean business to him. His personal responsibility, if national success is to mean anything to the individual, is as definite in one as in the other.

The task should not be so serious or difficult if only we, as individuals, take it up in a sufficiently personal way. After all, the radical leadership in this country is a small thing numerically when compared with either our total population or the portions of that population which may be influenced by such leadership. The danger and the difficulty is that these radical leaders in their efforts to destroy and lead astray are in deadlier earnest than are the conservative and consistent citizens of the country in their efforts to build up and lead safely. The average striker who frequently finds himself doing acts of violence to property, possibly to life, is not necessarily a bad citizen or a dangerous member of society. In the great majority of cases he is simply a man who is being led astray, a man who, through the selfish designs of someone who is a bad citizen and an enemy of society, has been permitted to learn only a part of the case in which he finds himself an element.

If, then, this question is to be one of leadership, why should not any decent citizen become a leader when things bearing upon national interests are in question?

What part should the publishers of agricultural papers play in this citizen-building campaign which is so clearly up to our people? Has the farmer been put in touch with the real facts of his case? Does he recognize his position in the national picture? Does he realize that class

domination and class privileges are things which should be repugnant even to his sense of self-interest? He is a producer of raw material and a consumer of manufactured products. Has he considered this fact in its relation to movements which are current in the industrial and commercial life of the nation? Has he tried to determine, or been properly aided in determining, what should be his affiliations? What should be his attitude upon great national questions?

Does the American farmer know that logically he is the natural enemy of strikes and disturbances of any kind which tend to interfere with the normal currents of business? Does he see that if the wheels stop going around it is his raw product which will suffer because unable to reach the factory and the consumer? It is his wheat and corn which will clog freight terminals and sidetracks; his fruit and potatoes which will rot in cars and warehouses and on the docks. And does he realize that when these labor disturbances threaten, the case is largely up to him, and that in the restoration of things to normal again he has a very definite responsibility?

Down in New Zealand, an agricultural country, some years ago practically the entire business of the nation was tied up by a shipping strike in a leading port. The strikers were in full control, the authorities were powerless, the case seemed hopeless. Then the farmers, the people primarily interested, took the case in hand. In a perfectly orderly manner several thousand of them mounted their horses, rode into town, armed, not with guns, but with good, healthy-looking clubs and quietly asserted themselves. Can there be any doubt as to what happened? Can there ever be doubt as to what will happen when in times of disturbance the people really at interest, honestly, intelligently and determinedly, do their simple duty?

The New Zealand case was not one of mob violence as far as these farmers were concerned. They acted not against law and order but in defence of it and to protect national interests at a time when no other power seemed equal to the task. In a country like ours such a demonstration might take on quite a different color and become reprehensible in the extreme. But the New Zealand case is valuable for consideration as showing the importance in times of emergency of the men who are responsible for the agricultural life of a country.

Nothing is Impossible Today

But this is not the easy old world it was a few years ago.

The high cost of living, the eighteenth amendment, the income tax, the League of Nations, the Red activities, and the general unrest combine to try our tempers and frequently annex our goats.

Hence, a substantial increase in the newsstand sales of Judge, because the doctors cannot prescribe a better antidote for megrims, the fantods, or the blues.

Judge just naturally scatters sunshine and restores the balance.

When a reader is interested and in good humor responsiveness is assured.

We will be glad to tell the rest of our story at your convenience.

Judge
"The Happy Medium"

ARTHUR A. HINKLEY,
Advertising Manager,
225 Fifth Avenue, New York

D. E. NORTHAM, Western Representative,
Marquette Bldg., Chicago

W. F. COLEMAN, Seattle Representative,
Henry Bldg., Seattle



JAMES HOUTSGOMERY FLAGG

"IMPOSSIBLE!"

Prominent Speakers Cover the Three Angles of Export Problem at Luncheon-Meeting

All Agree That the Future of American Foreign Trade Depends Upon Efficiency of American Thrift

ON Wednesday, January 14th, at the Hotel Pennsylvania, New York, there was held a very important monthly meeting of the American Manufacturers' Export Association.

At this meeting the three different angles of the one big problem ahead of all American business interests were fully discussed from entirely different angles by three prominent speakers.

It is admitted by all, we think, that the one big problem ahead of all exporters or would-be exporters is the matter of payment by credit or otherwise, to be made to this country by foreign buyers.

The first speaker was the newly appointed Secretary of Commerce, Joshua W. Alexander, who said in part:

"Europe has always been our best customer and in the past has taken well over one-half of our total exports. Its greatest demand for the next few years will be heaviest in the lines of raw materials and foodstuffs. If the present conditions of depreciated exchange rates for our dollar continue for any length of time—which will probably be the case until the balance of trade is more normal—it is likely that their purchases from us will be restricted to those necessities which cannot be obtained anywhere else. As soon as the highly developed manufacturing countries—England, France, Belgium and possibly Germany—are again able to produce manufactured goods for export they may be in a position to underbid us, so far as European and adjacent countries are concerned.

"The continued expansion in recent years of our export trade with South America, Far Eastern and other countries whose manufacturing industries are not yet highly developed, is, therefore, one of the most encouraging features of our foreign trade. Our more promising possibilities for extending our export trade would seem to lie in these directions, and the exchange of our manufactures for their raw materials and tropical food products should result in a lasting and profitable trade.

LITTLE REAL SALESMANSHIP USED YET

"It is obvious that the increased shipments to Europe of raw materials and foodstuffs are not due to superior salesmanship or special inducements in competition with other exporting countries, but are the result of the strong demand in Europe for commodities indispensable for reconstruction work. Those goods are obtainable in sufficient quantities only in America and are bought where they can be had, the price being largely a secondary consideration, especially if satisfactory credit terms are made.

"The demand for foreign capital in the refunding of Government loans and the extension of industries in most of the Latin American republics is at the moment quite large, due to the fact that most of them are still in the early stages of their economic development along modern lines, are relatively quite prosperous, and have received during the past five years little or no capital from abroad. The financiers of most of these countries realize, however,

that the present time is not the most opportune for the borrowing of large sums, since interest rates in the leading financial centers are high, and the demands for capital in Europe are, for the most part, much more urgent than in their own countries.

"They are probably prepared, therefore, to restrict their borrowings to funds that are urgently needed for the refunding of their foreign loans and to the sums that are most necessary for the maintenance and extension of important public works, such as railroads, port facilities, highways, etc.

"The Latin American Republics are as receptive as ever to investments of foreign capital in the development of their resources. And the question arises as to the extent to which foreign capital should seek investment in Latin America. Considering the shortage in the world's available capital, together with the urgent demands upon that capital fund for the rehabilitation of Europe, an important guiding principle in determining just how much capital should be invested in Latin America at this time might well be this, that investments should be limited as far as possible to those enterprises which will produce the goods or commodities most in demand in the world at the present time and will present the goods in the shortest time possible.

EXPORTS WILL KEEP UP IF CREDIT AVAILABLE

"So far the expansion of our exports to Europe has been mostly in the trade with neutral and allied countries. From all reports the need for supplies is fully as pressing in the central countries, but owing to unsettled internal conditions it has taken longer to arrange for a reestablishment of trade connections. As soon as peace formalities are completed it may be expected that trade with these countries will expand, and to some extent at least, take the place of goods now shipped to neutral and allied countries, when their urgent needs shall have been supplied. It would not be surprising, therefore, if exports should have a tendency to continue at somewhat near their present high level, notwithstanding adverse exchange rates, if private firms can find the means of carrying long time credits.

"Because of the limited amount of capital that is available in Europe for loans and investments in Latin America, the United States must be prepared to finance a large part of the financial requirements of those countries. We are willing to do our utmost in meeting these requirements, but our sister republics of the Latin America Union realize that we cannot at this time supply all of their financial needs. Doubtless at the Second Pan-American Financial Conference, which meets in Washington next week, this question will be thoroughly discussed and the determination just what are the most urgent financial needs of Latin America will be arrived at.

"In meeting these new demands for capital the bankers of the United States will do a great service to the foreign trade of this country, and it should be realized by

all of us that the profit to the bankers will be small as compared with the advantages that will accrue to American industry, for the capital investment in Latin America will go out very very largely in the form of goods, investments, in locomotives, rails, and in machinery and commodities of all sorts. Such investments would buttress our trade in Latin America and would help to maintain our position in that important commerce. In this connection it is well to remind the American public that the time is soon coming when they must be prepared to buy Latin American securities much more freely than they have been accustomed to do.

"It is impossible to face the question of loans to South America or to any other promising markets such as the Far East, without bearing clearly in mind that the crux of the whole world situation is today in Europe. At this time when various nations are so closely knit together in commerce and finance serious difficulties in one vital part of the world affect other parts as well. There is today a need in European countries for restoring the normal production to which these countries had been accustomed and which had been temporarily curtailed or diverted on account of the war.

RELIEF FOR EUROPE MUST BE PUT ON A BUSINESS BASIS

"In talking about credits to Europe it should be realized that nothing can be done which will bring an immediate solution of their problems. The important thing is for this country to render assistance in a sound business way which will help European countries in the hard task of reconstruction which is now going on. Motives of good will and humanity are very real in the United States and can be counted on. There will be certain demands for food relief which this country can not ignore. When it comes to business, reconstruction, however, in European countries it is only fair to state that this will have to be approached with a full recognition of the fact that American interests must be carefully protected. American tax payers are at present suffering under a heavy load of taxation. The Government can not add to the heavy burdens of taxation thus far cheerfully borne, to give large assistance to other countries. Such assistance as the United States gives must be on a business basis. Foreign securities must be sold to American investors. The security must be unquestionable. It is not fair to encourage American investors to put their money into securities which are not recognized as a serious obligation. Providing the proper attitude is assumed toward this question I am confident that certain investments in Europe will be safe and profitable. Care should be taken to see that these credits are utilized for increasing essential production in European countries and thereby helping the world economic situation. This will make security for future credits even more secure and will pave the way for steady investment of American capital in foreign countries. It is time when ambitious plans for future development, which are fruitful of so many demands for American capital, should be postponed until the more fundamental requirements have been met.

"This is a question appertaining not only to bankers and exporters but to all classes of American industry and to all kinds of American labor, American products which enter into our export trade come from every section of the country, comprising

The Facts About Any Industry You Want to Know About

For 12 years the Bourse has given its effort to developing the merchandising facts about various industries. Today it is the one place in existence to which you can apply and at short notice get Special Reports on the facts regarding almost any industry.

Nearly 200 industries have already been covered; others can be covered to special order by our staff. All reports are brought up to date before delivery to you. The Reports are all in typewritten form, in loose leaf binders, illustrated with hand-drawn graphic charts and maps.

These Industry Reports are furnished in two sizes: Standard Size, consisting of about 100 to 150 typewritten pages, at a price of \$150.00 each; and Exhaustive Size, from 200 to 300 pages in size costing from \$300 to \$1250.00 (according to degree of exhaustiveness desired).

The Library of Industries Plan, whereby the Standard Size Reports can be secured **at half price**, \$75, if contracted for in lots of ten, is a very valuable plan.

The following is a partial list of Industries already investigated:

Adding Machines	Crackers	Lighting Systems	Rubber Heels
Addressing Machines	Cutlery	Linoleum	Rugs
Agricultural Machinery	Dentifrices	Loose Leaf Devices	Safety Razors
Aluminum Household Ware	Differentials and Gears	Lubricating Oils	Salad Dressing
Auto Accessories	Disinfectants	Macaroni	Salt
Auto Oil	Dictation Machines	Mail Order	Saws
Auto Tires	Dress Fasteners	Matches	Securities
Auto Trucks	Dried Fruits	Men's Clothing	Seed
Auto Trailers	Duplicating Machines	Men's Hats	Shoes
Automobile Soap	Enamel Ware	Men's Neckwear	Shoe Polishes
Baking Powder	Face Creams	Merchant Tailoring	Silk Gloves
Bath Tubs and Fixtures	Films (Movies)	Metal Office Furniture	Silverware
Belting	Firearms	Metal Polish	Slate
Bicycles	Flavoring Extract	Metal Roofing	Slot Machine Selling
Books	Floor Polish	Moquetos	Small Denomination Bonds
Bottling	Flour	Motor Trucks	Soap (Laundry, Toilet)
Brake Lining	Ford Accessories	Nursing Bottles	Soft Drinks
Bread	Fountain Pens	Office Appliances	Soups
Breakfast Foods	Furnaces	Oilcloth	Spices
Brick	Furniture Polish	Oleomargarine	Sponges
Builders' Hardware	Fuse Box	Ostrich Feathers	Steel Office Furniture
Buter (and Substitutes)	Gas	Office Furniture	Stoves
Candy	Garters	Paint	Sugar
Canned Fish	Gelatine	Paint and Varnish	Talcum
Carburetors	Ginger Ale	Paper	Talking Machines
Catsup	Gloves (Men's, Women's)	Paper Fasteners	Tea
Celluloid	Grape Juice	Paper Towels	Toilet Powders
Cement	Hair Tonic	Patent Medicines	Toilet Soaps, etc.
Chewing Gum	Hardware	Paraffin	Tractors
Children's Clothing	Hats (Men's, Women's)	Pencil Sharpeners	Trucks
Cigarettes	Heating Systems	Perfumes	Trunks and Luggage
Cigars	Home Dyes	Pianos	Typewriters
Cleansers	Home Oil	Plaster Board	Umbrellas
Clocks	Hominy	Player Pianos	Underwear
Cloaks and Suits	Hosiery	Playing Cards	Underwear (Men's, Women's)
Cocoa	Jewelry	Plumbing	Vacuum Cleaners
Coffee	Insurance (Life, Fire, Accident, Auto, Burglar)	Polishes	Varnish
Coffee Substitutes	Intercommunicating Services	Ready Roofing	Wall Tints
Cooking Utensils	Lace	Refrigerators	Washing Machines
Comforters	Lard (and Substitutes)	Rat and Mouse Killers	Washing Powders
Condensed Milk	Laundry Soap	Real Estate	Watches
Correspondence Course	Laundry Wax	Rubber Boots and Shoes	Women's Kid Gloves
Corsets		Rubber Goods	Yeast

TABLE OF CONTENTS OF ANY OF THESE REPORTS AND DETAILS
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THE BUSINESS BOURSE

THE CLEARING HOUSE OF BUSINESS INFORMATION

J. George Frederick, President 347 Fifth Ave. (Opp. Waldorf) New York City

foodstuffs, raw materials, and manufactured products. The prosperity of the United States demands that there should be an adequate outlet for the surplus production. Whatever the views and the limitations of various men in favor of keep-

ing out of foreign affairs, we must recognize that we are committed to foreign relations, both politically and economically, which we can not to our profit escape. I earnestly hope that means will be found of so adjusting the foreign relations of the United States that the commerce and industry of this country will not be seriously impaired."

EUROPE NOT BANKRUPT SAYS SIR GEORGE PAISH

Sir George Paish, the English financial expert now visiting this country, followed Secretary Alexander and explained in detail the needs from a financial standpoint of all the European countries. He emphasized the fact that he was not over in America to beg for money, except in that he did ask for immediate consideration of the most pressing needs of Vienna.

"At the start of the World War America was in the position of being a debtor nation to Europe to the extent of nearly four billions of dollars," said Sir George, "while at the close of it this balance had been entirely wiped out and America was a creditor nation to the extent of eight billions of dollars.

"Whether the United States will remain a trading nation, and I most earnestly hope that she does, for the world needs all the goods that all of the countries of the earth can make, depends upon whether America as a nation becomes interested in the subject of foreign trade," he continued.

The British official also brought out the fact that if United States would supply food and credit to the foreign countries, we could probably double our foreign trade again in the next few years. He emphasized the fact that Europe was not bankrupt. That they needed food, materials and manufactured goods. He explained why it would be impossible for England and the other countries to pay for American cotton by shipping back the completed manufactured product. "How," he said, "can you ask that of us when practically every man, woman and child in Europe and England needs underclothing at this moment. Many of them not having any."

He also explained what he meant by the nation as a nation becoming interested in foreign trade, and that was that our investors must buy foreign securities, just as England and other countries have taken their pay for their foreign trade in the past by accepting securities of those they sold to.

Furthermore the English financial man showed that England and the other countries were materially hampered in production right now by lack of proper railway equipment, all of which had materially deteriorated during the war.

DIRECTOR MEYER REINFORCES SECRETARY ALEXANDER'S REMARKS

Eugene Meyer, Jr., managing director of the War Finance Corporation, made the third and concluding address. Waving sentiment aside and from a purely business angle he showed the urgent necessity of Europe starting production and of bringing to this country definite business propositions that could be passed on by American bankers and investors.

He expressed great interest in the talk of Sir George Paish, showed how the War Finance Corporation as one of its first acts under the authority to lend money to exporters had arranged for shipment of locomotives to Poland, and

said they were investigating other requests for similar credits at this time.

"But," continued Mr. Meyer, "credit is not a panacea for all ills. Credit to my mind is something like a powerful drug. It helps, heals and salves in times of great distress, but if its use is continued indefinitely its effects wear off and eventually a much larger dose is necessary to bring any results at all.

He brought out the fact, too, that aside from locomotives this country did not have any great surplus of any products at this time, and this worked against the sale of many products on long-time credits to foreign countries.

Speaking in direct reply to Sir George Paish's plea, he said in part:

"I believe that our people approach the subject realizing that we are, as never before, a nation among nations, with our part to play in world affairs. They realize that every force of nature is driving us outward to take our place in international relations—commercial, financial, and political—that we cannot reverse the process if we would, and that we should not if we could.

"I believe that the great body of American citizens approach the problem of international trade and finance with a strong sense of responsibility to the rest of the world. They desire to do their part at this time of reconstruction, as they desired to do their part in war. They are not motivated by greed or by dreams of economic domination, nor do I believe that they regard the situation as of a purely sentimental character. They approach it in all seriousness as a problem in which a heavy obligation rests on the American business man and the American banker, and they are ready and willing, nay even anxious, to live up to the rightful expectations of a watchful world."

As to how we might best help foreign countries, Mr. Meyer replied:

"We must build up a new financial structure for our altered commercial relations, and the establishment of an international public market for international securities is, in my opinion, the most logical, the quickest, and the most important single step that can be taken now."

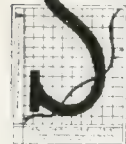
Estate of Robert J. Collier Surprises

In a transfer tax appraisal filed in the Surrogate's Court, January 15, a surprising condition is shown in the estate of the late Robert J. Collier, senior member of P. F. Collier & Son, publishers of *Collier's Weekly*, who died in 1918. At the time the will was filed it was believed that he left a residuary estate of \$5,000,000, whereas the appraisal filed showed a residue of only \$202,104. The large sum was eaten up by debts, taxes, counsel fees, administration and sundry expenses. While the \$2,500,000 par value of securities held by Mr. Collier in P. F. Collier & Son were known as bonds, they really were only shares of stock, as the interest of 7 percent was only to be paid out of the surplus earnings and nothing was ever paid except part of the interest in 1912, the corporation's first year. Mr. Collier had his firm incorporated following the death of his father. He took the entire bond issue, 5,200 shares of preferred stock and 15,000 shares of common stock. The stock holdings of Mr. Collier were held by Appraiser Lyon as of no value.

WANTED—ADVICE ON DIRECT ADVERTISING

A Stock and Bond House Which Uses Direct Advertising Extensively, Seeks Expert Counsel as to How It Can Get Better Results Hereafter. Address Box No. 225, care of ADVERTISING & SELLING, New York City.

SALES MANAGEMENT



A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information. Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE assortment of Salesmen's Bulletin describing plans used by notably successful salesmen to overcome such objection as "Not interested," "Come back later," etc. Money back on request.

The Dartnell Corporation, 1270 Brooks Bldg., Chicago

WANTED—HIGH GRADE PUBLICITY MAN

By Well Established Omaha Financial Institution

A-1 references required showing capability to promote its business in a BIG WAY by advertising literature and personal activities. Address Box 4268, World-Herald, Omaha, Nebraska

We specialize in house to house distributing of Advertising Literature and Advertising Samples

We solicit your account

JAMES T. CASSIDY

206 North Front St., PHILADELPHIA, PENNA.

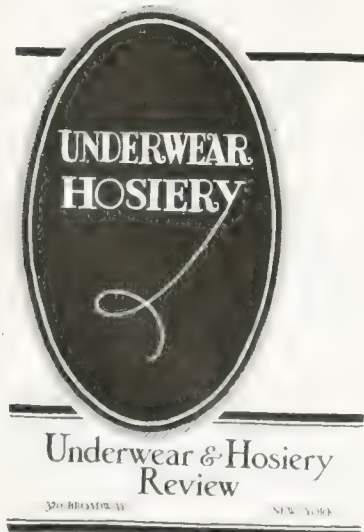
Write for our paper "FACTS"

LETTERS TO SALESMEN

Send live weekly letters to your salesmen. I'll send you a letter a week to be sent out on your letterhead over your signature as your letter. One month's trial service \$1.

JOHN J. LUTGE

265 Ninth Avenue, New York City



Underwear & Hosiery Review

300 BROADWAY

NEW YORK

Good, Better, Best.
Never let it rest;
Till the Good is Better
And the Better Best.
Copyrighted

Gotham Studios, Inc. is now located in its new building. The address is 111 East 24th Street.

The entire building has been extensively altered. For instance: On the top floor all the dividing walls have been removed, thus making one large studio of the entire floor. To provide maximum light, two additional skylights, each 36 square feet, were built into the roof.

The second floor is divided into different size rooms and affords the individual artist proper facilities for special study, use of models, etc.

The Executive Offices and Conference Room are located on the main floor.

Here, in our own building, working under ideal conditions we will continue to be at the service of all advertisers who seek the highest service that art can render business.

Martin Ullman
Managing Artist


P. S. The new 'phone numbers are Madison Square 8517-8518



"Consult Gotham for Art Work"

Your Prospective Customers
 are listed in our Catalog of 99% guaranteed
 Mailing Lists. It also contains vital sug-
 gestions how to advertise and sell profitably
 by mail. Counts and prices given on 9000
 different national lists, covering all classes;
 for instance, Farmers, Noodle Mfrs., Hard-
 ware Dirs., Zinc Mines, etc. This valua-
 ble reference book free. Write for it.
Send Them Sales Letters
 You can produce sales or inquiries with
 personal letters. Many concerns all over
 U. S. are profitably using Sales Letters
 we write. Send for free instructive
 booklet, "Value of Sales Letters."
Ross-Gould
 Mailing
 Lists St. Louis

Training for Authorship
 How to write, what to write,
 and where to sell.



Cultivate your mind. Develop
 your literary gifts. Master the
 art of self-expression. Make
 your spare time profitable.
 Turn your ideas into dollars.

Courses in Short-Story Writ-
 ing. Versification, Journalism,
 Play Writing, Photoplay
 Writing, etc., taught person-
 ally by Dr. J. Berg Esenwein,
 for many years editor of Lippincott's Magazine, and
 a staff of literary experts. Constructive criticism.
 Frank, honest, helpful advice. *Real teaching.*

One pupil has received over \$5,000 for stories and
 articles written mostly in spare time—"play work," he
 calls it. Another pupil received over \$1,000 before
 completing her first course. Another, a busy wife
 and mother, is averaging over \$75 a week from
 photoplay writing alone.

There is no other institution or agency doing so much
 for writers, young or old. The universities recognize
 this, for over one hundred members of the English
 faculties of higher institutions are studying in our
 Literary Department. The editors recognize it, for
 they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The
 Writer's Monthly*, especially valuable for its full reports of
 the literary market. Besides our teaching service, we offer a
 manuscript criticism service.

150-page illustrated catalogue free
 Please address
The Home Correspondence School
 Dept. 37 Springfield, Mass.
 ESTABLISHED 1897 INCORPORATED 1904

Koether Wins Promotion to Vice- Presidency of Hyatt Roller Bearing Co. Heading Sales and Adver- tising Departments

After eighteen years of service with the Hyatt Roller Bearing Company, B. G. Koether has been promoted to the vice-presidency of the organization, and will leave Detroit in a short time for Harrison, N. J., where he will have his headquarters as head of the entire sales and advertising departments of the company.

Mr. Koether was assistant sales manager of the company at Harrison, N. J., when he was promoted to sales manager ten years ago, and he came to Detroit to take up his new duties. He now returns to his many friends in Harrison as vice-president of the company.

He entered the employ of the company as an accountant, and was promoted shortly to purchasing agent, and then assistant sales manager. In Detroit he served as sales manager, and then as head of the motor bearings division of the company. It is this present position he leaves to become vice-president. He has been a director of the company for several years.

Mr. Koether has gained national fame as editor of the *Quarterly*, the publication of the Hyatt Roller Bearing Company.

Roy Barnhill Wins Pinehurst Golf Match

The annual pilgrimage of the advertising golfers to Pinehurst, N. C., took place last week. The golfing advertising men struck bad weather on the last day for their final encounters and had to buck a cold, driving rain. The two contenders for first honors, Roy Barnhill, Fox Hills, and T. R. Brown, Scarsdale, had a wet match of it, won by Barnhill, 5 and 3.

The final matches resulted as follows:

Championship eight—Roy Barnhill, Fox Hills, beat T. R. Brown, Scarsdale, 5 and 3.

First division, second eight—H. F. Harrison (11), Arcola, and Z. T. Miller (8), Audubon, a tie.

First division, third eight—W. W. Lyon (5), Scarsdale, beat F. N. B. Close (10), Baltusrol, 5 and 4.

First division, fourth eight—G. H. Williams (11), Arcola, beat George Fordyce (8), Youngstown, 4 and 3.

Second division, first eight—W. H. Watt (12), Arcola, beat H. E. Porter (16), Siwanoy, 4 and 3.

Second division, second eight—Guy Pierce (16), Mount Vernon, beat Charles Murnan (14), Commonwealth, 1 up.

Second division, third eight—G. W. Harman (20), Wykagyl, beat W. C. McMillan (15), Sleepy Hollow, 4 and 3, 36 holes.

Second division, fourth eight—Roy Durstine (7), Scarsdale, beat E. D. Moore (18), North Fork, 5 and 3.

Third division, first eight—C. E. Johnson (20), Evanston, beat F. L. Wurzburg (20), Siwanoy, and 3).

Third division, second eight—Clarence Cone (12), Inwood, beat L. G. Suscippi (18), Mount Vernon, 2 and 1.

Third division, third eight—T. McInerney (18), Indian Hill, beat W. F. Powers (24), Englewood, 2 up, 36 holes.

Third division, fourth eight—Dr. G. C. Fahy (18), Racebrook, beat Tom Wright (23), St. Albans, 2 and 1.

Fourth division, first eight—Walter R. Jenkins (26), Bronxville, beat J. H. Livingston (28), Apawamis, 4 and 3.

Fourth division, second eight—G. M. O'Brien (30), Ridgewood, beat H. H. Treadwell (24), Hudson River, 1 up, 23 holes.

Fourth division, third eight—F. Manning (25), Siwanoy, and W. R. Gardner (30), Englewood, unfinished.

Fourth division, fourth eight—W. F. Brainard, Montclair, a bye.

Harrie Davis Passes

Harrie Davis, widely known newspaper man and writer, died at his home in Brooklyn, January 13. He was born in Dublin, Ireland, and came to this country thirty-three years ago at the age of twenty-two. Mr. Davis, at different times, held positions on the editorial staff of the *Sun*, the *World*, the *Times*, the *Brooklyn Daily Eagle*, and with the New York City News Association. At the time that William Travers Jerome was district attorney, he wrote a much commented article called "Jerome vs. Crime." Mr. Davis was campaign manager for McClellan in his second campaign for mayor.

Howell Now on Staff of Brooke, Smith & French

Walter R. Howell, advertising and publicity man, has joined the staff of Brooke, Smith & French, Inc., Detroit, Mich. Mr. Howell since receiving his discharge from the army, where he was interviewer of occupations, and editor and publisher of camp newspapers, was with the Paige-Detroit Motor Car Company. His long experience with The Good Health Publishing Company, Battle Creek, on the advertising and editorial staff, the Michigan Drug Company as assistant advertising manager and associate editor of *The Michigan Druggist*, the Hupp Motor Car Corporation and other motor car manufacturers, has thoroughly equipped him for agency work.

By Specifying

REX OFFSET

Your lithographer is as-
 sured maximum production

REX PAPER COMPANY
 KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

Business Editors Swap Problems

All-Day Meeting in New York Devoted to Questions of Mutual Interest

THE New York "guild" or "chapter" of the National Conference of Business Paper Editors met at the Hotel Astor on Friday, the 16th, to discuss some of the questions that interest and involve its members. A. I. Findley, of *Iron Age*, president of the National Conference, opened the meeting at 9:45 in the morning with nearly 100 present. The first speaker was Henry W. Blake, *Electric Railway Journal*, assigned to the topic: "Detail problems of the Editorial Department." The discussion on this problem was led by Charles J. Stark, *Iron Trade Review*.

The second consideration was, "How to Get Our Publications Read," and on this pertinent thought S. A. Dennis, of *Electrical Merchandising*, presented a formula of ten principles which govern the conduct of his paper. Briefly, they are:

1. Dominate the field, but do not try to dominate.
2. Develop a personal contact with readers. About one-third of an editor's salary should be spent covering the territory and meeting readers.
3. Multiply personal contacts through the means of a variety of editorial contributors in various parts of the country.
4. Meet the current needs of the field.
5. Fight for the convictions which are proper.
6. Keep human. Don't drift away from the readers or swamp them in literary efforts. One of the most thoroughly read and enjoyed features of *Electrical Merchandising* are the captions running under snapshots of different men in the field.
7. Maintain a flexible lay-out, flavored with variety. Use "action headings" that are interesting and human as well as descriptive.

8. Run a "hot spot" in each issue. A feature or an idea or a bit of service that stands out beyond the rest of the paper.

9. Visualize for the reader. It is well to have a man on the staff who can draw and present ideas graphically.

10. A dynamic personality behind the paper gives an immeasurable help in keeping with the reader. The success of many trade and national periodicals are traceable to that one thing.

Following Mr. Dennis, W. W. Macon, of *Iron Age*, and Ray Sherman, *Motor World*, carried the same trend of keeping human with the readers as the most important necessity in achieving a consistent reception from the subscribers.

WHAT IS AN EDITOR?

Ethan Viall, of the *American Machinist*, presented his views and then led the discussion on, "How Can Business Papers Educate Business and Workers in the Principles of Economics," followed by a discussion of the subject, "Editorial Ethics—The Editor as a Professional Man."

Clay C. Cooper, *Mill Supplies*, and A. H. Lockwood, *Shoe and Leather Reporter*, started the question and a lively discussion ensued. After much weighty philosophy, Ray Sherman broke up the discussion with his story of the flute player which was ruled germane by President Findley.

A buffet luncheon was served at noon. The afternoon session was opened with a business meeting and the remainder of the day devoted to the labor problem, led by L. P. Alford, *Industrial Management*; A. I. Findley; R. Dawson Hall, *Coal Age*; and E. J. Mehren, *Engineering News-Record*.

The concluding session of the day was carried over to the banquet board at 7 o'clock. Samuel O. Dunn, *Railway Age*, and president of the Associated Business Papers, opened the meeting with a statement regarding the shortage of railway equipment and facilities and its effect on industry. He pointed out that there was such an acute shortage of everything in this line including engines and cars that unless production of these necessities was advanced immediately the industries throughout the country would materially suffer on account of their inability to get their production distributed. Questions deposited in the Question Box at the morning session were answered by assigned speakers, and a discussion of the responsibilities of business papers in molding public opinion on national issues followed led by V. E. Carroll, *Textile World Journal*, and S. H. Ditchett, of the *Dry Goods Economist*. Mr. Ditchett said in his opinion the business papers of the country should utilize their papers whenever the occasion of a national issue came up for they reach a large percent of the business men of the country and should place facts before these men who are generally men of note in their community and therefore men who have a great deal to do with the influencing of the people in their community.

Jesse H. Neal, Secretary of the Associated Business Papers, was the last speaker of the evening, putting before the meeting the idea of the necessity of having a business man for President of the country. He said that a canvass had been made among the newspapers and some of the big men of the country for an opinion on the advisability of such a candidate and he read a number of replies to letters of this nature, all of which were in accordance with the idea.

President Findley closed the meeting.

Value of Saturday Afternoon as Against Sunday Newspaper Advertising

Some interesting facts on the frequently discussed question of the value of Saturday afternoon newspaper advertising have been given out by R. A. Brown, advertising manager of Marshall Field & Company, Chicago. Mr. Brown states that the Marshall Field firm were the pioneers among the Chicago retail merchants to go into Saturday afternoon advertising. They did so in spite of the fact that they did not believe such advertising would carry over Sunday against the great Sunday competition. They are now in their fifth year of consistent Saturday evening advertising, omitting entirely Sunday advertising. Their results have been very satisfactory, and very frequently greater than those seemed from advertising on other days. The same methods and results have been experi-

enced by the Strawbridge & Clothier Company, of Philadelphia, who do consistent advertising every day except Sunday.

E. A. Machen Buys Arkenberg's Interest in Advertising Agency

E. A. Machen announces that he has purchased E. A. Arkenberg's stock interest in The Arkenberg-Machen-Dowd Advertising Agency, Toledo, Ohio.

The annual meeting of the company was held on January 10th, when it was decided to change the name of the agency to The Machen & Dowd Company. The officers elected are, Edwin A. Machen, President and Secretary, Charles F. Dowd, Vice President and Treasurer.

Drysdale Goes with McManus

K. P. Drysdale, for twelve years with the Cadillac Motor Car Co., has become associated with Theodore F. McManus, Inc., Detroit. For the first two years Mr. Drysdale was assistant sales manager, and the last ten advertising manager. He was later with the Cleveland Tractor Co. as director of sales promotion. Mr. Drysdale is widely known for his extensive research work, and his analysis of publication values covering a period of some twenty-odd years in various lines of merchandising have afforded him decided advantages in the selection of advertising media and the judicious handling of advertising appropriations.

Emery & Beers Company Dines Employees at Hotel Pennsylvania

The Emery & Beers Company, owners of Onyx hosiery, held a dinner for their employees at the Hotel Pennsylvania, New York, on the evening of January 14. Afterwards the entire party went to the Longacre Theatre, where they were entertained with a performance of "Adam and Eve." Recently the firm took out an insurance policy for each employee.

Strike Brings Out One Column Newspaper in Antwerp

Owing to a strike of typesetters, Antwerp newspapers have decided to publish a single column newspaper called *La Presse d'Anvrs*. It made its appearance January 13th.

Who Can Help Out This Man?

JAMES K. BOYD
180 N. Wabash Ave.

January 15, 1920.

Editor, ADVERTISING & SELLING.

If at any time in the near future you know of an agency who requires a first-class space buyer, if you will kindly advise me, we will put the agency in touch with this man.

I am quite sure they will appreciate yours and my efforts, and I know the gentleman I speak of will also appreciate your efforts.

I have known this man now for sixteen years, and, therefore, can endorse him personally, and also his work to the utmost.

With my best wishes, I beg to remain,

Sincerely yours,

JAMES K. BOYD.

JKB-11

Chicago Advertising Man Goes to Indiana Store

Raymond Jaenicke, formerly connected with the advertising department of Chas. A. Stevens & Bros., a Chicago department store, has become advertising manager for the Edward A. Minas store of Hammond, Indiana.

Bird "Neponset" Products to Be Advertised in Farm Papers

Speaking of the advertising campaign proposed by the Bird & Son Company, makers of Neponset products in East Walpole, Mass., Austin D. Kilham, of that company, said that they contemplated using two farm papers: *The Dairy League News*, of New York, and the *New England Dairyman*. As these two papers are of particular interest to the milk producer and dairyman, Mr. Kilham believes they are the best advertising media for their purpose.

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

We represent all Student Publications

OUR intimate knowledge of the vast student buying power is expressed in various copyrighted publications. Entitled "The Collegiate Salesman," these booklets are designed to attract merchandise interest in student towns and to acquaint advertisers with our unique merchandising service.

Copies will be sent on application.

COLLEGIATE SPECIAL ADVERTISING AGENCY

Incorporated
503 FIFTH AVE., N. Y.
Established 1913

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

Dominates Its Field LOS ANGELES EVENING HERALD

CIRCULATION

127,773

DAILY

Member A. B. C.

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

January 26-31.—Annual Convention, National Cannery Association, Cleveland, Ohio.

January 27-28.—Annual meeting of the National Pickle Packers' Association, Hotel Statler, Cleveland, Ohio.

January 27-30.—Convention of the Oregon Retail Hardware & Implement Dealers' Association, Imperial Hotel, Portland, Oregon.

January 28-30.—Thirty-second Annual Convention of the Southwestern Lumbermen's Association, Muehlbach Hotel, Kansas City, Mo.

February 11.—Annual meeting of the National Association of Wool Manufacturers, Copley - Plaza, Boston.

February 11-12.—Annual Convention Associated Advertising Club of Minnesota, Duluth, Minn.

February 16-20.—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20.—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28.—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25.—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11.—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

William H. Ingersoll Talks to Advertising Council of Chicago Association of Commerce

The first half of 1920 will be characterized by unprecedented prosperity in the United States in the opinion of William H. Ingersoll, advertising manager of the Ingersoll Watch Company, who spoke recently before the Advertising Council of the Chicago Association of Commerce.

"The advertising man can do much to combat the prevalent notion that the high cost of living is due to the greed of business men," Mr. Ingersoll told his hearers. "This conception is in great part due to the fact that our lawmakers, who are either lawyers by profession or professional politicians, do not have knowledge of economic processes that enables them to grasp the situation or to appraise it correctly."

ous to which he conducted an advertising service bureau of his own.

Mr. Woods, whom Mr. Erickson succeeds, has resigned after thirteen years of service with the packing house to join the Hawtin Company in Chicago.

Carl H. Eiser, Jr., Is with Associated Advertising

Carl H. Eiser, Jr., recently with the *Dry Goods Economist*, and before entering the Navy, with *Harper's Bazar*, is now representing *Associated Advertising* in New York City. He is assistant to H. C. Daych, Eastern Advertising Manager.

Harry Hayward Joins Staff of Ayer & Son

Harry Hayward has joined the staff of N. W. Ayer & Son of Philadelphia.

Mr. Hayward served for some time as director of the College of Agriculture in the A. E. F. University at Bochn, France. The French Government recognized his services overseas by making him a member of the French Academy and awarding him the Merit of Agriculture.

Mr. Hayward has filled a number of responsible positions in the agricultural world, among them that of Assistant Chief of Dairy Division, United States Department of Agriculture; Director of the Dairy Department at the Pennsylvania State College; organizer and director of the Agricultural Department of Mt. Hermon School, Mt. Hermon, Mass. He is a graduate of Cornell University and after his graduation studied in England and Germany.

Appointed Advertising Manager of Black Cat Textiles Company

G. T. Swandale has been appointed advertising manager of the Black Cat Textiles Co., Kenosha, Wis., succeeding A. J. Palica, who is now identified with the sales department of that organization.

A. L. Erickson Promoted by Armour and Company

A. L. Erickson has been made director of the Art Department of Armour and Company, Chicago, succeeding R. L. Woods. Mr. Erickson has been with Armour and Company for sometime, previ-

"GIBBONS KNOWS CANADA"

Advertising & Selling

Issued Weekly

15c the Copy

—#—

Contributors To This Issue:

Senator Miles Poindexter

Floyd Y. Keeler

C. C. Winningham

Clayton S. Cooper

J. W. Beckman

Sands Chipman

Rolfe Whitmall

W. H. Herring

Henry W. Blake

Ward M. Canaday

Henry Dunker

F. W. Wilson

Senator Medill McCormick

—#—

As Well As

77

News Items Of Interest To
Advertising Men

January 31, 1920



THE NEWS

New York's newest daily paper, seven months old as this is written, announces that its net paid circulation now exceeds

150,000

Starting on June 26th, 1919, in last place among the seven morning and eleven evening papers of Greater New York, THE NEWS has now passed nine of these papers in circulation and occupies ninth place in the list. While there may be slight changes in the ranking of the other papers, as current figures are not available from all of them, their relative positions, as they appear below, are reasonably accurate.

WHEN THE NEWS STARTED

June 26th, 1919

Here is how the eighteen papers of Greater New York ranked in point of circulation:

- 1—Journal (Eve.)
- 2—World (Morn.)
- 3—Times (Morn.)
- 4—World (Eve.)
- 5—American (Morn.)
- 6—Sun (Eve.)
- 7—Globe (Eve.)
- 8—Telegram (Eve.)
- 9—Mail (Eve.)
- 10—Sun (Morn.)
- 11—Tribune (Morn.)
- 12—Herald (Morn.)
- 13—Bklyn. Standard Union
- 14—Brooklyn Eagle (Eve.)
- 15—Brooklyn Times (Eve.)
- 16—Bklyn. Citizen (Eve.)
- 17—Post (Eve.)
- 18—THE NEWS

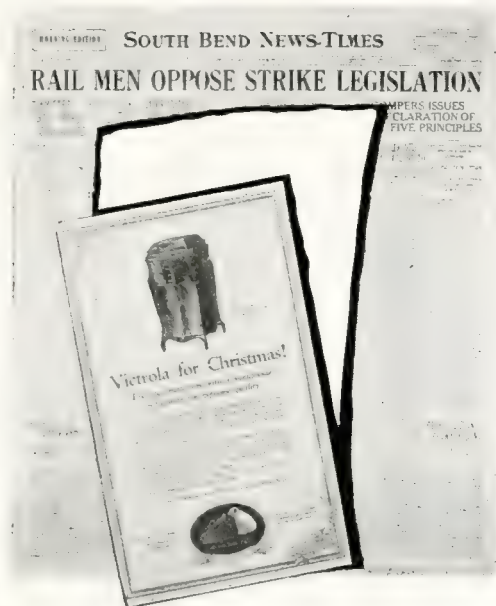
AT THE PRESENT TIME

January 24th, 1920

This is how the eighteen papers of Greater New York now rank in point of circulation:

- 1—Journal (Eve.)
- 2—World (Morn.)
- 3—Times (Morn.)
- 4—World (Eve.)
- 5—American (Morn.)
- 6—Sun (Eve.)
- 7—Globe (Eve.)
- 8—Telegram (Eve.)
- 9—THE NEWS
- 10—Mail (Eve.)
- 11—Sun (Morn.)
- 12—Tribune (Morn.)
- 13—Herald (Morn.)
- 14—Bklyn. Standard Union
- 15—Brooklyn Eagle (Eve.)
- 16—Brooklyn Times (Eve.)
- 17—Bklyn. Citizen (Eve.)
- 18—Post (Eve.)

Victrola and the News-Times



One of the numerous national accounts using the *News-Times* exclusively in the South Bend field is Victrola. National advertisers—those who give time and thought to choosing their publications—know that the *News-Times* dominates the Northern Indiana and Southern Michigan territory.

Let us send you News-Times, Jr.

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN and WOODMAN

Chicago New York Detroit Atlanta Kansas City



Remarkable Photograph Exhibited At Poor Richard Dinner

Considerable interest was manifested by guests at the Annual Dinner of the Poor Richard Club of Philadelphia in the original composite photograph of the illustrated phrase of Philadelphia's dominant newspaper "In Philadelphia Nearly Everybody Reads The Bulletin," which was exhibited in the Banqueting Hall of the Bellevue-Stratford Hotel.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

JANUARY 31, 1920

Number 32

Converting Trade Names Into Common Nouns By Advertising

Getting Your Trade Name Into Literature—As Well As the Language

By F. W. WILSON

ADVERTISING serves a purpose little realized, possibly little appreciated, by advertisers; yet it is of untold value to them.

The primary purpose of advertising, of course, is to sell goods. But it costs less in advertising to sell a well-known product, a product that has been well advertised, than to sell a new product or one that has not been well advertised.

One of the reasons that that is so is because advertising converts what were originally trade names—names of individual manufacturers' products—into standard dictionary names. In other words, it changes a trade name of an individual product into a descriptive term applying possibly to a large group of products, manufactured by a number of competing manufacturers of the same or similar raw materials by the same or similar methods.

The advertising manufacturer has the satisfaction of frequently seeing his product mentioned in news items in the daily papers or in articles in the trade and class papers. From such notices his product receives a lot of free advertising, frequently at the expense of his competitors who were really entitled to the mention because the article referred to was made of one of their products and not of the product of the manufacturer whose trade name had, through skillful advertising, become the accepted popular designation for the class of goods in question.

Does It Pay?

Should or should not manufacturers endeavor to convert their trade names by advertising into common nouns?

The subject is not one that can be decided off hand, for there is something to be said on both sides. From the standpoint of publicity such a conversion certainly makes the work easier. Read Mr. Wilson's article and compare the illustrations herewith.

As this is written the American Hosiery Company is taking full pages in current magazines which are headed:

"A Candid Statement to Prevent Confusion," the purpose of which advertisement is to give the readers the definition of the trade terms used by that company, thus giving another angle to this subject.

ADVERTISING & SELLING is open-minded on the subject and hopes to hear from both sides as to the worth-whileness of this policy of converting your trade names into common nouns pays in the long run.

THE EDITOR.

Take celluloid, for instance. It was originally a trade name; is yet, in fact. It is a product made by the Celluloid Company of America. By virtue of years of advertising, celluloid has now become the accepted dictionary description for a hard elastic compound made by subjecting gun-cotton (pyroxylin) mixed with camphor and other substances to hydraulic pressure; an imitative substitute for ivory, tortoise-shell, coral, etc., used in making toilet articles, jewelry, etc.

There are other manufacturers'

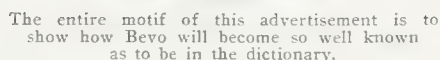
products on the market to which this definition applies as well as to celluloid. For instance, pyralin, fiberloid, biscoiloid and nixonoid.

HOW THE BENEFITS ACCRUE

And now to show in a practical way how the manufacturer of celluloid derives benefit in the shape of free advertising because his trade name has become a standard dictionary descriptive term for a product of its class. There came to the writer's notice a few days ago a little article, an accessory of the hat trade that was made of pyralin. A description of it appeared in a news item in one of the newspapers. The item stated that the article was made of celluloid; thus because the manufacturer of celluloid had established his trade name by advertising as a standardized descriptive term, he got the advertising to which the competitor was really entitled.

The manufacturer of celluloid has another decided advantage over his competitors. Newspaper reporters and magazine writers will frequently use the term celluloid in items or articles that they are writing. These items are passed by editors without question, but let a reporter use the trade name pyralin or fiberloid in an article or news item and see how quickly the editor will blue pencil it.

"Nothing doing," he will say. "That's a trade name. This item is an ad. of some manufacturer's product. If he wants to advertise in our columns, quote him our regular space rates."



There are numerous other leather substitutes or imitation leathers on the market, among them fabrikoid, leatherwove, zapon, duratex, cotex,

EASTMAN KODAK CO., Rochester, N. Y.

While here Eastman advertises, quoting the dictionary to show in effect why their trade name should NOT be in the dictionary.

And such manufacturers, even

Advertising Manager, Yakima Fruit Growers Association

The first advertising plans natu-

"It pays to advertise," is an old saying. Most business men firmly believe in the truth of it, but the above gives a reason, and a good one, for advertising that is seldom thought of even by the man that is spending is money for newspaper or magazine space. In fact, it should be the aim of every advertiser if possible, to so shape his advertising as to popularize his trade names so that they will be generally used as common nouns.

But the problem of focusing effort on any particular territory became entirely different when the entire country was being covered, and it became necessary to call on the regular brokers and jobbers to help.

It is at this stage of development, very probably, when every national advertiser acquires the feeling of a man who stands at the edge of the ocean and throws in a cupful of water. The ocean does not visibly increase in volume.

The Association had, of course, a large number of loyal supporters among its brokers and jobbers, and many others who stuck by the Big Y Brand as long as the price was as good as they could get somewhere else.

Here and there a new jobber who believed in advertising responded to the Big Y idea, bought a few cars of apples, and sold them.

This happened often enough in 1918 to more than offset the occasional buyers who because of cheaper local supplies or poor markets failed to buy, and the 1918 season closed with a fairly satisfactory record on the books and more of the Association members converted to the advertising.

The decision to continue the national campaign, however, was not made finally until July, 1919, when an appropriation of \$25,000 was made and sketches approved for three pages in the *Saturday Evening Post*.

The Botsford, Constantine & Tyler Agency, which had assumed the Big Y account when the merger was made with the Botsford agency of Portland, immediately began preparation of a broadside announcing the campaign. This contained reproductions of the three pages for the *Post*, with dates of publication, figures on circulation of that publication in every town and city of the United States above 5,000 population, and reproductions of dealer helps including a cutout, a set of four window strips, price cards, booklets, and newspaper electros.

GOING AFTER THE TRADE

This broadside was mailed to a selected list of about 2,500 fruit jobbers in every State and in five Canadian provinces, and a list of about 1,500 retail dealers rated at \$50,000 and above in territory considered most favorable for extension of Big Y sales.

The broadside was mailed late in August, to put it into the hands of



Cool Nights Warm Sunshine

It's a fact that soil and climate have a direct bearing on production and quality of fruit. Oranges from California and Florida—pineapples from Hawaii. Apples from the famous Valley of the "Big Y"—all noted for their excellence and quality.

"Big Y" Apples have other reasons for superiority—they are scientifically cultivated, hand-picked and carefully selected.

There are four BEST varieties of "Big Y" Apples. Enjoy the JONATHAN in October and November. WINESAP, an all-winter variety, from December on. ROME BEAUTY, a premier baking and cooking apple, at all times. YELLOW NEWTOWN, for eating and baking, in the late winter and early spring. Your grocer and fruiterer have "Big Y" apples now. They have been shipped to all parts of the country.

Buy Them by the Box

"Big Y's" cost less by the box. The tissue paper wrappers protect their goodness and help them mature perfectly. Your dealer sells "Big Y's" or can easily get them for you. Order a box or more this week. They're cheaper that way.

FREE—New Apple Recipes by Alice Bradley

The more apples you eat the healthier you will be. Write for a copy of this booklet which tells you and unusual ways of serving apples. Please give the name of your grocer.

YAKIMA FRUIT GROWERS ASSN

Yakima, Washington, U.S.A.

Sole Representatives—New York, Chicago, Minneapolis, Omaha, Los Angeles, San Francisco and All Principal Markets

"Big Y" Apples



The eating of apples requires some educational work, it seems. By this cooperative campaign described herein by Mr. Whitmall, the public is being educated to certain kinds of apples at certain periods of the year.

the trade just after the first quotations of apple prices had been made, on August 15. At the same time about sixty-five brokers, and a number of salaried men covering the United States and parts of Canada were sent a letter notifying them of the mailing and calling attention to the timing of the broadside with the first price quotations.

Copies of the jobber and retail list in each State were sent to the broker for that State with a request for correction or addition, and in this way about 1,000 names of live jobbers were added to the mailing list.

In October, at the time when the apple crop begins to move, a letter was sent to the entire jobber list calling attention to the dealer helps and the possibilities for good business in the Big Y apple.

At the same time a campaign was started in the principal trade papers, emphasizing the consumer

advertising and the advantages of connecting with a nationally advertised apple for permanent business and profit.

Up to this point the Big Y campaign followed about the usual line of attack.

But the selling of apples has been for so many years subject to certain fluctuations and uncertainties that it will undoubtedly take several years more of such educational work to bring about a condition of stability for Big Y apples such as that which favors the sale of various other commodities.

MARKETING HABITS UNUSUAL

Fruits have always been bought on a price basis often on a speculative basis. The market for Northwestern boxed apples in New York or Virginia has always been dependent on local crops as well as the crop of cheaper apples in other districts. At the same time the boxed

(Continued on page 34)

A Novel Way To Advertise Among Boys, Girls And Their Parents

By WILLIAM H. HERRING

MARSHALL FIELD & COMPANY are lighting the way with a new advertising idea—an idea that is the outgrowth of many years of experiment and which represents a basic policy.

This idea is ably expressed in "The Juvenile World," which made its initial appearance in Chicago newspapers when the school season opened this year.

By way of description, "The Juvenile World" is an advertisement with all the ear-marks of a special edition of a newspaper for children and their parents. It's a miniature newspaper printed within a full grown newspaper. The sheet, which makes a spread of six to seven columns, is made up in regular newspaper style and carries this heading, "The Juvenile World," published for Boys and Girls and Their Parents by Marshall Field & Company.

On the left of heading and boxed off in a very attractive manner, we find these inviting words, "Weather is Always Pleasant on the Juvenile Floor." On the right is another boxed space in which the words "Saturday the Store is Open Until 5:30 P. M." appear. Both of these sets of words are in italics. Then follows stories especially for children, but featured and fashioned precisely as we find news stories are in the daily papers we read.

These stories are timely, wholesome, full of human interest, convincingly unfolded and are written in a vein of thought that makes them appeal to grown-ups as well as children. The "talks" are not of a cut-and-dried nature; but rather contain that "flesh-and-blood" element which is so essential when it comes to putting the printed message across. For the main part the stories are real sermons on human interest.

Some of the stories are illustrated as are the stories or news items in a regular newspaper. Let's look over a few of the stories—it's time well spent.

First, there's the story about the traveler who praises his new gift

box. The story is unfolded in the following very readable and enjoyable manner:

"Bobby Binks, the well-known globe trotter, went with his parents to St. Paul the day before yesterday to visit his aunt. He was presented with a Gift Box from the Juvenile Floor by admiring relatives so that he would keep quiet on the trip.

"Mr. Binks says that the Gift Box had so many interesting toys in it that he never bothered his parents once during the entire trip. He says if he ever gets sick he wants to have another one to amuse himself with while he's getting well.

"Gift Boxes containing an assortment of toys for Boys and Girls are \$1.50 to \$8.50. "Toy Section."

Note how cleverly and appealingly the sales-talk is woven into this story—how the price of the gift boxes is brought out and, lastly, how the information about where to look for gift boxes in the great establishment of Marshall Field & Company is divulged.

Another story tells how "Miss Ethelinda Tweekle was startled by hearing a plaintive murmur of 'Maaah—mah!'—how she was unable to locate the source for some time, but upon rocking her new life-size baby Doll, Julia, the murmur was discovered in Julia's interior."

Then follows the information that "Life-size Baby Dolls are to be found in the Doll Section, Fourth Floor—they cost so much and the \$16.00 dolls only are the ones that say 'mama.'"

Still another story tells how "little Miss Muffet Goes Shopping. She has decided ideas about what she wants in new things. And she generally finds exactly what she wants, no matter how particular that want, when she shops on the Juvenile Floor."

In the same issue there is a "talk" about "Taking the Boy to the World Series" and "Mother's Good Night Stories" in three chapters. This last-named story has been built around an "out-door crib, a Billie Burke and Some Nightdrawers." The story is well written, illustrated and full of human interest.

Aside from the stories, the little publication carries a few advertisements in each issue. The articles advertised are talked interestingly about—pictured in a way that makes

them read. For instance, there's the very good advertisement, "Back to 'Civies'" which occupies the main position in the issue described above.

First, the eye greets a very appropriate illustration covering three columns of the little paper to a depth of about four inches. This illustration supports the title of advertisement in a most creditable manner. Directly underneath the picture is this telling copy, which is of such an out-of-the-ordinary character as to bear repeating:

"The real war is over and the play war is over, too. The young hero, fresh from the playroom front with an unimaginable number of imaginary decorations on his chest, puts away the wooden sword and the paper cap for clothes of peace times.

"No more lethal blows with the wooden sword on the trembling cohorts of the phantom enemy. No more dashes over the top (of the davenport) to smite the shivering foe as he crouches in the trench. Now the war-worn veteran comes to the Juvenile Floor for his civilian outfit. And there he will find everything he needs for the less exciting pursuits of peace."

Then follows descriptions of wool overcoats, combination Oliver Twist style suits with corduroy pants, Norfolk suits, Boys' all wool Mackinaws and Boys' hand-tailored suits "made with the same care that characterizes the making of Dad's hand-tailored clothes." And, again, the shopping guide, to be found in the "Boys' Own Room."

Advertisements of this sort with a story aspect that show brains and effort in their make-up are certain to create a deep and favorable impression—give compelling identity to the sales talk.

Directly underneath this charming illustration we find this caption: "Little Girls and Juniors Have Clothes That Are Very Smart." Then follows some interesting copy about pretty fabrics, becoming lines and newest styles specially created for youth, ending with a description of the garments worn by the little girls sketched and quoting prices on each.

In another issue of the little publication there is a story about the Little People who went mountain climbing. They picked out a Suit from the Juvenile Floor for the expedition and in a picture set above

EDITORIAL NOTE: This article is based on an interview Mr. Herring had with Mr. R. A. Brown, Advertising Manager, Marshall Field & Company, Chicago.

the copy you can see them hard at their explorations. To quote from the copy:

"One of them has fallen into a pocket and the General and the Policeman are looking over a pen and pencil set trying to figure out how to make a derrick from them to hoist the unfortunate explorer back to firm ground. One or two of them have reached the top and are looking down on their friends and encouraging them to greater efforts.

"On their way up the Little People made some very minute inspections of the scenery, which consisted of button-holes, pockets and lapels. The fine tailoring and finish of the Clothes made quite an impression on the Lady of Fashion. In fact, she is quoted as saying: 'In all my years of experience I have never seen Boys' Clothes made so carefully and so much attention paid to small details! Why, they are made just as well as the finest hand-tailored Clothes that a full-grown man wears.'"

"The Lady of Fashion's opinion seems to corroborate the statements of a great number of Boys and their Mothers who have visited the Boys' Own Room this Autumn, etc."

There is a complete tie-up between the illustration and the sales story and a human interest appeal throughout that is very inviting. The entire combination serves to make this advertisement stand out—win a welcome reading.

AFTER MANY YEARS OF EXPERIMENTS After many years of trying out various plans and ideas to get in closer touch with little tots and their parents, it seems that Marshall Field & Company have hit upon the right solution in "The Juvenile World."

The idea is a good one. It should serve the ever-expanding business of Marshall Field & Company as Nature aids the thriving oak. By means of "The Juvenile World" with its wealth of human interest stories, its out-of-the-ordinary advertisements, clever illustrations and sound policy, "seed" may be dropped into fertile soil, where it is certain to "start something growing." And that something is a greater interest on the part of the children and their parents in what Marshall Field & Company has to offer them.

Marshall Field & Company makes it clear in the columns of their little newspaper and in the merchandising policy of the house, that the great store is as thorough and painstaking with the needs of children as it is with those of riper years; that its service to children is not alone all-embracing, but of a sympathetic nature as well.

The store indicates in no uncertain terms just how much confidence it reposes in boys and girls when it gets behind an idea such as we have described here. This progressive institution realizes that

Weather Is Always Pleasant on the Juvenile Floor

THE JUVENILE WORLD

Published for Boys and Girls and Their Parents by MARSHALL FIELD & COMPANY

Saturdays the Store Is Open Until 5:30 P. M.

THE JUVENILE WORLD'S AUTUMN FASHION SUPPLEMENT APPEARS COMPLETE IN THIS ISSUE

JOTTINGS BY THE FASHION EDITOR

There is a little more to be said about the new coats. They are not only beautiful, but they are also very practical. They are made of a material that is both warm and durable. They are also very stylish and will be popular with the young people.

BOYS ADMIRE NEW COATS

It is not to be had every day. The new coats are very beautiful and they are also very practical. They are made of a material that is both warm and durable. They are also very stylish and will be popular with the young people.

The new coats are very beautiful and they are also very practical. They are made of a material that is both warm and durable. They are also very stylish and will be popular with the young people.

Each Wool Coat, as Bobby remarked, are not to be had every day. This season, but in the Boys' Own Room there are large varieties at \$25 to \$50. Mr. Link's model was \$40.

Boys' Own Room, Marshall Field & Company

LEADERS SIT OUT DANCE

Young Master Billy Carver and little Miss Jane Ogrey were observed sitting out one of the dances during the party. Billy's Mother gave for his birthday.

As one of the young guests remarked, it was very difficult to determine who to choose. These two young people had so much to talk over, so to show their new friendship to the best advantage.

Young Master Billy Carver and little Miss Jane Ogrey were observed sitting out one of the dances during the party. Billy's Mother gave for his birthday.

As one of the young guests remarked, it was very difficult to determine who to choose. These two young people had so much to talk over, so to show their new friendship to the best advantage.



Distinctive Models Worn by Younger Set at Smart Party

Your Fashion Editor attended one of the smartest of the early Autumn parties and what she saw there will aid every Mother who is about to make her selections of Fall and Winter clothes for her little people.

"Party clothes for children are truly handsome affairs these days. The oldest girl at the party—about fifteen years—attended in a very beautiful suit of brown damask, with a gracious collar of rich, soft leather fur and a wide band of the same for edging the coat, providing pockets and emphasizing it with a small even on either side. As the youthful author of 'The Visitors' would have said, 'That was a truly famous suit, no one can see the lack in the Juvenile Floor at Marshall Field & Company.'"

Little Ann Perkins, with a rather more a smart slouching frock of bottle green velvet, with hosiery, neck, leather, soft straps, double belt and covered buttons. When she was leaving I observed the maid helping her into a very beautiful deep purple velvet coat, that had its underline cut. The deep cuffs and many little side seams pined with little gold buttons was a lovely effect.

COWBOY STARTLES OAK PARK

There is a little more to be said about the new coats. They are not only beautiful, but they are also very practical. They are made of a material that is both warm and durable. They are also very stylish and will be popular with the young people.

DOLLS COMPETE ON LONG HIKE

As one of the young guests remarked, it was very difficult to determine who to choose. These two young people had so much to talk over, so to show their new friendship to the best advantage.

Millinery Vogue Assured

Well-Known Society Bud Wears Felt Tam at Canthurs Party.

As one of the young guests remarked, it was very difficult to determine who to choose. These two young people had so much to talk over, so to show their new friendship to the best advantage.

Boys Like Practical Styles

The fact is the party was particularly liked up with hats and hand, with, gray, white, and black. The hats were very stylish and will be popular with the young people.

The fact is the party was particularly liked up with hats and hand, with, gray, white, and black. The hats were very stylish and will be popular with the young people.

A peculiar publication—a special newspaper advertisement addressed to young people, and their parents through them. A sort of house organ published in a newspaper as it were.

many of its young men customers, likewise young lady patrons of today have been friends of the house for years and that many of its old customers as boy, young men, girls and young ladies are favoring the house to-day and are seeing to it that their children do likewise.

It is a well-known fact that Marshall Field & Company show the same boy or girl the same respect, consideration and courtesy as would be shown grown-ups. It is the idea of Marshall Field & Company to make every little tot who enters the store feel perfectly at home—let the child know that its best interests are being looked after. The child may not grasp it all at once. But it is a safe prediction that the child will remember the house that treats it right and ask to be taken back there.

The children's trade is worth going after. That's why you see so many progressive business houses making every effort to win the children's favor. They realize that the children of to-day are the grown-up customers of to-morrow.

In "The Juvenile World" Marshall Field & Company have the means by which they can drive home the thought that it is wise to let children grow up with the knowledge that Marshall Field & Company is a good place to trade—a place where one's interests are always looked after and where a dollar does its full duty.

This latest idea of Marshall Field & Company is patterned after the new order of things and again proclaims this famous house as a trial blazer of the first magnitude.

The Men and Women Who Make Our Mediums

E. A. GROZIER

One of a Series of Informal Visits With the Leading American Editors and Publishers With the Object of Interpreting What They Mean to Advertisers.

By SANDS CHIPMAN

ONE morning, back in 1875, when the angry waves may or may not have dashed high on the stern and rock-bound coast of Provincetown, a Cape Cod sea captain's son put to sea—after the manner of sea captain's sons. But he set a different course than most of them steer. Though fifteen and just out of high school, he did not trim his sails for the Port of Adventure. He steered for the Port of Instruction.

For two years he sailed the seven seas (if there were more than seven then he probably sailed them, too) putting in at quaint and unfrequented ports as well as at the bigger marts, and taking on cargoes of knowledge at each port. Home again, with more general knowledge of the world at seventeen than most men gain in a lifetime, he wrote a series of travel letters describing the men and places he had visited. They must have been good, for they were published in the *Boston Post*.

Sixteen years later, this son of a captain of a clipper ship, was the owner and publisher of that paper. He is now. It is one of the leading newspapers of the day—known in the ports of the world where the sea captain's son gathered the material and stimulus for his first literary efforts. And he is recognized as one of the greatest editorial geniuses of his generation.

But it wasn't all just like that—the sea travels, the travel tales, the ownership and editorship, and then the arrival in the Port of Fame and Fortune of the treasure ship with Edwin A. Grozier at the wheel. There were times when he had to "crowd on all his canvas" to bring the good ship out of the doldrums of poverty. He had to do some skilful and gritty steering through financial straits. He never reefed a sail. He always kept off the rocks, and one bright morning he steered into port with the largest circulation of any morning newspaper in the country on board.

To throw overboard the sea-going vernacular, one of the most remark-

The Man Who Says These Nice Things About Mr. Grozier

WE asked Sands Chipman, now of the Thomas Dreier Service and formerly on the staff of the *Boston Post*, who wrote the accompanying story, for a "Who's Who," and he said: "When I went from the *Post* to the *Boston Traveler* a few years ago they put my name in big letters on the *'Traveler'* wagons like this: 'Did You Know Sands Chipman is with the *'Traveler'* Now?' A couple of days later I stood on a curb surveying my advertisement as a *'Traveler'* wagon passed through Newspaper Row. One other man in the bulletin board crowd read it, too, and he said: 'Who in H— is Sands Chipman?' I told Howard Brock about it. 'That must be what they all say,' I urged. 'But they don't know who he is, so they conclude he must be some writer or his name wouldn't be on the wagons in big letters,' answered the editor of the *'Traveler'*."

"I think perhaps Howard Brock's philosophy will apply to the 'Who's Who' of me."

THE EDITOR.

able newspaper stories ever written is the narrative of how Edwin A. Grozier became a great editor of a great newspaper.

THE LEGACY HE RECEIVED

The legacy that came down to him comprised an empty treasury and a full load of debt. There was a time, during the early readjustment, when the paper's "circulation" descended to one four-page copy a day, printed and pasted in the window of the Newspaper Row building, to prove that his paper had not suspended publication.

From that single, four-page copy it grew to more than half a million daily circulation before "E. A. G.," as the boys in the city room call him, celebrated his silver jubilee as its editor.

When he took it over its few supporters were paying about \$5 a copy for their morning newspapers. He sold it to his half million and more readers for years at a cent a copy—until one-cent newspapers were eliminated during the war.

These are some of the high lights of his achievements—"the whole story in the first paragraph," according to *Boston Post* style. Now we may go back to the beginning and "put things in where they 'appened,'" as did the cub reporter of chronological fame when he wrote up the ball game at which the fans mobbed the umpire after the last man was out in the ninth.

Edwin A. Grozier was born in San Francisco, September 12, 1859, and raised in the little seafaring town of Provincetown at the tip end of Cape Cod. Followed his education in the public schools, his graduation from high school at fifteen, and his two years of the broader education in travel. He entered Brown University in the Fall of 1877, but the next year decided to transfer to Boston University in order to do newspaper work outside of his studies. He studied at Boston University two years, taking his degree in 1881. Then he became a reporter, working on the staffs of the *Boston Globe* and the *Boston Herald*.

While on the *Herald* the future editor and publisher "covered" the famous Butler-Robinson gubernatorial campaign and when Governor Robinson had been elected over General Butler, he invited the young *Herald* reporter to be his private secretary. Mr. Grozier accepted and he served as private secretary to the Governor of Massachusetts a year and a half.

But the newspaper game reclaimed him, and in the winter of 1885 he went to New York as secretary to Joseph Pulitzer of the *New York World*. That same year he married Miss Alice G. Goodell, daughter of an old Salem family. Two children, Richard and Miss Helen Grozier, have been born to them, and the son, inheriting newspaper instincts from the father, now relieves him of a large part of the responsibilities in the management of the *Post*.

Mr. Grozier stayed with the *World* six years. He was successively city editor and then editor-in-chief of the *Evening and Sunday World*. He served with Pulitzer when the *World* was fighting an uphill fight for its place in the sun of New York journalism, and when he left it had won its place among the dailies of the metropolis.

In a way his leaving the *World* when it had gained the entrance to "Easy Street" and saw the traffic cleared ahead seems characteristic of the man, in the light of his whole career. He might have stayed on

the *World* and enjoyed the "soft snap" of an easy job at \$25,000 or more a year the rest of his life. Instead, as Granville MacFarland has aptly described it, he "walked into the office of the venerable and, at that time, decrepit *Boston Post*, as chief proprietor, editor and publisher," and shouldered a load of debt, responsibilities and work that might have made his old chief, Pulitzer, think twice.

It might have been the urge of man's desire to create in the image of his own ideas and ideals; it might have been the love of struggle akin to the call that drew his sea-captain father out to wrestle with wind and wave; it might have been his own passion for work—maybe it was partly all three that moved Edwin A. Grozier, in Boston on vacation in 1891, to negotiate for the ownership of the failing *Boston Post* and cast off from a good job on a strong and healthy New York newspaper.

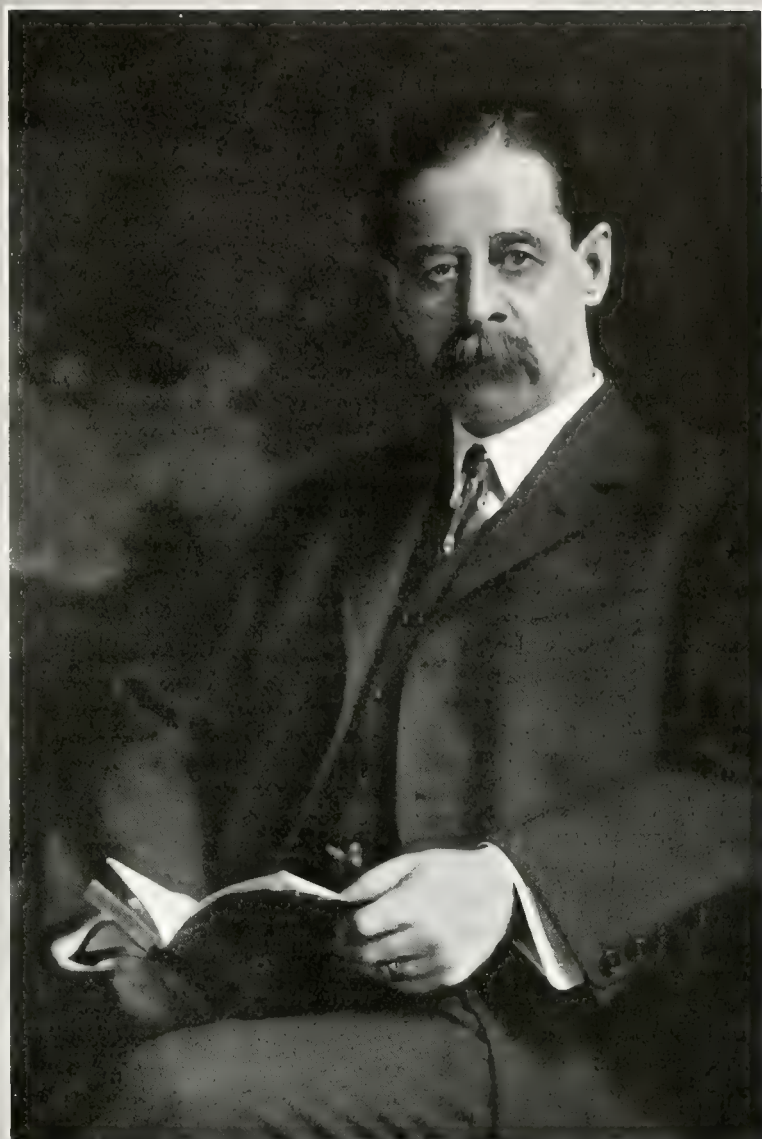
Perhaps, too, there was a re-kindled spark of affection for the paper that had published his first literary efforts, and an underlying motive of sympathy for the "under dog," because sympathy for the "fellow that needs a friend" cropped out frequently in the things he did with the publication.

Fortune had played fickle with the *Post* in the sixty years of its existence, up to the October day when Mr. Grozier essayed to shape its fortunes for it. Old timers recall how it made modest fortunes for a few of its owners and lost fortunes, not so modest, perhaps, for others. There has been many reorganizations, but no one "made a go of it."

Up to the time of the political revolt that cost James G. Blaine the presidency, the paper had been a steadfast Democratic newspaper. During the Blaine campaign, it was purchased by the "Mugwumps" as their official organ. Thirty of Boston's millionaires backed it financially for six years. Then the luxury of paying \$5 per copy for reading, over their breakfast toast and coffee, the kind of editorials they liked began to bore them.

It was about this time that E. A. Grozier took his annual vacation. He visited Boston, heard the flag of distress was flying from the *Post's* masthead, and his vacation ended abruptly. Instead, he tackled the biggest job he ever undertook. He bought the paper.

After he had paid for the stock of the publishing company and met a few temporary loans in accordance with the purchase agreement,



E. A. GROZIER

the new editor and publisher had about \$100 in cash of his own and an empty newspaper treasury with which to meet obligations of \$150,000 and a weekly deficit of \$2,500. The extent of his assets was a small, inefficient plant and about 3,000 paid subscribers.

THE DELUGE COMES

Then came the deluge. The creditors descended upon the new owner, their hands filled with moss-covered bills. They clamored for settlement. The new owner told them he could not settle—then. The creditors redoubled their clamor, as creditors are wont to do. Someone, sympathizing, suggested to Mr. Grozier the usual easy way out of such tangles, but he shook his head. He told his creditors this:

"Your bills were not contracted under my management, but they

should be paid. I have been urged to put this company, which is bankrupt, through insolvency and so clear off the old debts, but I am not going to do it. I am going to pay every dollar of old debts—in time. What you should do is forget those old accounts for awhile, and double your credit to the *Post*."

The proposition took the wind out of the creditors' sails. It made them gasp, but when they recovered they followed Mr. Grozier's advice. But there was still a lot of hard sledding ahead for the publication and its new proprietor. If there had not been he probably would have quit and gone looking for some other broken-down paper to build up.

The obstacles only lent fascination to his task. Slowly the *Post* forged ahead. Not a payroll was missed, though the ghost walked on hor-

(Continued on page 36)

The Issue As to the Failure in Merchandising of the Peace Treaty Will Not Down

Two Months After Edward Hungerford's Article On This Timely Subject Appeared in "Advertising & Selling" the New York "Herald" Refers to the Article On Its Front Page

IN our issue of November 29th Edward Hungerford, the noted magazine writer, had a most timely and closely associated with advertising, article entitled "The Peace Treaty a Failure in Advertising."

Two or three installments of discussion provoked by this article have already been published and under ordinary circumstances we would not have referred to the matter again in our columns.

But nearly two months—on January 26th to be exact—the special Washington correspondent of the New York *Herald* in the first column on the first page of that day's issue reopens the subject, where under a bold faced subhead, "Failure in Advertising," the *Herald* prefaces a quotation, practically in full, of the following letter from Senator Miles Poindexter, with the following words:

"Senator Miles Poindexter, of Washington, another Republican Presidential aspirant, addressed a letter tonight to Robert E. Ramsay, editor of *ADVERTISING & SELLING*, a New York magazine, in which he said the reason the peace treaty was not 'put over' as an advertising proposition was because it is always essential in a successful advertising campaign to have something 'worth advertising.' He referred to an article on the peace treaty in the publication written by Edward Hungerford, etc."

The Senator we believe shows a keen knowledge of merchandising and advertising, and Mr. Hungerford's article and suggestion was, of course, written purely from the non-political angle, that is, the peace treaty could have and should have been SOLD to us via advertising *providing it was worth the selling.*

Senator Poindexter's letter on the subject reads as follows:

"Undoubtedly, there is much truth in Mr. Hungerford's conclusion as to the far-reaching effects of the neglect of the correspondents by our Delegation. The seclusion and obscurity with which our Delegation surrounded itself, and the difficul-

ties which it took pains to put in the way of the obtaining of news about the progress of the conference were quite in contrast with its promises as to publicity of public proceedings, open covenant, openly arrived at, etc.

"However, there was no more contrast between its promise and its performance in this respect than throughout the entire Fourteen Points of Peace and the Peace Treaty. The trouble about many of the Fourteen Points was that they were enunciated without authority, and our Delegation and its leader did not have the power to give them effect. This impossibility of applying idealistic theories to the cold, hard, practical affairs of life illustrates very well the chief defects of our diplomacy in the matter. In such affairs, as in personal, it is well not to raise false hopes by promises impossible of fulfilment. A little practical wisdom and due regard for fact would have saved many disappointments and much slaughter of human lives. It would not have precipitated hopeless insurrections, as in Egypt and Korea, nor brought Italy to the verge of civil war; and it would not have withheld peace from the world for more than a year after the allies had earned peace by the greatest victory in all time.

"Personally, while I readily admit the truth of Mr. Hungerford's explanation of the failure of the Peace Treaty, I believe it would have been a colossal misfortune for the world had it succeeded as it were drawn. One of the elements of successful advertising is to have something worth advertising—a good article to sell.

"I doubt very much whether all of the propaganda and advertising which the last machinery at hand put at the disposal of our Delegation, had it been wise enough to use it, would have succeeded in persuading the world to give up their liberties and trust their fortunes to an irresponsible, centralized govern-

ment, with its seat and power in Europe."

EXPERIENCED MERCHANDISER AGREES WITH SENATOR

The view of Senator Poindexter is shared by James W. Beckman, advertising man now connected with a Cincinnati concern, formerly with the International Motor Truck Company, who achieved national fame as the man who preferred charges against several of the high officers of the A. E. F.

Mr. Beckman says in part:

"The same secrecy seems to have surrounded the Peace Conference that was forced upon all military matters—with quite similar results, the commission of deeds that could not stand the light of publicity.

"The perpetrators of crime and waste in the army wanted no publicity, and it seems that those who went to the Peace Conference with the purpose of forcing upon it certain personal hobbies, regardless of the will of either the American people or other nations, did not want any publicity either.

"Only a product of merit can be advertised successfully, and the fact that America's representatives at the Peace Conference were so anxious for the treaty to be forced through yet would neither advertise it nor give the eager American public the slightest information concerning it, is a pretty good indication that they knew it would never meet with the approval of the American people if they understood it.

"President Wilson made a trip back for the purpose of enlisting the support of the American people. He made a trip throughout the country after his second return to rally the people to its support. But what did he do? Nothing but speak generalities, and harangue Congress to ratify the treaty without a single change or reservation. But never once did he satisfy the public's eager desire for definite information as to what it was or how it would work.

"Instead of advertising the Peace Treaty, there was every endeavor to keep the public ignorant of it—and not only the public, but Congress. The president was much offended when a correspondent of the *Chicago Tribune* brought back a copy of the Peace Treaty and that paper published it broadcast.

"The Peace Treaty was not advertised because its backers did not want it to be advertised. There could only be one reason why they did not want it to be advertised, and that was the fear that the

Cosmopolitan *announces*

First—

In order to catch up with our regular publication date—the 10th of the month—we shall omit the February number. The next issue after the January number will be dated “March.” It will be placed on sale everywhere on or about February 20th. Then, as quickly as possible, we shall resume our regular date of issue.

Second—

With the March issue, COSMOPOLITAN's subscription price advances from \$2 a year to \$3 a year. The single copy price of 25 cents remains the same. This means that a subscription to COSMOPOLITAN will cost the same as twelve single copy purchases at the news-stands. *All subscriptions must be paid for in advance.*

Third—

Among the editorial features which COSMOPOLITAN is privileged to announce are the following.

A new novel by Fannie Hurst (Miss Hurst's first novel) begins in the March issue.

“In Chancery,” a novel by the great English writer, John Galsworthy, will begin in an early issue. No author ever knew the human heart better than Mr. Galsworthy, and we are proud to have his novels in COSMOPOLITAN.

“In Chancery,” while not a sequel to his famous “Man of Property,” employs the same characters and will be received with the same enthusiasm by the literary world.

We also have in the shop Robert W. Chambers' new novel. To you who loved “Cardigan,” that masterly novel of Colonial days, written by Mr. Chambers so many years ago, his latest story will be received with the keenest delight. It is the Chambers of “Cardigan,” writing, with all the finish and mastery that years of successful craftsmanship have brought.

Edgar Guest's poems will appear exclusively in COSMOPOLITAN, beginning with the March issue.

Montague Glass will shortly write for COSMOPOLITAN.

There will be short stories and special features by Will Payne, Peter B. Kyne, Frank R. Adams, Meredith Nicholson, Dana Gatlin, Gouverneur Morris, Harris Dickson, James Oliver Curwood, Rupert Hughes, Arthur Somers Roche, Ida M. Evans and many other writers whose work is most in demand by the American public.

The best work of the greatest writers and artists in all the world will continue to make COSMOPOLITAN America's Greatest Magazine.

J. MITCHEL THORSEN,

Business Manager.

American people would never agree to any such Treaty—a fear that was well found in view of the subsequent action of Congress and the American people at the polls who now see the light and are giving their support to Senator Lodge and the group of patriotic senators, both Democratic and Republican, who believe in Americanism as opposed to Nationalism.

SOLDIERS FOR TREATY SALESMEN

"When the soldiers of the A. E. F. began to return, most of the newspapers in America were supporting the League of Nations and other articles in the Peace Treaty, and the people were sold on the ideas. But with the return of two million soldiers, practically 95 percent of whom are opposed to the League of Nations as represented in the Peace Treaty, a decided change in public opinion has come; and wherever the issue has gone before the people in elections the issue of Americanism has won.

"The liberties won by Washington and our forefathers are too precious to be sacrificed in an obligation on paper which represents a visionary belief that the causes of European wars can be overcome and eliminated by mere phraseology and superficial thinking.

"As Guglielmo Ferrero, Italy's foremost historian says, "In the minds of many the League of Nations ought to be the organ of general disarmament and of perpetual peace. But this manner of settling the question seems to be too simple and hasty. The causes for which peoples and states have made wars in the past are so many and so diverse, it appears at least rash to suppose that they can all disappear from one moment to another. On the other hand, when one talks of disarmament one must not understand a universal and entire laying down of arms, but rather the limitations of armaments. It is clear that in the future as in the past all the States will have need of a certain armed force. Lenin has given proof of this; for as soon as he arrived in power, crying to the world that he wanted to give it a regime of peace and of universal brotherhood, he made haste to create a new army under the name of 'The Red Guards!'"

"No European nation has any delusion about the League of Nations ending wars, but they do know—and the soldiers of the A. E. F. know—that the League of Nations will draw the United States into

every conflict of great or small importance that breaks out in the old world.

"These soldiers are not eager to mix in European wars unless the welfare of America demands it. It is significant that thousands who are supporting the League of Nations, which would incur this obligation, are in nearly every case those who for some reason or other did not take part in this war on the other side!"

"The League of Nation's ideal is the outgrowth of a bad trait of some people to run other people's business. But its advocates are those who allowed others to go over there and bear the brunt of the burden, while they remained home, emitting platitudes, profiting from war babies, helping the Home Guards, or doing welfare work which in no way affected their own welfare or endangered their own personal safety."

OTHER OPINIONS RECENTLY RECEIVED

Floyd Y. Keeler, assistant to the president of the Frank Seaman Agency, says: "Mr. Hungerford's theory of the failure of the Peace Treaty is superbly interesting. It was unfortunate for the peace of the nations, as Mr. Hungerford suggests, that the powers of the Administration who had it nearest their hearts to effect the acceptance of the treaty, had, in a very short time, first to create the treaty. For had the same effort been expended and the same attention paid to preparing the minds of the people for the treaty, as was spent upon its production, unquestionably the treaty might have been a fact to-day. And intensive educational advertising would have supplied the method.

"But if you are interested in my opinion in full, to actually put the treaty over, represented an advertising proposition of no small dimensions.

"I am thinking of the similar fate of the Canadian Reciprocity Bill. Its failure also was largely due to an attitude of mind which, no doubt, educational advertising could have bettered. There the problem, however, was not so great. Membership in the British Empire should have made it easier for Canada to consider reciprocal relations with another nation, resembling closely members of the British Empire itself. But Canada was found not ready for even that much cooperation.

"The responsibilities we assume

in the Peace Treaty are, of course, very much greater than those of the Canadian Reciprocity Bill, and, in addition, the tradition of the United States is strictly against any and all alliances.

"Not only, as Mr. Hungerford points out, is our huge farmer population very conservative, but our soldier population is also very wary. They believe a minimum of war for the United States is preferable to a total minimum of war for all the countries of the earth.

"These are the major difficulties with which an educational advertising campaign would have to cope before it could produce a body of public opinion strong enough to choke opposition from any group of Senators. That the attempt to put over the Peace Treaty by means of advertising was not made, and that the publicity means easily at hand, such as were offered by an intelligent and enthusiastic press, were not employed, is indeed lamentable. Mr. Hungerford's account of these fatal errors in judgment is very stirring.

"I believe this failure of the treaty, more particularly the failure to employ advertising in the fight for the treaty, is a reflection upon the supporters of the science of advertising. Mr. Hungerford's article should wake up not only supporters of the Peace Treaty, but also weak supporters of advertising."

From another section of the country comes the opinion of C. C. Winingham, advertising and merchandising man of Detroit. Mr. Winingham is right with Mr. Hungerford. He says: "Yes, I subscribe in its entirety with Mr. Hungerford's conclusions as to the cause for failure of the Peace Treaty.

"Several months in Washington in a minor capacity connected with the Fuel Administration, in which I had charge of gasoline conservation and the gasolineless Sundays, convinced me that lack of centralization of authority in the hands of competent men accounted for much of the criticism of the very much criticised Fuel Administration.

"Its abruptness, its unwillingness to recognize the subtle influences of suggestion and tact, particularly tact, accounted for many of its failures.

"Since the Fuel Administration, Educational and Information Division was guided largely by the chairman of the Committee on Public Information, I have often thought the Fuel Division was made to suffer unjustly."

The New York Globe

*Demonstrates the
Extraordinary Pulling
Power of Its Advertising
in Rather Unusual Ways*

A WEEK or so ago Alfred W. McCann, the Globe's Pure Food Expert, offered his readers in The Globe a car-load of granulated honey in sixty pound tins at 23 cents a pound.

¶ Within three or four days he had received checks and cash amounting to over \$32,000, paying for 140,000 pounds of the honey—over four car-loads of it.

¶ People might be expected to rush for honey at 23 cents a pound in small packages, 1 to 5 pounds, but here came nearly 2,500 purchasers of a 60-pound tin apiece, at \$13.80 to each customer.

¶ They had no chance to see samples, for the honey was not in New York. They had faith in The Globe and Mr. McCann.

¶ And the prettiest part of the story still remains to be told.

¶ By reason of the offer the price of honey in the New York market dropped, and Mr. McCann is using the profit to buy about 15,000 pounds of honey for free distribution among the orphan asylums and day nurseries of New York.

THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, Publisher

180,000
A DAY

There are other angles, of course. Ward M. Canaday, advertising manager of Willys-Overland, Inc., Toledo, has this to say:

"I am convinced that the more advertising that is given to any product, or any article, or any subject, which in itself is not sound, the greater will be the reaction against it.

"The Peace Treaty was prepared without full consideration and advice regarding this country's wishes and needs, and it contained several loopholes which appeared to me to be dangerous to the future of the country. Therefore, I do not think the Peace Treaty was a failure in advertising, but I think it was a failure in design, and the advertising that it has been given has simply enabled the public to study it and find out the faults in the design. With a corrected design I think the plan to sell the treaty by advertising still exists, and I believe if the public interest in it is sufficient covered that the sale will be easy.

"I do not think advertising is a panacea by which defects can be covered, and it seems to me that the article you sent me indicates that somebody thinks that if we had used advertising with the proper degree, cutting out the defects, we could have put something over that in itself did not deserve to be put over. It has always seemed to me that the law of equal and opposite reaction applies in advertising as it does in physics, and I think the Peace Treaty is an example."

From the "infernal city" itself comes another twist. United States Senator Medill McCormick makes this inquiry: "I should be interested to know at whose expense Mr. Hungerford would have conducted the advertising campaign which he outlines in the article you sent me. Approximately a million dollars has been spent in the propaganda for the league, some six hundred thousand of it, if I remember, by one organization. Does Mr. Hungerford mean he would have supplemented that campaign by advertising at the expense of the Committee on Public Information, or through some other federal appropriation?"

The inquiry was forwarded to Mr. Hungerford for his personal attention. This is his reply to Senator McCormick:

"Of course I did not mean that the Peace Treaty should be advertised at the expense of the national government. That would have been illogical and improper, but if

it had been both logical and proper one could hardly even then have expected it to come through an organization as narrow and as stupid as the present Congress.

"What I did mean was this: that Creel's committee could have and should have made the lot of the American correspondents in Paris a fairly decent one; that he could have and should have provided working quarters and facilities that would have enabled them not only to fairly interpret what was going on there, but America's part in the proceedings. That, I think, would have been the first step in selling the treaty. In other words, if it had been intelligently interpreted it would have sold itself.

"You say in your letter that approximately a million dollars has been spent in propaganda for the league. It looks to me as if \$999,999 of it has been wasted. At any rate, permit me to say that it is the most unintelligent propaganda that I have ever heard of. My own mail bag is fairly well filled each

Syracuse Post-Standard Acquires Historic Sites for New Home

The *Post-Standard* of Syracuse, N. Y., has purchased the Grand Opera block, and has contracted to buy two adjoining properties, which have played noteworthy roles in the history of the city, as a site for a new plant. Possession of all three properties, which are in the heart of a coming business centre, will be given on May 1. The construction of the new structure will begin in the spring of 1921.

Coca-Cola Will Make Up Lists in March

The Coca-Cola Company, Atlanta, Ga., makers of the nationally known beverage, will make up lists during the month of March for advertising in newspapers, magazines, painted boards, car cards, trade papers, farm papers, religious press, signs and novelties. President S. C. Dobbs directs the work for the company, and the D'Arcy Advertising Company, International Life Building, St. Louis, Mo., will place the account.

Rosenberg Agency Will Move

The Irwin L. Rosenberg Company, now located at 123 West Madison street, Chicago, announces it intention to move about February 1 to more spacious quarters in the Cunard Building. Recently the agency obtained the account of the Manhattan Tire Company, Chicago, and that of the Prentiss-Wabers Stove Company, Grand Rapids, Wis., who make the Auto-Kamp-Kook-Kit, a portable stove for lovers of the outdoors. Schedules are in readiness for outdoor and motor publications. An intensive dealer campaign will follow.

Federal Trade Commission Withdraws Suit Against Aladdin Company

The Federal Trade Commission, which recently brought suit against the Aladdin

day; about 50 percent of it is propaganda—an appeal for world trade; for support of the railroad executives; a letter from some Senator or Congressman wanting to be patted on the back for something that he has done or failed to do; a tremendous riff-raff of effusions, eulogies and Lord knows what else—but *never a line about the Peace Treaty!* It strikes me that the propaganda for the League of Nations must have been terribly mismanaged. And it seems to me that if a start had been made on intelligent propaganda of national scope and breadth that there would have been no difficulty in finding funds for it."

This about closes the controversy. Unless, of course, something very exciting develops. But these quotations aren't fuses—they are barometers which indicate the trend of feeling on the function and possibilities of advertising as a political and national force. They are significant.

Company of Bay City, Mich., has sent a representative specially from Chicago to notify the concern that they had withdrawn the complaint at the request of the instigators.

H. V. Jamison Replaces Montgomery as Chairman

H. V. Jamison, who for the past eleven years has been advertising manager of the American Sheet and Tin Plate Company, Pittsburgh, has succeeded Frank S. Montgomery as chairman of the Manufacturers' Group of the Pittsburgh Advertising Club. Mr. Montgomery, who was advertising manager for the National Metal Molding Company, resigned to accept a position in New York City. Mr. Jamison, now sixteen years with his concern, has also been appointed chairman of the Pittsburgh Chapter of the Association of National Advertisers.

"The Thornes" a New Chicago Advertising Service

Paul Thorne and his wife, who is widely known in advertising circles as Mable Elizabeth Girling, are now associated in an advertising service at 927 Buena Park terrace, Chicago.

"A. & S." Necessary to Keep Up With What's What

HEARST'S MAGAZINE
110 West 40th Street,
NEW YORK

January 20, 1920.

Editor, ADVERTISING & SELLING.

It apparently seems impossible to get along without seeing ADVERTISING & SELLING each week—that is to say if one wants to keep posted on things of importance going on in the advertising world—so therefore please enter my name on your subscription blank, sending me bill for same, and oblige.

Very truly yours,
FRANK D. SNIFFEN.

FDS—M
Address:

Hotel Newton,
25-28 Broadway,
New York City.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



*The
Watch Dog
of Your
Battery*

Weston and Collier's

The Weston Electrical
Instrument Co. has
chosen Collier's as the
backbone of its 1920
advertising campaign
in general publications

"Watch Collier's"

Editing the Technical Publication

What Some of the Problems Are
and How They Are Solved

By HENRY W. BLAKE

Editor ELECTRIC RAILWAY JOURNAL

A FULL list of the internal problems of the editor would include such matters as the most desirable methods of recruiting our editorial staffs, ways in which we can best develop practical contributions from the field, how we can improve the typographical appearance of our respective papers, what we shall do with syndicated matter, what policy we should adopt in connection with exchanges and complimentary copies, whether a clip sheet is worth while, how we can simplify our routine duties of layout and make up, how we should classify our prospective stories and accepted manuscripts, what is the ideal form of editorial organization, etc. etc.

In suggesting that we follow up these topics I do not wish to be understood as believing that a standard method or policy on these editorial matters is necessary or even desirable on all of our papers, any more than would be a standard typographical treatment of our reading pages. But many, if not most of our methods have simply been evolved in our own offices, and I think it is fair to expect that by comparing notes and experience most of us could improve our practice in these respects. Such changes should be reflected in greater economy and efficiency in the conduct of our work.

ADDITION TO THE STAFF

The first question which I would like to bring up is the fundamental one of how and where we can best recruit our staffs. Where is the future technical editor to come from? There are three qualifications, as I see it, which we look for, besides the personal attributes of intelligence, probity, accuracy, personality, industry, ambition, enterprise, etc., which are needed in any business. These three necessary editorial qualifications are: (a) Ability to write well, that is, a good knowledge of English and facility of expression; (b) a technical knowledge of the trade or industry to which we cater, and (c) a special quality of knowing when an event or article is "news"; in other words, journalism.

Unfortunately, there is no school of technical journalism. Hence, when we want a man for the editorial staff we either have to take him from the field and teach him the newspaper business, or else we have to take some young man and train him in both newspaper work and the technique of the field to which we cater.

If the former plan is followed and we take a man from the field, we should remember that it is unsafe to add a man to the staff simply because he is an expert in our particular industry. No one will make a good editor who is not really fond of writing, and while this quality can be acquired, a man will make a better editor where it is innate. It will generally be found, I think, that most men in the industry who are fond of writing have contributed either papers to the association in that industry or articles to the technical paper in the field. For this reason it is safe to say that the most likely source

of recruits to the editorial staff of a paper is among those who have contributed to it during the previous two or three years. In fact, I think that if a census was taken of the members of the editorial departments of our different technical papers who have entered journalistic work from the field, it will be found that most of them began newspaper work as occasional contributors to the paper whose force they afterwards joined.

THE APPRENTICE SYSTEM DESIRABLE

In addition to the older men the staff, it is wise for every paper to have in its organization one or more apprentices,



HENRY W. BLAKE

whose work should be primarily with the editorial and subscription departments. In fact the large publishing companies could to very good advantage establish definite courses of say two years for apprentices, with certain periods to be passed in the subscription, advertising, copy and editorial departments. The salaries paid to these apprentices should be sufficient to attract graduating students from the colleges and technical schools. Preferably this salary should be increased by a certain amount each six months, and there should be a bonus of say \$50 to each man who completes the course. Obviously the number of apprentices admitted to such a course in each company should not be more or many more than can be absorbed later in the organization, as the services of the apprentices during their course would hardly be worth the amounts paid to them. After these men have become familiar with the paper and its field through this preliminary work, those who are best fitted for the advertising department can be transferred to that work, while those to whom writing appeals more strongly would find their proper places in the editorial department.

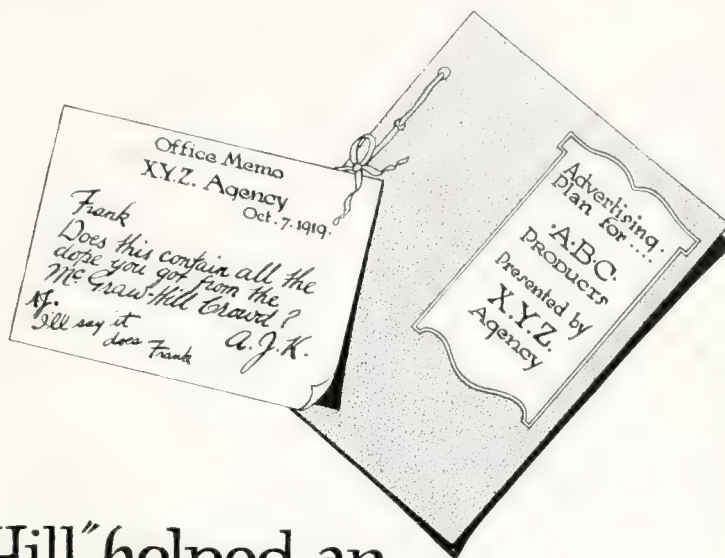
A fruitful field from which to obtain these newspaper apprentices should be that of college journalism. Men whose nature intends them for journalistic work cannot keep out of it in school or college. If there is no paper to work on they will start one. The editors of trade papers might well become acquainted with the editorial and business staffs of the papers issued in the educational institutions in their vicinity.

For years many of the large industrial companies have made special efforts through student courses such as I have outlined to induce graduating students to enter their employ. For example, during the last thirty years from 50 to 65 per cent of the leading men in the Westinghouse Company have been recruited from those who have come up through the student course of that company. Why should not the technical papers derive equal advantage from the adoption of such a policy?

TRAINING OF THE APPRENTICE

In his editorial work each apprentice should be drilled on the four essentials of technical journalism, namely: accuracy, timeliness, clarity, and brevity. Accuracy of course comes first because if an article or statement is inaccurate it would have been better if it had not been published, but the other qualities follow closely. Timeliness means imagination on the part of the author, that is, the concept of what the reader wants, when he wants it, and the way he wants it. Imagination of this kind, or the "sense of news," can be cultivated in most apprentices and is greatly stimulated by plenty of time spent in editorial field work. Timeliness means also the expansion of those parts of an article, whether it is a news event or a description of a machine tool, which the average reader wants expanded, and condensation of the rest. Clarity and brevity mean not only clear, concise writing, but such a knowledge of the trade that the article is expressed in language understood by the industry. The apprentice should be taught that if each of the 10,000 readers wastes a minute in learning the meaning of an article because it is not clear or in reading it because it is not concise, the time thus wasted amounts to twenty-one day of eight hours each. Hence, half a day on the part of the man who wrote the article is well spent if by so doing this minute on the part of each reader can be saved. The true editor, to paraphrase the definition of the true engineer, is he who makes one word do where otherwise two or more would be employed.

The apprentice should also be encouraged to develop a style, for there is no reason why the term "literature" should not be applied to technical as well as to other writing. He should not be satisfied with the first draft or the second draft of what he prepares, but he should be urged to go over and over the article again, considering it in the light of the four essentials already mentioned, until it has a piano finish in every particular. Much good will be gained, of course, if he will read the works of standard authors, both of poetry and prose, during part of his non-working hours. He need not imitate their construction, but he will unconsciously gain facility of expression and will enlarge his vocabulary by so doing. Nor should he neglect the reading and study of present day newspaper writing of the best kind, particularly as shown in the editorials.



How "McGraw-Hill" helped an agency land a big account

TWO New York agencies were leading in the competition for the big account of a business which has its root in the technical field. While each had considerable experience with technical accounts, neither knew, nor pretended to know, this particular market. Even the manufacturers had no real sales data on this particular field.

The K. L. M. Agency* proceeded, in the orthodox way, to estimate the situation as well as possible and, based on that estimate, to send out its research men to dig technical data out of a field as broad as the practice of engineering, trusting to their skill as investigators to offset their lack of engineering knowledge. Hundreds of dollars and weeks of valuable time were spent to collect and collate these "facts" and to present a brief which, considering the difficulties encountered, was a masterpiece.

The X. Y. Z. Agency remembered that great fund of engineering data accumulated by the eleven McGraw-Hill technical journals, and turned first to the McGraw-Hill "Advertising Counselors' Staff."

This staff prepared from its intimate knowledge of conditions in the technical market and from basic data already on file, a general summary of the situation; it directed the agency's research man in a brief and wasteless field investigation. Through the *American Machinist* it located an en-

tirely new field for the product; the *Electric Railway Journal* secured accurate data on the possible demand in that industry which would have taken months to collect independently. A *Power* editor was able to get answers to vital questions regarding the product as applied to power plants. The Research Department had already on file a field survey of the mining industry which supplied an essential background. All these facts and scores of others, the Advertising Counselors' Staff—engineers who know advertising—interpreted and compiled into a brief which formed the real basis of the X. Y. Z. Agency's successful solicitation.

Helps *hold* them, too

Of course the McGraw-Hill contact with an account does not end there. Whereas an agency may have one or two men on technical copy, the McGraw-Hill Service Department has 40 copy men and 27 artists and layout men, all specializing on appeals to engineers and engineering executives—many of them are trained engineers themselves. Co-operating with agency men to utilize the constant flow of new data and selling advice through the Advertising Counselors' Staff, these men are turning out advertisements, and merchandising plans so directly suited to the engineering market as to aid in great measure the continued control of many valuable accounts by the agencies wise enough to tap the McGraw-Hill resources.

*Although this is a true story, the McGraw-Hill rule of keeping absolutely confidential the services it renders agencies necessitates concealing identities.

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record
Engineering and Mining Journal
Chemical and Metallurgical Engineering

McGraw-Hill Company, Inc.

Member Associated Business Papers—Member A. B. C.

New York City

Closely allied to the question of the best way of recruiting a permanent staff is that of the best way of developing contributors, particularly of the short articles from the field, which we are all most anxious to secure. Various ways are possible, among them conducting prize competitions, advertising to pay special rates, circular letters, establishment of a special department, etc. The paper with which I am connected has tried all of these except prize competitions, and they are all good. Practically all, however, must be supplemented by a great deal of personal work to get the best results. This means again constant visits in the field. Otherwise, a great deal of good material will be lost, because often the man who has the best story will not realize it unless this fact is pointed out to him. It is often the trained newspaper man only who will see where good material for a story exists.

Trade papers can do much for the men in their industry, especially the younger men, who need to be brought out and who have ideas and experience which the field needs, by encouraging them to write articles of the kind I have mentioned. In this way they have an opportunity not only of making a permanent contribution to the good of the industry in which they are engaged and of shaping its future according to their ideas but they bring their names to the attention of the prominent men in the industry, in a way not possible otherwise. A man who contributes a valuable and lucid article on some subject may not know any more about it than his next door neighbor or one hundred others in the field, but if the manager of a large corporation should happen to read that article at a time when he wanted to engage an expert on that subject, he would be more likely to engage the man whose name was known to him than any of the others.

TYPOGRAPHICAL QUESTIONS

There is probably not a technical paper which does not strive toward improved typographical appearance, live titles for cuts and captions for articles, and boxes which enforce attention. This is a comparatively recent development in technical journalism. It is, of course, easily possible to use too many effects, but in my opinion most technical papers fail to give sufficient attention to attractive make-up.

To be sure, most of us work under the handicap that our publications partake in a certain sense of the characters of both a magazine and a newspaper. We have feature articles like the magazine, yet we carry to most of our readers the first news which they have about a great many events in the field, so in this respect we have the characteristics of a newspaper. In a sense, our technical papers are a composite of Newton's Principia, the New York Times and the Saturday Evening Post. Let us then strive to emulate the scientific character of the first, the newsmanship of the second and the typographical features of the third. The fact that correct make-up is so much more a matter of taste than of mechanical rule makes this question of especial importance.

COMPETITION WITH TECHNICAL SOCIETIES

There are so many topics which might be discussed under the title "problems that are always with us" that I could continue all day. But as the time is limited to fifteen minutes I shall refer

to one more only and that is the question of technical societies. How shall we handle their proceedings? How shall we act when they begin to compete with us in the publication of technical magazines?

Practically all of the technical societies were founded to advance "the theory and practice" of the industry concerned and maintain "a high professional standing" among the members of the society. I quote from the constitution of one of them. The founders of none, so far as I know, have declared the objects of the society to be that of engaging in commercial enterprises for the financial benefit of the society or its members. Yet there is a tendency recently to do that very thing, using the prestige of the society to develop a publishing business with a large corps of editors and advertising solicitors to compete with existing papers. Close analysis of each such case will usually disclose that the undertaking has been put through by a very small but active group and without any serious consideration of the situation by the membership at large. Such publications have by no means always proved financially successful, but hope springs eternal in the human breast, and the promoters of an unsuccessful society

magazine are just as unwilling to stop publication as those of one which is making money, especially when the treasury of the society can be drawn upon to make up deficits.

I do not intend here to take up the ethics of a body organized for scientific purposes to engage in a commercial enterprise in competition with some of its members, but to consider some of the editorial problems involved. One of these may and probably will be that the society will gradually restrict its publicity policy as to its proceedings so as to keep matter for the official publication. In cases of this kind, the best plan, in my opinion, where the papers are not published in advance, is for the technical paper to continue to print reports of important meetings as fully as before, if not more thoroughly, but to get the reports at the time of the meeting if advance copies of papers are refused. In other words, the paper should not contract the service which it supplies to its readers if it can help doing so, even if former co-operation is withdrawn.

From an address before the Conference of Business Paper Editors' in New York.

Bon Voyage Luncheon to Ivan B. Nordhem

On the eve of his departure for the Orient Friday, January 23, a "bon voyage" luncheon was given to Ivan B. Nordhem, the poster advertising specialist, by his staff at the New York Athletic Club. Besides the memory of a happy time Mr. Nordhem takes with him a handsome wrist watch testifying to the high esteem in which he is held by his associates. Of his staff the following were present: R. J. Danby, Colver Gordon, R. D. French, C. R. Atchison, Robert Frothingham, Frank S. Montgomery, Henry H. Kiefer, E. B. Nicolait and H. E. Way.

Burton Leaves J. Roland Kay for Milwaukee Agency

C. K. Burton, formerly with J. Roland Kay, Chicago, has affiliated himself with Klau-Van Pietersom-Dunlap, advertising agency, in Milwaukee. Mr. Burton, who is a specialist in foreign advertising, especially familiar with South America, Australia, South Africa and the Far East, joins the Klau-Van Pietersom-Dunlap organization to assist with their accounts which are extending their trade abroad now.

Ray Becker to Aid Candy and Ice Cream Advertisers

Ray Becker, who has had several years of successful experience in the agency and trade journal fields, has been appointed advertising manager of Candy and Ice Cream.

Shoe and Leather Reporter and Shoe Retailer Staff Hold Conference

The annual staff meeting of the Shoe and Leather Reporter Company and The Shoe Retailer Company was held in the conference rooms of the Boston office on January 16 and 17. Over forty representatives from the eight branch offices of the organization were present, the Chicago office being represented by five members.

It was decided that the 1920 slogan would be "Co-operation and Concentration" with a goal of 5,000 pages of

advertising. In 1919 the Reporter carried 3,993 pages of paid advertising, which is 454 more pages than its chief contemporary. In the evening of the sixteenth a joint banquet of the Reporter and the Retailer staff was held at the rooms of the Boston Athletic Association.

A. Rowden King Starts New Organization

A. Rowden King announces his resignation as president of Bennett-King Co. and the organization of A. Rowden King, Inc., with offices at 17 West 42nd street, New York, offering a service backed by years of experience in pictorial selling messages. Mr. King was formerly on the editorial staff of *Printers' Ink*. Later he was associated, for eight years, with The Ethridge Association of Artists, most of the time as manager of the Chicago office and studios. The new organization will specialize in filling the requirements of agencies and national advertisers along art lines.

Munsey Combines "The Sun" and the "New York Herald"

Beginning with the Sunday issue on February 1, Frank A. Munsey announced early this week that *The Sun* and the *New York Herald* will be combined in one newspaper, the title of the amalgamated paper being *The Sun and New York Herald*. *The Sun*, which Munsey consolidated with the *New York Press* three years ago, is the oldest morning newspaper in New York. It was founded in 1833. *The Herald* is the next oldest morning newspaper in New York, having been founded two years later, or in 1835.

A New Sharp Point Pencil to be Advertised

W. A. Shaeffer Fountain Pen Company, Fort Madison, Wis., is arranging an advertising campaign of considerable size for a new sharp point pencil, in addition to the regular fountain pen campaign. When a representative of ADVERTISING & SELLING made a visit to the plant recently extensive preparations were being made to increase the sales force.



The Finest Displays on the Board Walk at **ATLANTIC CITY**

3 Splendid Illuminated Bulletins

Size 16 feet high by 45 feet long each

After all—there is only one board walk!

It's at Atlantic City—the all year 'round resort.

There's one *real* outdoor painted display—right on the walk—facing the world famous promenade—seen by 10,000,000 visitors annually—from every state in

the Union—what a wonderful national circulation!

We have secured this strategic location and offer it to advertisers who want to reach the multitudes at Atlantic City.

The cost is less than that of other national circulations—write us for details—we will submit sketches and all information you want.

The O.J. Gude Co., N.Y.

550 West 57th St.
New York

Outdoor Advertising Everywhere

People's Gas Bldg.
Chicago

Diplomatic and Consular Assistance to Foreign Trade

The Part These Governmental Employees Can
Do to Help Manufacturers Secure Foreign Trade

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," etc.

IN these days when the eyes of the American exporter and manufacturer are lifted to distant horizons, the activities of the American Consul and diplomatic officers in general in foreign lands become increasingly important. Among the men who are serving the United States abroad there are few who have the opportunity of yielding greater power or influence on behalf of their country than the diplomatic and consular representatives. It has been my privilege to know many of these men in different countries, and on the whole I have come to respect them highly, both for their ideals and the manner in which they are striving to attain them, frequently under arduous and difficult circumstances.

THE AMERICAN CONSUL

The work of the American consul cannot be considered entirely by itself; it is intimately associated and reciprocally related to the attitude and activity of the American exporter and merchant.

Edward J. Norton, American Consul at Sydney, Australia, and one of our Consular Agents having wide experience in both the Far East and South America, writes as follows:

"The commercial work of the American Consular Service is directed toward helping the exporter help himself to foreign trade. The consuls are expected to inform the exporter what products sell or might sell in the world's market; about the competition that exists, and how to meet it; suggest a means of getting into these markets; how to handle orders and how to hold trade. In other words, the function of the Consul is to analyze the foreign market.

"Our Consular Service is now so organized and developed that the exporter at home wishing to plan a foreign market selling campaign, and facing possible purchasers widely distributed geographically and with equally wide extremes of buying power and needs, can—by going about it in the right way—get nearly all the information he requires about trade opportunities through the Consul.

"However, the assistance rendered by the Consular Service to the exporter is generally well known. On the other hand, very little has been said about the assistance the exporter can render to the Consul."

In this connection Mr. Norton points out that a Consul would be greatly aided if the American exporter would write him definitely concerning certain products which he would like to have him investigate as to markets in his particular section. He states, with good reason, that many of the requests which come to Consuls are so indefinite and vague that the man of the Consular Service is at sea to know the particular thing about which the American manufacturer wishes to be informed. He also states that most of the Consulates are glad to keep a file of the catalogs and price-lists of American manufacturers and exporters for the information of people wishing to do business with American firms. By sending these catalogs directly to the Consul, the manufacturer not only serves himself, but expedites business, making it possible for the prospective buyer in foreign lands to secure his information through the guidance of a Consul as a representative of American business.

In order that the man interested in foreign trade may be in a better position to cooperate with our Consuls abroad, we wish to present in this article some of the outstanding duties and activities of our Consular Agents, since we believe that the work of this class of men has not been sufficiently well known or carefully studied by the American exporter. There are few officials in the United States, in fact, whose complicated work is less accurately understood by the rank and file of citizens, and even by world travellers, than these men who, while exiles from their native land, are supposed to know more about that land than the people at home, in order that they may translate the spirit and the work of their country into terms intelligible to the foreign nations in which they serve. That our Consular Service has been sadly handicapped at times by politicians ignorant of conditions outside of the United States, cannot be denied: That here and there there have been unwise appointments and

poor Consuls also cannot be denied. If, however, our people and our politicians would take the time and effort to study both the object and the activities of these important representatives from whom foreigners, especially in matters of trade, learn the characteristics of the United States, and the way of doing business in this republic, the natural trade expansion of America would be facilitated, and the work of the American Consuls would be made easier than it is today.

Increased appreciation and less ignorant criticism of these government officers would undoubtedly help the service. But appreciation is born of knowledge, and the average person seems to have little definite conception of the Consular work.

Suppose, for example, the Americans travelling abroad who received favors from these officers upon whom they are often largely dependent for information and guidance as well as for protection, should form the habit of writing to the State Department as well as to the Consul himself, speaking of their appreciation of many kindnesses proffered; suppose that every American business man doing business abroad should take the position of a certain prominent man of affairs in a South American city who stated that he considered it both undignified and disloyal to his country to criticize harshly the representative whom his nation had seen fit to place in a foreign nation—would not such a course be the means of making a better Consular Service? We have heard of many people who have been quite ready to send in complaints, both to the State Department and to the Consuls themselves, as well as to air their supposed grievances concerning our service abroad. Is it not time and perhaps a peculiarly strategic time just now, for those who understand something of the Consular difficulties and have benefited by Consular favors to make themselves heard?

(Continued on page 27)

INTERNATIONALIZING

"The House of Transportation"

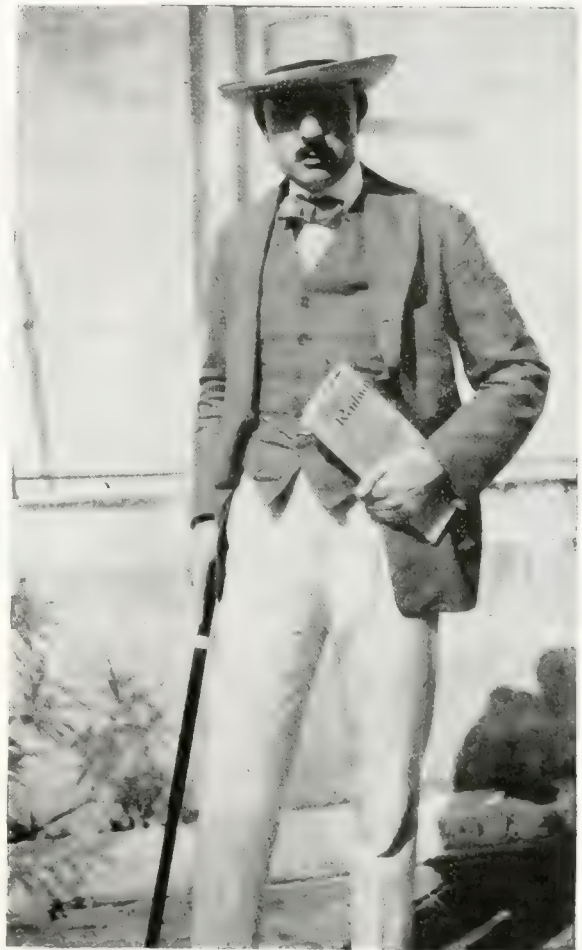
REALIZING that the war had changed the attitude of many foreign countries from apathy to real interest in the matter of American methods of transportation, the Simmons-Boardman Publishing Company, in May last, opened a permanent office in London, and employed a correspondent in Paris.

The result is that we are able to give the readers of our five papers first hand information about the railway situation abroad, and to promote the use of American made railway equipment and supplies in Europe, Asia, Africa and Australia through a constantly increasing subscription list.

Now we have sent Mr. John P. Risque, one of our regular staff members, on a trip through Cuba and South America with instructions to write about the transportation situation in each country he visits, and to get every English reading railway officer to subscribe to one or more of the Simmons-Boardman Unit of railway papers and to buy copies of the "Locomotive Dictionary and Cyclopedia" and "Car Builders' Dictionary and Cyclopedia"—two books without parallels in the history of technical publications.

And that the Simmons-Boardman Publishing Company may be more truly "The House of Transportation," we will soon launch a "Shipbuilding Unit" which will be a close companion to the "Railway Unit," the first section to be known as the "Shipbuilding Cyclopedia." A separate

staff of men who know both the theoretical and practical sides of shipbuilding has been working hard for more than a year on this Shipbuilding Cyclopedia, and it is expected that the result will appear in tangible form



John P. Risque, Staff Member in Cuba

in March. The Shipbuilding Cyclopedia will be unlike anything heretofore attempted by anyone.

SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Building New York

Charter Members

Audit Bureau of Circulations

Associated Business Papers

Publishers also of Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Maintenance Engineer, Railway Signal Engineer, Car Builders' Dictionary-Cyclopedia, Locomotive Dictionary-Cyclopedia, Maintenance Cyclopedia.

Chicago

Cleveland

Cincinnati

Washington

London



E. T. Meredith, the new Secretary of Agriculture. Mr. Meredith is publisher of *Successful Farming* and President of the Associated Advertising Clubs of the World.

Edwin T. Meredith Becomes Secretary of Agriculture

The appointment of Edwin T. Meredith to the office of Secretary of Agriculture places in the Cabinet an expert agriculturist, a financier and a successful publisher who is one of the foremost men in the advertising world.

Mr. Meredith, who becomes the sixth secretary since the Department was created in 1889, and the second from the State of Iowa, is distinctly representative of the West and of the farmers. He is the man that they would elect to the post, in all probability, were it an elective office. Born at Avoca, Iowa, December 23, 1876, he spent his boyhood on the farm, and got his start in business there. After completing high school, Meredith worked his way through Highland Park College by doing odd jobs in Des Moines. Finished with his course, he obtained employment with a printing company, but gave up the position, after a short time, to go with the *Farmers' Tribune*.

To this move, the first of Meredith's advertising and journalistic ventures, both of which were connected with agriculture, may be attributed the great success he has now achieved. The *Farmers' Tribune* was published by him in Des Moines from 1896 to 1902, and in the latter year the name was changed to *Successful Farming*. Through the publisher's perfect understanding of the farmer and his needs,

the paper of a few pages grew until it is now one of the best known publications in the United States. The issue for January, selling for 5c, had a circulation of over 800,000 copies, and contained 248 pages, the advertising columns alone amounting to upward of \$300,000.

Successful as publisher and business man, Mr. Meredith soon commanded the attention of the public. In 1914 he was nominated for the United States Senate, but was defeated, and in 1916 in a race for the governorship of Iowa he was defeated again. However, as many of the measures which he had advocated were adopted later, he is satisfied, and has been growing constantly in public favor. Ability as a financier caused him to be elected a director of the Chicago Federal Reserve Bank in 1917, and this same year William G. McAdoo, then Secretary of the Treasury appointed him to the Board of Excess Profits Advisers. He went to England and France as a member of the United States Labor Commission in 1918. He is a director of the Iowa Trust and Savings Bank, and as a director of the United States Chamber of Commerce he has been active in the effort to solve the country's reconstruction problems.

Mr. Meredith's place in the advertising world has been made prominent through his great publishing success. The magazine, *Successful Farming*, was one of the

pioneers in the campaign for clean advertising, and the first edition published in 1902, guaranteed every advertisement which it carried, which policy has been continued ever since. He has been a member of the Executive Committee of the Associated Advertising Clubs of the World, and of the Des Moines Ad Club and its Board of Governors, and is an extensive speaker on advertising subjects. Mr. Meredith at the Convention of the A. A. C. W. last year was chosen president.

Mr. Meredith's family consists of Mrs. Meredith; a daughter, Mrs. Fred Bohlen, and a son, E. T. Meredith, Jr. They were visiting Miami when the news came.

The human interest life history of this self made man was told in the October 25, 1919 issue of *ADVERTISING & SELLING*.

W. N. Bayless with Powers-House

The Powers-House Company have announced that after February 16 Mr. W. N. Bayless, for the past eleven years advertising manager of The Conklin Pen Manufacturing Company of Toledo, Ohio, will become chief of service of the Cleveland agency. Mr. Bayless return to the agency field will be of particular interest to his colleagues in the Association of National Advertisers, by whom he was recently appointed to the National Advertising Commission of The Associated Advertising Clubs of the World.

Mr. Bayless first entered the advertising profession seventeen years ago as advertising manager of The American Bed Company, St. Louis, Mo. This position he left to gain a greater knowledge of printing, spending the next year and a half as printing salesman. From that work he went to Detroit as account executive for the largest Detroit agency of that day. In 1909 Mr. Bayless became advertising manager for The Conklin Pen Manufacturing Company where his work was later recognized by his appointment to the executive committee and his election for five years to the board of directors. In Toledo he helped to found the Toledo Advertising Club, of which he is a director. Mr. Bayless is well-known nationally as a speaker on advertising and merchandising topics and is at present instructor at Toledo University, giving a lecture course on national advertising as related to sales and merchandising. In his new work with The Powers-House Company Mr. Bayless will specialize on sales and merchandising counsel.

St. Louis to be Advertised to the Nation

An advertising campaign to popularize the city of St. Louis is expected to be launched sometime in March by the John Ring, Jr., Advertising Company. St. Louis has appropriated \$50,000 for the purpose, but many, among which are the members of the Drug and Chemical Club, are now urging that \$500,000 be set aside. Under the present plans the campaign would be carried on during March, April, May, June, October, November and December. It is proposed to spend \$25,000 in advertising in class magazines with readers said to total 8,000,000, of whom 65 percent live east of the Mississippi River; \$10,000 in newspapers telling other cities of the advantages of St. Louis as an industrial center; \$6,000 in trade journals; \$5,000 in foreign language newspapers, and \$4,000 in booklets and pamphlets.

(Reprinted from the Sun of January 25)

To the Readers of The Sun

Here we are again in on another consolidation, and this time some consolidation. Three and a half years ago, immediately following my purchase of THE SUN, it took over The New York Press, and consolidated it with itself.

Now it is The New York Herald that is coming in with us, a newspaper whose prestige is as wide as the world. Beginning with next Sunday's issue (February first) THE SUN and The New York Herald will be combined in one newspaper. The title of the amalgamated paper will be

The Sun and New York Herald

THE SUN is the oldest morning newspaper in New York. It was founded in 1833. The Herald is the next oldest morning newspaper in New York. It was founded two years later, or in 1835. Each of these newspapers has played a great part in American journalism. Each was a pioneer on different lines.

Together they overturned and revolutionized American journalism and were the pathfinders and pacemakers of our present day journalism. Each has builded bigger in its special field than any other American newspaper.

The success of the amalgamation of THE SUN and The New York Press is an outstanding record in the history of American journalism. The success of the amalgamation of THE SUN and The New York Herald ought to be immeasurably greater.

These two newspapers are of the same world, the world of intellect and law and order. And each newspaper has something to bring to the other that will make the amalgamated papers better than either has ever been on its own.

FRANK A. MUNSEY

(Reprinted from The New York Herald of January 25)

To the Readers of the New York Herald

Beginning with next Sunday's issue of the *Herald* (February 1) THE NEW YORK SUN and the *New York Herald* will appear in combination as one newspaper. The title of the combined paper will be THE SUN AND NEW YORK HERALD.

I am fully conscious that this announcement will come as a great shock to many of you, most of you in fact, who have clung faithfully to the *Herald* while other New York newspapers have been more vigorously handled, have been better nourished, and as a consequence have steadily forged ahead of the old leader in circulation and in earnings.

But in spite of this fact you have never wavered in your allegiance to the *Herald*. The reason for this, I assume, is that the *Herald* has never lost its atmosphere of refinement. A newspaper reflects the soul of the man who owns it and puts himself into it. Mr. Bennett was a man of good breeding, a man of refined contacts, a man of the world.

The *Herald* has covered as no other American newspaper has ever covered the doings of the social world, dramatic world, musical world and world of sports. Its sporting news has had a peculiar *Herald* flavor, more refined in theme and in handling than such news in other newspapers.

Because of these outstanding characteristics, the *Herald* has been an extraordinary favorite with women readers everywhere—women of education, position and refined taste. In later years the *Herald* has lacked manly vigor. It has depended largely on its specialties, whereas it should have added to these specialties more of the strength of the vigorous morning newspaper of today. It had these vigorous qualities in big measure in its early

days and they were still outstanding characteristics of the *Herald* when its great editor and owner, the late James Gordon Bennett, was in his prime, his journalistic vision then stretching out to the furthestmost parts of the world.

Without his hand to guide it, without his genius to vitalize it, without his generous purse to finance it, it has given place in the race for supremacy. But in spite of all this the prestige and power and world fame of the *New York Herald* remain undimmed. They are an asset of inestimable value. No newspaper can be great without them.

I want to tell you, you staunch friends of the *Herald*, that I was no less unhappy than perhaps you are today when my analysis of the situation in the *Herald* office convinced me that it should be combined with THE SUN. I had hoped it might wisely be continued as an independent entity. If I had yielded to sentiment and pride I should have entered upon the fight so to continue it.

But pride has no place in economics. To have continued the *Herald* as an independent entity would have been in opposition to all the laws of economics, all the laws of sound business.

Its printing plant is archaic and worn to the breaking point. There is no machinery there of any practical value. A new equipment could not be installed under a year and a half, and then at a cost of \$1,000,000 and more.

THE SUN does not need the *Herald* in combination, but the *Herald* needs THE SUN. THE SUN has a wonderful mechanical equipment, enormous in size and thoroughly representative of the very last word in printing machinery. THE SUN has acres of floor space for its printing plant, for its editorial rooms and for its

offices—a magnificently equipped newspaper shop in all particulars.

The *Herald* not only has no printing machinery but has no home, or will have no home in another fifteen months. The ground lease on which the *Herald* Building rests terminates at the end of April next year and then the *Herald* Building will become the property of the owners of the ground.

While THE SUN is in an impregnable strong position and does not need the *Herald* in combination, yet it cannot help benefiting from taking on the *Herald* atmosphere, the *Herald* circulation and the *Herald* prestige. The *Herald*, on the other hand, will benefit enormously from combining with THE SUN. It will have the advantage of THE SUN's fine organization and of THE SUN's great mechanical equipment. Moreover, it will get from THE SUN the vigor and energy and initiative that the *Herald* has lacked in recent years. It will get, too, as great a measure of prestige as it gives, for THE SUN's reputation for cleverness, for earnestness, for courage mounts quite as big in the aggregate as the far famed reputation of the *New York Herald*. Together, in one entity, these two newspapers ought to make one very great news paper.

The foregoing tells you why I am amalgamating THE SUN and the *Herald*. It is a long statement, but the occasion merits it: it is your right to have this statement.

One word more and I have done. The *New York Herald*, your *Herald*, is not going to die. My purchase of the *Herald* and this merging bring it back to its own again, bring it back to the days of its youth when it was a very great news paper, a very great force in our nation.

FRANK A. MUNSEY

"YOU CAN'T BEAT THE HUMAN SALESMAN"

THE human salesman is the most effective of all. Indeed, it may be said of advertising that just in proportion as you approximate the hu-

man and cut it in two, revealing the fresh, juicy meat of the fruit—holding it up before the eyes of everyone in the car. It fairly makes your

mouth water to think about it! That is exactly what we have done on your car card. We have cut the lemon in two and reproduced it in its actual size and realistic colors—as tempting and life-like as possible. Your mouth waters just to look at it. It isn't ten feet high; it isn't in one

flat color; it is the real fruit itself just as it is. You sit there and ride along with that mouth-watering lemon candy advertisement, constantly held up before your eyes,



When you see this, actual size and full colors, your mouth waters. You just can't help it.

man salesman, just in that proportion will your advertising be successful."

We recently made this statement to an advertiser of a candy fruit tablet. He said, "Illustrate just what you mean."

We said, "Suppose it were possible for you to have a human salesman standing in every street car where your car cards now appear selling your candy. Suppose he is selling the lemon flavor. What more effective thing could he do than to take a



Colors and actual size lend such realism that you can't resist them.



Trying on the Gloves for the prospective customer. You see the actual size, color and texture of the Glove.

tempting you minute by minute. By the time you are ready to get off the car you want some of that lemon candy. That is approximating the human salesman."

"Suppose I am going to try to get you interested in a mince pie. I bring out the pie and set it down before you steaming hot. That is the nth power of arousing desire. You want to pick up your fork and go to it. That is the human salesman at work.

"Now, on a car card, we simply look through your eyes at the pie on the plate before you. There it is in all the realism of actual size and full colors — in fact, the pie itself; flaky crust, juicy filling, steam and all. Next to the object itself there is nothing quite so appealing and convincing as that object reproduced actual size, actual colors, just as it looks."

The very natural physical elements

the average community the number of street-car riders per day equals the total population of the community.)

This dormant power, harnessed to your product, becomes a "living salesman," spreading a nation-wide consciousness of your message.



Actual size and colors make this Mazola cake so real you want to bite into it.

STREET RAILWAYS ADVERTISING CO.

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg., New York

WESTERN OFFICE
Monadnock Bldg., San Francisco

(size, position, color-realism) individual to street car advertising, make it most effective in approximating the human salesman. Except that street-car advertising works on a vastly greater scale. It talks to **everybody** in the community. (In

Goodrich Adopts Standard Catalog

The Standardization Committee of the National Association of Purchasing Agents last month reported that the Hard Rubber Department of the B. F. Goodrich Company, Akron, Ohio, had adopted the National Standard catalog size, 7½ x 10½, for its new catalog.

James Agency Sends New Schedules

The H. E. James Advertising Agency, New York, is sending to National farm papers new schedules and copy for Elcar advertising. Metropolitan newspapers and added newspapers in the South and West are also receiving new schedules on the Formant advertising directed by this agency.

Class Papers Merged

Contracting, a semi-monthly periodical, and *Municipal Journal and Public Works*, a weekly, have been combined under the title of *Public Works*, which will be issued every Saturday beginning February 7th. As the very appropriate

name indicates, the consolidated paper will cover all kinds of public works—highways, bridges, water supply, sewerage, public sanitation and all construction of a public nature. The high standing of *Municipal Journal and Public Works* as a municipal paper will be maintained, but the scope of the combined paper will be broadened as outlined above.

Chemical Age, owned by the Contracting Publishing Corporation, will also be taken over and continued as at present under the same ownership and management as *Public Works*. H. F. Pomeroy, president of Contracting Publishing Corporation; Frank W. Skinner, editor of *Contracting*, and Lloyd Lamborn, editor of *Chemical Age*, will go with the new organization. The publication office is located at 233 West Thirty-ninth street, New York.

New Canadian Agency

Thonton Purkis, an executive with the J. J. Gibbons advertising agency for the past eight years, left his position on January 1 to establish his own agency in Toronto.

Captain Goes with New Fisher Agency

Captain J. W. G. Clark has resigned his position with the Toronto *Daily Star* to go with the newly established Fisher Advertising Agency of Toronto. After his return from overseas Captain Clark assisted materially with the publicity work of the Victory loan campaign.

Pancoast with Russia Cement Co.

T. H. Pancoast, who has been sales manager of the Thaddeus Davids Ink Company for the past two years, has become connected with the Russia Cement Company of Worcester, Mass.

New Account for Foley

The Richard A. Foley Advertising Agency, Philadelphia, has secured the account of the A. M. Collins Manufacturing Company, makers of photographic mountings.

McCord Co. Acquires Big Businesses

The McCord Manufacturing Company, Wyandette, Mich., has acquired the business of the Russell Motor Axle Company, Detroit, and the Racine Manufacturing Company of Racine, Wis.

Pepsodent Will Spend Much in Latin America

The Pepsodent Company, Chicago, it is reported, will spend close to one million dollars in Latin American papers advertising their product direct to the consumer. This advertising, it is understood, will be placed direct.

Derum on Campbell-Ewald Staff

John P. Derum, formerly with Campbell-Ewald Advertising Agency, has joined the staff of the Redfield agency, New York City.

Regal Manager Returns from France

L. Grant Hamilton, who was advertising manager for the former Regal Motor Car Company, has returned from France after two years in the service.



The late William Woodhead, former president of the Associated Advertising Clubs of the World, who dropped dead in Chicago this week.

William Woodhead, Former President A. A. C. of W., Dies in Chicago

New York, and in fact the advertising profession of the entire country, mourns the passing of a splendid man, who for many years was among the most prominent in the business.

William Woodhead, publicity manager of Sperry & Hutchinson, and formerly President of the Associated Advertising Clubs of the World, while addressing the members of the Union League Club in Chicago last Tuesday dropped dead of heart disease. He was 52 years old.

Born in Yorkshire, England, in 1868, Mr. Woodhead, after his education in English Private Schools and at Yorkshire College came to this country, about 34 years ago. He was president and general manager of Woodhead, Field & Co., publishers of *Sunset Magazine* in San Francisco, from 1906 to 1916, and was assistant publisher of the *Chicago Examiner* from December 1917 until March 1918.

During 1910-11-12, the members of the Advertising Association of San Francisco chose Woodhead for their president three times. Elected twice to the presidency of the A. A. C. W., serving from 1913-15, he was conspicuous for his conscientious development of advertising club solidarity. He was an extensive speaker, having addressed practically every advertising club in the United States more than once, and was a notable contributor to advertising periodicals. He belonged to the Advertising Club of New York, and only recently had addressed a meeting. In San Francisco he had been a member of the Chamber of Commerce, the Commercial Club, Advertising Association of San Francisco, Quoin Club and the National Periodical Association.

Gifted with a keen, analytical mind, particularly fair-minded, he always stood for the fair and square deal. He was tremendously interested in human beings rather than things mechanical. His sterling qualities and his kind thoughtfulness brought love, respect and esteem from all who knew him.

Keeping Up With The Times

A FACT A WEEK

This announcement is for the purpose of making peace with the men and women of The Times who provide and direct the music news and advertising.

The Times recently bought space in Advertising & Selling to tell of its leadership in automobile news and advertising, and said nothing about the field of music in which The Times likewise has won leadership.

It is more than two years now since the development of The Times as the medium for music lovers began. For a long time attention was concentrated on the Thursday issue. Gradually the importance of this day to advertisers of music and musical instruments gained recognition until The Times came to carry more music advertising than any other paper in the daily field. Recently, it became desirable to add another day in each week and now Thursdays and Sundays are the issues in which the news and advertising of the music field reach almost the proportions of a special section.

The Washington Times
WASHINGTON, D. C.

Diplomatic and Consular Assistance to Foreign Trade

(Continued from page 20)

In the first place there is considerable misunderstanding as to the fundamental object with which our American Consuls are sent to foreign nations. Some people will tell you that they are there to serve solely the "American Colony" or the people who are established in business and trade abroad; that it is their business to act as legal advisers for these American business men in other nations, and in a general way to take their part against the legal exactions of laws and customs in the country where they serve.

It is not always understood that such is not the main business of the American Consul, but that he is primarily the agent of his government to the people of the nation to which he is sent. He is to foster commercial and trade relations between Americans at home and the business people of alien countries, and when these relations have resulted in a settlement of American business in these countries, much of this responsibility to these particular people, at least, ceases. In other words, the American Consul is not primarily a policeman or an unpaid legal attaché to any business firm operating abroad. The service which he renders repeatedly to such firms is often a voluntary and friendly one, rather than one primarily laid down in his instructions.

One can readily realize why this is true, when the multifold duties of the Consul to the various government departments at home, are considered.

THE CONSUL'S DUTIES

There is first of all the Consul's duty to the State Department which involves numerous and frequent reports. There are accounts of shipping of all kinds to be kept, port statistics, political and statistical reports, registration of American citizens, and passports to be vised. There is the Consul's jurisdictional work, his work of settling the estates of persons dying abroad, together with his peculiar intercessory offices for the American colony in countries where there are capitulations, or in the countries where there are extra-territorial rights.

There are also duties which the Consul must perform for the Treasury Department. These include such services as transfers of all United States bonds abroad; the income tax business; demographic statistics to secure and send every week to the

Department, and bills of health for ships.

The Department of Commerce makes large demands upon the Consul. This Department requires him.

1. To legalize all transfer of shipping.
2. To survey all protested cargo and protested shipments of merchandise and damaged ships.
3. To attend to the discharge and enrollment of every American seaman in his port.
4. To act as intermediary between ships' captains and port authorities.
5. To send American sailors to hospitals when it is required, and also to see to their burial and to the settlement of their estates.
6. To write regular commercial reports.

7. To settle all disputes between masters and mariners.

When it is realized that much of the excellent service which the Department of Commerce at Washington is rendering at present to the country, in the way of statistical knowledge and reports concerning various branches of trade with foreign nations, depends upon the regular reports of Consuls concerning these matters, a new and vital importance attaches to the service of such government officers.

The Department of the Navy, also, looks to the Consul as the sole representative of the Bureau of Hy-

POSTERS

There is nothing plaintive about the voice of the Poster.

It speaks right out in the open and it says what it means in a way that everyone can understand.

Nordhem Service brings to you every bit of the Poster's power together with a complete and satisfactory service.

IVAN • B • NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

8 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

drography and expects him to watch the changes of light houses, holding him responsible, in part at least, for any ships which are wrecked by reason of changes in lights and signals, etc. The Navy Department also requires him to receive warships entering his port with the proper ceremony (which is considerably complicated) and to purchase coal and water for such ships when required. A certain Consul of our acquaintance was involved recently in a negotiation involving \$17,000 in the purchase of coal for a warship entering his port.

There are also consular reports

to be sent to the Department of Agriculture, such as periodical crop reports, and he acts as agent for the transmission of grain and fruit seeds.

The American Consul abroad is the deputy officer of Customs in the place to which he is sent. He must legalize the invoice at the point of origin unless such invoice is worth less than \$100. He must itemize invoices from which the import statistics of the United States are made, and this requires that he shall know the wholesale prices and hold a check upon any articles that are undervalued.

To the Post Office Department, this officer is also related, being the agent of the dead letter office of the United States, returning uncalled-for letters to that Department, and also reminding Post Offices in his territory of their obligation in this regard. It is his duty to receive mail of American citizens at the consular offices and see to its forwarding. I have found frequently the Consul handling mail at his office for several hundred persons.

It is also the Consul's work to assist all secret service men of the Army and Navy, as well as to devote his time and attention to travelling officials of the government who may be passing through his section.

The responsibilities of the consular officer to the people of the United States consists in answering every letter received, inscribing them in a book together with a reply, each letter being numbered.

He represents all the Courts of the United States for the Department of Justice and possesses notarial responsibility as well as the work of conveyance and is a Commissioner of Deeds. He must acquaint himself thoroughly with all the treaties existing between the United States and the country to which he is sent and keep himself posted concerning every development in connection with the multi-fold duties enumerated above. In a word the consular office is a clearing house for the branches of our government at home and public business abroad. It is a rallying point for Americans doing business in foreign lands and a channel through which international trade with these lands may be expedited.

aiding TRAVELLERS AND TOURISTS

To travellers and tourists, moreover, the Consul is an indispensable necessity and friend in need. Every visiting American, tourist, traveller, official, professor, investigator or adventurer, feels that he has the right (and he seldom omits using it) of making a call upon the Consul. At times he only wishes to drop in for a "friendly chat" or "pay his respects." He is glad to see an American and is inclined to sit and gossip about things "back home," not realizing many times that the busy man has a pile of invoices at his side awaiting his signature, or perhaps must sit up half the night to write a report that must catch tomorrow's steamer.

To the tourist the Consul must

Get this "Book of Facts" on a concentrated One Billion Dollar Market



If you are now selling in Brooklyn or contemplating entering this field you will find this book a
Valuable Aid

Royal Paper Goods Co.,

Mrs. Rex Paper Bags, etc., N. Y., says:—

"I have always considered Brooklyn and its adjacent territory as a large market. I had no conception of its real size until I glanced over the statistics contained in your booklet."

(Signed) CHAS. ROSENTHAL.

Many more
comments
like these
from others

What one
Advertiser
thinks
of it!

SEND FOR BOOKLET "A. S." NEW MAP, ADVERTISING RATES, ETC.

Broadway Subway & Home Boroughs Car Adv. Co., Inc.
Tel. 7291 Cort. 67 LIBERTY STREET, NEW YORK

be the Liberal Dispenser of Information. As a matter of fact, the usual Consul who gets along in the service is encyclopaedic in his knowledge. He knows that he will be required not only to give letters of introduction to travellers, but also to inform the men where they can buy the best brand of cigars, and tell the ladies what there is to see in town and the best places to shop. I shall never forget the subdued, sad look upon a Consul's face in the city of Cairo as he stood beside me and watched the arrival at the Shepard's hotel of three hundred American tourists on the Steamship Cleveland. He exclaimed resignedly as he watched their approach, "I'll have them all this afternoon!"

It must also be noted that the Consul, who chances to be located in a place where there is no Minister or Ambassador, owes social responsibilities to the American colony of which he is the head, and must attend lunches, dinners and receptions, as well as personally give such entertainments. He is also in such places called upon, on the Fourth of July, Thanksgiving Day, Washington's Birthday, and on other national patriotic occasions, to make speeches and preside at the functions.

SALARIES

There has been much said and written concerning the salaries of our consular and diplomatic officers, and the handicap under which they serve in competing with the representatives of other nations in the matter of dignity in living, houses, entertainment, travelling expenses, etc. There has been without doubt an improvement along this line in recent years. Yet the traveller is frequently surprised and chagrined at finding the handicap and disadvantage under which many of our consular officers work, because of small salaries, or allowances which very easily are expended in foreign lands in their necessary task of ingratiating themselves through the medium of dinners and social favors with the members of the nation whose good will they must necessarily possess if they succeed in their mission. We have rarely seen a consular officer who has been able to save money. If he loses his appointment through changes in the administration or for other reasons, he often finds himself out of touch with things at home, and having been so long away from home-friends and conditions in the United States, he is quite helpless.

It would seem that a pension for Consuls who have devoted the best years of their lives, often in the out-of-way places of the earth, to serving and forwarding the interests of their country, would be in line with strict and equal justice. In these days when the United States is beginning to look as never before far out upon the trade routes of the world, it is especially opportune to ask whether sufficient general attention and appreciation are being given to the excellent and indefatigable service which our Consuls are rendering to the American commercial world.

DIPLOMATIC AND CONSULAR CO-OPERATION

The war has caused such a widespread appeal, not only in political but also in commercial affairs throughout the world, that reconstruction is necessary in the diplomatic and consular services as in virtually all other departments of our national life.

While the business man in many instances has become somewhat discouraged as regards the possibility of securing in various foreign countries, uniformly at least, Government representatives and officials, who by training and personality, are capable



Sweet Aniline

YOU remember how we used to harmonize the old sweet song. Well aniline dyes and pulp colors harmonize mighty fine with the paper industry. Though to the uninitiated and the unhazed paper is wood or rags plus water, there are many fancy colors that are added to make plain white and colored paper. Of course you wouldn't know that there is no such thing as a perfect white paper but sometimes it has the blues and other times it has a tinge of yellow. Let us announce that the Pullman car people overlooked some good bets by not noticing these names which appear on many paper mill orders, Auramine, Chrysoidine, Safranine, Methyl Violet, Azo, Rubine and oh, baby! some others that I can't even think of let alone pronounce.

While we are at it let us pronounce a benediction upon PAPER, the publication that most color manufacturers use to carry their message to the paper people. "Information requested" sounds sweet to our ears.

PAPER

131 EAST 23d ST., N. Y. C.

You could force us to sell you 280 inches of advertising space for \$240. Try it.

of truly representing the country and assisting in trade, it would seem in this new era of industrial and international relationships that politics should be adjourned more and more and the economic commercial progress of the United States re-emphasized in the appointment of our national representatives abroad. These representatives should be charged with the high duty of certain real leadership on behalf of their country in the great competitive industrial wars for America's rightful commerce and economic expansion.

The great gulf between the diplomatic and consular bodies should be bridged as far as possible, and the men appointed directly for trade responsibility should be given a new and dignified status in the countries to which they are attached. Doubtless, it would be impossible to follow the law on the statute books in Italy calling for an interchange of officers between consular and diplomatic departments; but for the sake of the vital necessity for furthering national economics abroad, at a time when every functionary should be keenly alert in loyalty to the great foreign trade expansion of the United States, thought and careful planning should be given to team-play between our foreign representatives. These men have tremendous possibilities in their hands; the diplomat, the consul, the commercial attaché, the trade commissioner, should be selected from our most successful and experienced men wherever possible, and they should not only be given salaries adequate to their talents, but they should be relieved of mere office routine duties in order that they may have time to meet the new responsibilities involved in racial understanding and commercial interpretation.

PUBLICITY AND FOREIGN TRADE

It required the war and the extensive system of German propaganda to awaken our country, as well as the other Allied nations, to the need of publicity as a means of conserving political and economic life. The conviction is growing that publicity is not only a necessity to save democratic institutions, but it is a legitimate instrument of trade to be used in a world-wide manner. If Great Britain found the necessity of appointing a minister of propaganda in war time such as Lord Northcliff, France such a man as Andrew Tardieu, and Italy a like representative for promoting national and economic requirements,

it should be a signal for the United States to consider the permanent use for publicity purposes of semi-diplomatic representatives of high calibre who would travel through various countries, not on social but industrial and propaganda missions. We have had quite enough of social junkets, commissions to South America and other lands, whose members have spent their times in entertainments and receptions arranged by the lands visited, through sometimes an overdue sense of courteous hospitality. The present need calls for men accredited by our Government or reputable commer-

cial bodies, of high standing in finance, insurance, advertising, manufacturing and merchandise, who will be more or less permanently abroad, and closely in touch with our home markets to suggest directly and practically what should be done to foster an expanding American commerce with all the world.

The time has gone by when Americans looked disparagingly upon the printed page as a means of publicity in foreign activities. Our national competitors are quite ready to catch up our weaknesses and our failures in labor or in political matters and play them up out of all proportion.



in order to influence adversely other nationals against our commerce. It is encouraging to note that with such countries as South America particularly, new press agencies are being formed by which the people of these southern republics are realizing more and more the true proportion of affairs in our national and commercial life. But systematic and dignified publicity—diplomatic co-operation between our agents abroad requires leadership of a high order. It should not be left to chance or to half-informed journalists or scheming politicians. There is a new requirement in this field

for representatives of trade as well as of statecraft whose knowledge will measure to their gentlemanhood and their efficiency. Let us keep our second-rate men at home. The foreign field requires men best representative of brains and experience. We would suggest a new department course in every college curriculum of our land with a caption over the door:

How to Prepare for Diplomatic and Consular Service to American Foreign Trade.

[EDITORIAL NOTE: This is the third article of the Cooper series appearing

exclusively in ADVERTISING & SELLING, the fourth article appears in our issue of February 14, 1920.]

Hupp Motor Man with Zimmer Agency

Frank J. Mooney, veteran advertising man and former advertising manager for the Hupp Motor Car Company, has been assigned to special automobile account work by Walter Zimmer Agency of Detroit. Mr. Mooney leaves Theodore F. MacManus agency to take the new position.

Cushing Made Hudson Advertising Head

George W. Cushing has been appointed advertising manager of the Hudson Motor Car Company of Detroit. Mr. Cushing has had charge of the advertising department of the big automobile plant for the past year. The position of advertising manager was but recently created, and the promotion of Mr. Cushing takes with it responsibilities which in the past rested with the director of advertising, who is also an officer of the company. Mr. Cushing began his advertising work with the *Detroit News*, going to the Taylor Critchfield Agency, then handling the *Detroit*, a publication of the Detroit Board of Commerce. Before going to the Hudson company he was head of the advertising department of the Federal Motor Truck Company.

"Movies" in the Future

The part that the photoplay screen will play in advertising campaigns of the future was pictured to leading Detroit advertising men here recently in addresses by officials of the Rothacker Film Company. Douglas Rothacker, president of the concern, said film advertising would be as common in ten years as magazine and newspaper advertising campaigns are now. He predicted that big advertisers would think nothing of thousands of feet of film given to picturing the details of the working of their plants. J. S. Stoughton, circulation manager, also spoke.

Truck Company Increases Capital

The Buffalo Truck and Tractor Corporation, Buffalo, increased its capital this week from \$150,000 to \$600,000.

Cox Made Sales Manager for Davids Ink

Allan W. Cox, a successful salesman and executive of the Thaddeus Davids Ink Company, New York, it is announced by President Merckle of the company, has been appointed sales manager.

Iowa Press Will Meet at Des Moines

The annual meeting of the Iowa Press Association will be held in Des Moines commencing February 6. The association has secured the promise of Judge Kene-saw Mountain Landis, Chicago, Federal court jurist, to speak at a dinner given the editors by the Greater Des Moines Committee on that date.



Packages & Prestige

Beyond the Great Wall of China—into forbidden Thibet—following the trail of the mystic Andes . . . everywhere and into every land American goods are going. It is acknowledged that a special type of advertising and a new kind of label is demanded for these new markets. Goods and printed appeal must win prestige in a far country, under new conditions. We are solving these problems for Globe-trotting advertisers via ideas and illustrations.

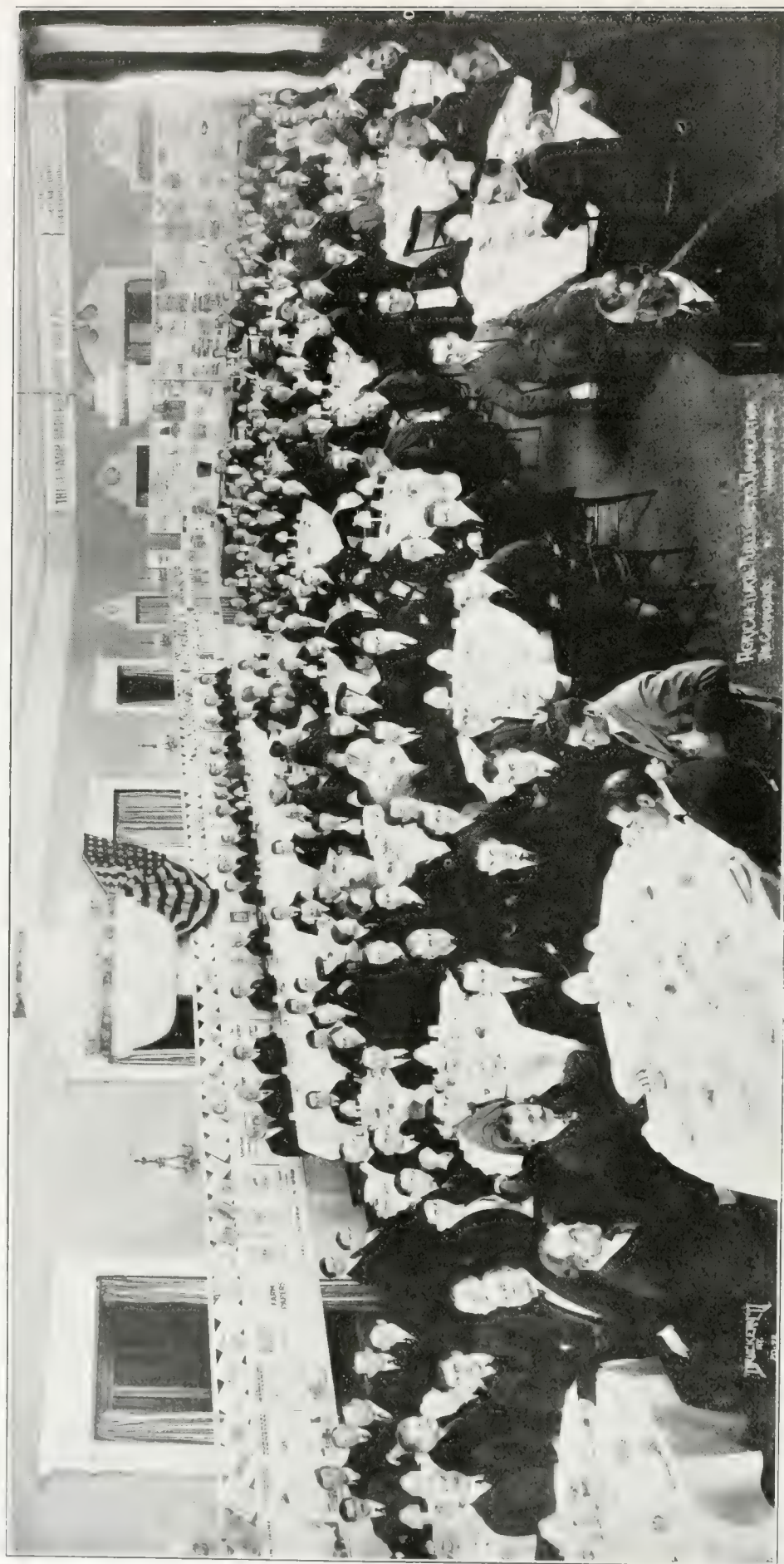


ETHRIDGE ASS'N of ARTISTS

New York Studios
23 East 26 St.

Chicago Studios
140 N. Dearborn St.

GREAT INTEREST IN FARM PAPER ADVERTISING SHOWN AT NEW YORK CONFERENCE



The interest in the conference-exhibit of the Agricultural Publishers Association is evidenced by this photograph made at the first evening session when the American Association of Advertising Agencies had charge of the program and Harry Dwight Smith, president of that organization presided. Another of these exhibits will be held in Cleveland at an early date it was announced.

Book Reviews



ADVERTISING AS A VOCATION: By Frederick J. Allen, A. M., of the Bureau of Vocational Guidance, Harvard University, and Lecturer on Vocational Guidance, Boston University. 165 pages, illustrated with diagrams, charts and tables. Published by the Macmillan Company.

With the expansion of the business of advertising to the proportions and gravity of a profession, its functions, possibilities and the opportunities offered by the publicity field have advanced in a similar ratio. Those who have been successful in the work find themselves in a position drawing the envious esteem of those in other lines of activity, but in deciding to cast one's lot with these successful men, it is well to consider not only what they have accomplished, but also what they have been called upon to do and have been peculiarly gifted to handle.

This book goes into the subject from a starting point devoted to a consideration of the new conception of advertising. Progressing through the growth of advertising, the author touches upon the types, media and methods and finally the training, qualities, standards and ethics peculiar to the profession.

Especial emphasis is placed upon the demands made upon the individual, the conditions generally recognized as necessary for success, and the rewards that may be found in this vocation.

* * * *

PRINTING AND THE CRAFT OF SILENT SALESMANSHIP: By Joseph Thorp and C. Maxwell Tregurtha and J. W. Frings (in collaboration), respectively. Published by John Hogg (former) and Sir Isaac Pitman & Sons, Ltd. (latter), of London.

These two books, pertaining to the advertising business, were written for use in the English field, of course. The former treats the complexities and technical parlance of the printing trade in a non-technical style that is of great aid to folks handling printing details without a long familiarity with the craft.

The second book deals with the preparation of advertising matter for the printing press from the angle of the function and factors of an advertisement; the copy; the market; the material; type and layout; through to the final chapter on "The Agent and His Uses."

* * * *

HOW TO TEACH BUSINESS CORRESPONDENCE: By Nathaniel Waring Barnes, A. M., in charge of business correspondence courses at the University of Chicago. 82 pages. Published by A. W. Shaw & Co.

Today, when so much attention is being given to the perfection of letter writing, the men who are capable of supervising correspondents and of teaching others how to write the sort of letters that succeed are in great demand. The job of the correspondence critic is practically a new line of endeavor. The man who can show others how to write are as scarce as the men who really can write—even more scarce. Therefore, this little book will come to the average supervisor with a great deal of real value, for it is essentially a "how"

text rather than a "what" book. It presents in a brief way the rudiments of the art of imparting thoughts to others effectively. The booklet is full of examples of the sort of means used by successful correspondence supervisors in bringing their groups to a

higher standard, and the chief value of the work lies in the fact that it is a compilation of individual experiences.

* * * *

EMPLOYMENT PSYCHOLOGY: By Henry C. Link, Ph. D. 435 pages, illustrated with charts and tables. Published by the Macmillan Company.

Sensible men in industry and business are finally coming to the realization that the "strike risk" in a plant or shop is not to be measured by the wages men receive but rather by their interest and satisfaction in their work. For that reason we see a diminishing of the old methods of "hiring" men through the battered window of a dingy shack on the outskirts of the plant. More genuine thought is being given to the subject of getting men and women who fit, and for that reason this book by Dr. Link should

New Books of Vital Interest to Readers of "Advertising and Selling"



Some Outstanding Features of This Book

- The General Plan
- The Policy
- The Name
- The Size
- Frequency of Issue
- The Cover Page
- Style to be Used
- Headlines
- Type Faces
- Make-up
- How to Secure Data
- Selecting the Editor
- Illustrations
- Engravings
- Use of Photographs
- Syndicating
- Distribution-Circulation
- Mailing
- Copyrighting
- Advertising
- Subscription Rates and hundreds of other subjects



A few "hows" Answered in "Modern Salesmanagement"

- How to create demand
- How to meet competition
- How to select salesmen
- How to train them
- How to lax out national sales districts
- How to test men
- How to allot territory
- How to secure prestige
- How to arrange quotas
- How to conduct sales conventions
- How to develop good will
- How to fix sales budgets
- How to influence the buyer
- How to develop conviction
- How to close
- How to link up sales and advertising
- How to work with jobber
- How to help dealers
- How to win his support
- How to survey markets
- How to plan for the future and a host of others. Every sales problem solved

Effective House Organs

By Robert E. Ramsay
Editor "Advertising & Selling"

The first practical work on House Organs thus far published. The author is a leading authority on the subject, with a wide personal experience in this field.

Every conceivable angle in the publishing of a House Organ is covered in this book. Illustrations, engravings, type faces, make-up, color plates and layouts are described and explained clearly. How to edit a House Organ—the class of articles to use—how to arouse the interest of the reader. All of the details concerning presswork, binding, mailing and distribution.

If you are contemplating using a House Organ to boost sales, to put punch, pep and added life into your sales force—to arouse enthusiasm in your general organization—you need this book. It makes everything clear. Forty full page illustrations.

\$3.50 net—by mail \$3.70.

Modern Sales Management

By J. George Frederick
President of the Business Bourse

There is not a "why" nor a "how" in the scheme of selling, merchandising or distribution that is not comprehensively and finally covered in this book.

The volume starts in with a careful study of the qualities and abilities of the ideal manager and then discusses in masterly and comprehensible manner the various functions he is required to fulfill—for example: The creation of demand and the education of consumers; the selection of salesmen; evolving of sales strategy; stimulating and assisting the retailer; the application of efficiency principles, and hundreds of other subjects of vital importance.

"Modern Sales-management" is for the sales manager, the sales-man, the manufacturer, the jobber, the advertising man, the retailer—in fact, for anyone who is concerned in the marketing of any service or commodity. Get a copy today.

\$2.50 net—by mail \$2.70



THESE ARE APPLETON BOOKS



find its way to every executive's desk so that more impetus may be given to the movement.

Dr. Link, unlike many of the so-called psychologists of the day, approaches the subject from the well-proportioned basis of science plus experience.

In one of our subsequent issues we expect to reproduce some portions of the book which might be applied to the advertising profession.

* * * *

MODERN SALES MANAGEMENT: By J. George Fredrick, President Business Bourse; Treasurer and Governor the New York Salesmanagers' Club; Formerly Managing Editor *Printer's Ink*; Editor of *ADVERTISING & SELLING*. 12 mo, cloth, 393 pages. D. Appleton & Co., New York, Publishers. Illustrated with charts.

This is one of the first books published recently to deal with sales problems from the standpoint of the manager of sales. It treats the subject systematically, exhaustively and in a thoroughly modern way.

The book starts with a careful study of the requirements which the man needs in order to make a successful salesmanager and systematically treats with the following subjects:

Shaping the product for the market; the relation of the salesmanager to the factory; building a good sales organization; setting the price and protecting it after setting it; marketing policies; securing effective distribution; selling direct or selling through jobbers; creating demand and educating the consumers; meeting competition; splitting up sales territory and setting quotas; the selection of salesmen; methods of paying them; prizes, bonuses and other stimulation plans for salesmen; the scientific point system for quotas and contests; sales convention; managing salesmen's temperaments and habits; sales schools and training methods; sales strategy; the service principle in selling; development of good-will; sales administration and budgeting; selling costs and expense; standardizing the work of selling; coordinating sales and advertising effort; aggressive retail merchandising; working with the jobber; stimulating and assisting the dealer; statistics of sales management; imagination, and closes with the story of an actual selling campaign.

Mr. Frederick has worked for three years on the preparation of the book and put into it all the experience he has gained as counsellor on sales to many large business organizations in addition to data secured in his earlier positions.

Since the sales problem is of primary interest to not only sales managers but manufacturers generally and advertising men this book will be found of interest to all who are interested in working out sound merchandising plans and policies.

* * * *

STANDARD RATE AND DATA SERVICE: Published by the B & B Service Corporation, Detroit, Mich. Size, 13½ x 11½ inches. 66 pages and cover.

This is a monthly service, giving the rates and circulation of newspapers, agricultural papers, general magazines, women's magazines, mail-order publications, business periodicals, as well as a list of the newspaper representatives.

Alvin E. Beirnes, secretary and treasurer of the corporation publishing this rate and data service, which was at first published quarterly but which with the October number went on a monthly basis, says of it: "A monthly service will enable those interested to prac-

ally eliminate their rate and data files as on a monthly basis we give them changes practically at the same time publishers make their announcements."

The data furnished is quite complete, showing the complete rate cards of the publications and a thorough analysis of distribution of circulation figures.

* * * *

DEVELOPING EXECUTIVE ABILITY: Enoch Burton Gowin, Assistant Professor of Commerce, New York University School of Commerce, Accounts and Finance; author of "The Executive and His Control of Men," "The Selection and Training of the Business Executive," etc. 486 pages, cloth binding. Illustrated. Ronald Press Company, publishers.

This book is a practical manual for the development of a forceful business personality. Divided into nine parts, taking up in order: The work in hand and what is beyond it; basis of personal system, covering details, office

equipment, private secretary, and such data; the dispatch of the day's work, wherein planning, accomplishment, short cuts and habits are covered; the value of thinkers in business, from standpoint of initiative, vision, feasibility, and tests of reasoning; aids to efficient control of business, through statistics and graphs; personal dynamics, physical, mental and will-power; personal finance, thrift, investing, legal problems of the executive, etc.; the man among men, as to teamwork, cooperation, ideals and goals; and finally a two-chapter part on what to read.

It is written in a non-technical way and is interesting reading as well as instructive, and taken with its numerous illustrations, illustrative schedules, charts and forms, the volume is a good companion for the man who would master details rather than let them master him.

The Tribulations of a Co-operative Campaign

(Continued from page 5)

apple has been obliged to overcome a vast amount of prejudice against the very thing that keeps its superior qualities intact—the tightly packed and easily handled bushel box.

A certain market may absorb fifty carloads in one season and drop to three or four the next. Then the sales manager must grin and go out and find another place for the other forty-six cars, and if he happens to have a few hundred cars bigger crop on his hands, he must find a place for those, too.

So the advertiser of apples finds that even though by his advertising he has created a widespread attitude of acceptance by the apple eating public, he is often unable to cash in directly on that feeling as the seller of a less bulky or more staple article might.

This would hardly be the proper time to talk about specific returns, but along in March or April when the 1919 sales records have been completed, we may be able to form some more definite conclusions than are possible now. In general terms, however we can say that the apple lovers' approval of the Big Y advertising is amply demonstrated by the replies to the national advertisements. The first one carried a very small coupon request for the booklet, "Story of the Big Y Apple," containing new ways of preparing apples, by Miss Alice Bradley of Miss Farmer's School of Cookery, Boston. At this date—late in December these coupons still trickle in, though the advertisement was published October 25. Later mention of the booklet without a coupon brings hundreds of letters asking

for it, and not only asking for all kinds of information but indicating a keen desire to try the apples.

In most cases the grocer is named, and we promptly send the grocer a card telling him that a customer of his, Mrs. Blank, has inquired about the Big Y apples, and giving him the name of the nearest jobber who has them, or if there is no jobber near with a supply, asking him to inquire from our broker where he can get them.

WHAT THE INQUIRIES MEAN

It is too much to expect that many of these inquiries will be turned into sales, yet we feel that collectively these inquiries must have their effect, and that sooner or later we will cash in on the reputation we are building.

Many letters testify to the fact that, having bought Big Y apples once, people want to get them every year—and in that fact we feel lies the solution of the uncertainty and seasonal fluctuation of the market for our apples. Only, we must convince the jobbers who sell apples of that fact.

Advertisers who receive irrelevant inquiries as a result of their advertising may be interested to know that so far the Big Y advertising has brought less than a dozen requests for any information about anything but apples. The early experience of the California orange growers, who found their advertisements were bringing in more inquiries about real estate than about oranges, has been avoided by featuring the apple itself. Indeed, the first shows simply one whole apple, and one in segments on a plate, and the third a plate of apples with an easy

chair nearby, and fireplace in the background. The second page carries a vista of orchard lands with a snow capped mountain in the background, entirely characteristic of the country which grows Big Y apples, but so pertinent to the text, that the qualities of the apples are bred in the soil and climate, that no one so far has been prompted to ask for the price of Yakima orchard lands. Each of the three pages features an uncovered box of Big Y apples in a lower corner, emphasizing the slogan "Buy Them by the Box."

This slogan is the Big Y's effort to change the buying habit of the apple eating public, get them, instead of buying one or two or a sackful of apples at the fruit stand, to buy a whole box at a time, and get them cheaper. From the standpoint of the jobber and dealer this means quicker turnover, a point we have duly emphasized to them.

Another educational feature of the campaign is one first adopted by the advertisers of the Skookum apple, that of teaching consumers to eat the apple at the right time. A Jonathan is good to eat in October and November, but anyone who bite into a Winesap that early would decide it was hard and had no flavor. But try the Winesap along about the first of the year, and it has matured the chemical change of ripening, has released the juice and converted the starchy elements into sugar—it is not hard, but just crisp enough to snap between the teeth. To get the buyer of Big Y's to come back we must get him to eat them when they are at their best.

Thus, in a variety of ways, co-operative fruit advertising when applied specifically to apples, is full of little out-of-the ordinary angles which crop up regularly with enough violence to interfere with the main idea unless properly handled. For an association of any sort to organize and begin on the right basis there is required some considerable amount of selling effort directed at the members. Once they become "sold," of course the problem is to keep them "sold" while going through the process of convincing the consumer and *winning* the dealer.

Consumer acceptance or demand doesn't carry one far without the good will of the man behind the counter. The man who contemplates forcing the dealer to stock the goods advertised by his association can well bear that fact in mind.

Vogel Represents "Motorist" in West

Louis G. Vogel has been appointed Western advertising manager for the *American Motorist*, published at Washington. He has opened offices in Detroit, where he has been prominent in the automobile and advertising businesses for years. He will have charge of the territory west of Buffalo.

Willis New Advertising Manager U. S. Tires

Raymond S. Willis, well-known Detroit advertising man, has been appointed advertising manager of the United States Tire Company of Detroit. Mr. Willis succeeds R. W. Ashcroft, who recently resigned.

Publicity Club Organized

Forty publicity specialists met last Saturday night and formed an association known as the National Publicity Club. The membership includes men and women who are engaged in publicity work, and chiefly those who have worked in the many Liberty loans and war drives. Elmore Leffingwell, who advertised the Salvation Army doughnut to fame, was elected president; Pitt P. Hand of the New York Central Railroad is vice-president; Ruth Beyers, secretary, and R. W. McCulloch, treasurer. The directors are: Larkins G. Mead, Tyler Dennett and E. A. Goeway.

Prominent Farm Paper Man Succumbs to the "Flu"

"Del" Ludwig, Michigan manager of *Power Farming*, one of the best known and universally liked farm paper solicitors in the Middle States, succumbed to the "flu" last Sunday night, at his home in Detroit. He is survived by a wife, Mrs. Phoebe Ludwig.

Gage Papers to be Printed in Grand Rapids

The Gage Publishing Company, 114 Liberty street, New York, publishers of the *Electrical Record*, *The Electrical Export* and *Raw Materials*, are arranging to have their publications printed in Grand Rapids, Mich. Up to the present this concern published their papers in New York City. They will continue their main office here, however.

Business Paper Publishers Dine

A meeting of the New York Business Paper Publishers' Association held last Monday night, following a dinner at the Automobile Club, was devoted to speeches on "Service." This evening was one of a series which President Harry Tipper has planned. H. E. Barr, manager of the *Iron Age Catalogue*, and for seven years in charge of the concern's Service Department, spoke on the work of that department from the standpoint of the publisher. Louis Poletier, of *Machinery*, followed, and explained how salesmen and the service department can get together. Robert Cameron Beadle, publicity manager and assistant to the president of the Industrial Combustion Engineering Corporation, closed the evening with an address telling how the advertiser reacts with the publisher's service department. Mr. Beadle is interested in a publication called *Combustion*. In the absence of President Tipper, R. H. McCready, vice-president, presided.



-That reminds me!"

Your golf friend will tell you that proper "follow through" is the secret of the game.

And so will your advertising man and your agent — if they are on their jobs.

Einson Interlocking Window Advertising

has arrived as the logical "hook up" between the Dealer's Store and all other advertising.

It's the perfect "follow through."

Advertising where the goods are is the fine point of salesmanship — the *final* reminder.

Elaborate Portfolio of Photographs sent to Advertisers on request of responsible official

**EINSON
LITHO
INCORPORATED**

specializing in
window display
advertising

NEW YORK:

71 W. 23d St.

CHICAGO:

332 S. Michigan Ave.

E. A. GROZIER

By Sands Chipman

(Continued from page 9)

rowed money many a time. Accommodation notes always were paid in full at maturity and their measure of credit increased. Today, men would no more think of refusing them credit than they would think of looking up Rockefeller's standing in Bradstreet's, but it does not have to borrow money any more.

E. A. Grozier did not forget his promises when prosperity rewarded his efforts. The old debts were paid with interest. Then the land and building in Newspaper Row were bought; press cellars were dug, so deep that there are more stories underground than above ground; a triple tier of presses, unlike those in any pressroom in the world, were installed; other buildings on either side were purchased; and today the *Boston Post* has one of the largest and most modern newspaper plants in existence.

It is an interesting sidelight that Mr. Grozier now owns not only the newspaper that published his first writings, but the building where he worked, next door, when he began his newspaper career as a reporter on the *Boston Herald*.

The editorial policy underwent a radical change with the new management. The *Grozier Post* was rigidly independent from the start. "With a mission and without a muzzle" was the slogan that appeared at the head of its editorial page, and the mission it performed was serving the general public.

In the news field, the new editor early adopted the slogan "The *Post* gets the big news first." At the start, there were several obstacles to the fulfillment of this assertion, chiefly due to the inadequacy of the plant. Senator William Taylor, one of the men who started and stayed with Mr. Grozier and the *Post*, likes to tell of the days when E. A., coat off and shirt sleeves rolled up, would block-open doors and windows from the pressroom to the street when a big piece of news broke, grab the first bunch of *Posts* off the press and, rushing up the stairs and to the window, throw them out to the clamoring newsboys outside, or to the people in Newspaper Row.

Of course, no pennies came tinkling into the empty treasury from this kind of circulation, but it was mighty good circulation booster. Sometimes they would beat their competitors, in the Row, to the street with a big news story by three, five, ten minutes, sometimes

more. It may not seem much of a feat, but a lot of these little ones counted. People began to like the enterprise and hustle of the paper. It grew.

SECRETS OF SUCCESS

There were a number of things that contributed to its growth. Summed up, they meant work, if a single word could cover them all. Mr. Grozier himself, when asked for the secret of his newspaper success once, said:

"Of first importance is the securing of the confidence, respect and affection of your readers—by deserving them.

"Study the census. Know your field. Build scientifically.

"Print a little better newspaper than you think the public wants. Do not try to rise by pulling your contemporaries down. Attend to your own business.

"Do not believe your kind friends if they assure you that you are a genius. But *work, work, work!*"

Anyone can understand how to "deserve" the confidence and respect of newspaper readers, but how to deserve their affection is another thing. They won the affection of their readers in many ways.

If you had visited the homes of the poor children of New England with the *Boston Post* Santa Claus every Christmas during the last thirteen or fourteen years and seen the heaps of candy and toys and games and warm sweaters and underclothes and shoes hung in the stockings of more than 700,000 kiddies who otherwise would not have had a merry Christmas, you would have some insight into the process of deserving the affection of newspaper readers. They don't have to be readers of the paper to write letters to the paper's Santa and have them answered, but you can bet your life they don't read any other paper, youngster or grownup.

You can go out to the Franklin Park Zoo and see the children's elephants, Mollie, Waddy and Tony, purchased from a travelling show by the pennies of New England kiddies, through the instigation and assistance of the *Boston Post*. Mr. Grozier went to Keith's theater one night and saw these elephants perform. Next day he heard that their owner desired to sell them. "Just the thing for the youngsters of New England," thought the editor. Next day he started a fund with a generous contribution, and the kiddies from all over New England sent in their pennies. Fifty thousand of

them, boys and girls, gathered in Fenway Park baseball grounds the day the elephants were presented to the city of Boston. The kiddies came from all over New England. Those elephants are their elephants. They are officially known as the "Children's Elephants," but you can safely bet your life again that those kiddies are *Boston Post* kiddies and will be till they and the elephants are dead.

One night, in the early days of the Grozier administration, the water-front reporter came in with a story about a fishing schooner which had arrived in port with flag at half mast for a fisherman who had been lost at sea. It was a sad case. His wife was sick, had no money and a large family.

"We'll start a fund to help her," said Mr. Grozier, and they did. Nine hundred dollars was raised in no time, and nine hundred dollars was a lot of money in those days and to that poor fisherman's widow and kiddies.

That incident was repeated many times by them. Once when several Provincetown fishing schooners went down in a gale and the death list was twenty or thirty men, they started another big fund for the relief of their destitute families.

Over in Cambridge, where Mr. Grozier lives now, the youngsters used to swim at Magazine Beach on the Charles river. Then the health authorities forbade the use of that beach, on the ground that the water was polluted. Mr. Grozier had often driven past Magazine Beach and watched the kiddies splashing and playing there. He knew what the loss of that recreation spot meant to city youngsters. He started a campaign for the sanitation of that area and the building of modern bath houses there. He gave about as much as he asked the city to appropriate, and Cambridge kiddies have their swim.

To a newspaperman, one of Mr. Grozier's most remarkable faculties is his keenness in digging out of seemingly insignificant events and affairs "big stories" that appeal to folks. I had my own eyes opened to this during the first month of the four years I worked on the *Post* under Mr. Grozier, as a reporter. Someone who loved cats like rattlesnakes had filed a bill in the Legislature to license cats. The bill provided that all cats must wear collars with their license numbers on them, and the cat catcher would get them and shoot them if they did not have collars."

\$200 a minute!

That's the overhead charge against every talk. The program of the world's advertising convention at Indianapolis will be strictly brass tacks.

Talks from experience from practical men will touch on every phase of advertising. You'll learn how the other fellow handles copy, markets, media, and selling problems.

Come to Indianapolis in a receptive mood. You are bound to pick up some ideas that will make your business grow.

"O 2 I" week May 2-8



Associated Advertising Clubs of the World Convention will be held at Indianapolis, June 6-10. Hotel reservations may be made through the "On to Indianapolis" chairman of your advertising club, or by writing direct to the Convention Board, Chamber of Commerce Building, Indianapolis.

Indianapolis leads the world in the manufacture of high grade automobiles. The production of automobiles and accessories planned for 1920 exceeds a half billion dollars.

I DRAW A "MUST" ASSIGNMENT

I drew an "E. A. G. Must" assignment that day. I was to be "cat editor" and the *Post* was to run daily stories about the cat licensing bill, presenting arguments for and against it. (Directions to get "both sides of the story" were the only instructions I ever got as a reporter during four years on the *Post*, by the way.) Maybe the reporter-made meows and calls of "Kitty, kitty, kitty, puss, puss, puss" had something to do with it, anyway I couldn't see what the chief saw in that cat bill, and I said so.

But along with my story next morning was a boxed invitation to readers to send in their views for and against licensing cats. The first day, the cat editor had an old tin typewriter cover full of letters. Next day, two typewriter covers wouldn't hold his mail and so it grew—till the bill was killed because the opposition was overwhelming.

E. A. Grozier knew that every family in New England had a cat—or hated a cat. In either event, they were interested a heap in anything that affected cats. I never was foolish enough to question his judgment on what was news again, though I am glad I was that time. It drove the lesson home.

Drop into the city room some day when the old-timers are reminiscing and you can learn the why of the loyalty to E. A. G. Maybe you will hear one of the boys telling how "E. A." wandered into the sporting rooms one day when everyone but Johnny Spencer, the new office boy, was out, and right after Howard Reynolds, sporting editor, had issued orders that "bums and prize fighters who had no business there" should be informed their room was more desirable than their company. Johnny Spencer had never seen the chief. The chief, having no special business there, just hung around—till Johnny, with the frank, open diplomacy of an office boy, called his attention to the sporting editor's orders.

E. A. read them and smiled at Johnny. "I see you are an efficient office boy," he said and he did as the rest who "had no business there" did. Johnny Spencer still works there, but he knows the chief now when he sees him.

In that same sporting room, E. A., so the story runs, was standing looking at the pictures on the wall one day when in rushed one of those leap-before-you-look chaps who

thought E. A. looked like Paul Shannon, the baseball writer, from the rear, and who proceeded to greet him chum from that angle—with his foot and from the rear. The kicker was more shocked than the kicked when E. A. Grozier turned around where Paul Shannon had stood. He nearly fainted, but recovered when E. A. applied as smelling salts.

"That's the best kick (from that angle) I've had since I left college."

Or you might hear Joe Toye tell the story of how he went to E. A. one time to borrow \$100 in advance of salary. Joe was a young reporter then. He told the chief what

he wanted to use the money for and the chief said he could have it.

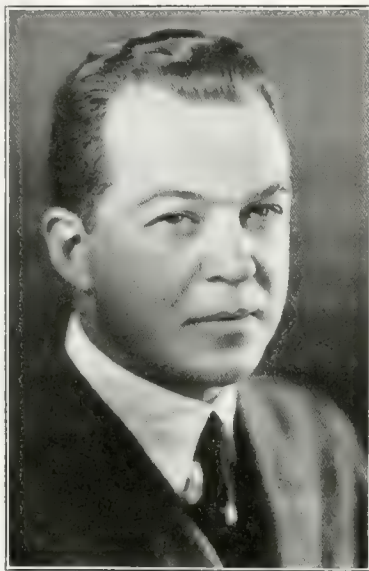
"That is the easiest part of it, though, Mr. Grozier," said Joe. "The thing that worries me now is how am I to pay it back?"

"Well, how do you want to pay it back?" asked E. A.

"I think I could save \$2 a week out of my pay," said Joe.

"Well," said E. A., "suppose you pay back \$3 a week—and I'll give you a raise of \$5 a week to help out?"

Perhaps that is the real secret of E. A. Grozier's success—to give more than he asks others to pay back.



FELIX M. MCWHIRTER

Felix M. McWhirter Director-General of Indianapolis Convention

Meet Felix M. McWhirter, president of the People's State Bank of Indianapolis, and director-general for the convention of the Associated Advertising Clubs of the World to be held in Indianapolis June 6 to 10. Mr. McWhirter is chairman of the board in charge of arrangements for the coming convention, and he is doing just about everything humanly possible, as are the other members of the board, to make the 1920 convention the greatest in the history of the A. A. C. of W. Other members of the board are Fred Millis, assistant advertising manager of the Indianapolis *Vees*, executive secretary; Paul Richey, vice-president of Russell M. Seeds Company, director of promotion; Merle Sidener, president of the Sidener-Van Riper Company; H. T. Griffith, sales manager of the Udell Works, and W. E. Balch, manager of the Merchants' Association of Indianapolis.

Advertising Campaign for Atlanta Probable

An advertising campaign that will be national in its scope but through the medium of trade journals only, has been recommended for Atlanta, Ga., by James L. Logan, chairman of the Industrial Promotion Committee of the Atlanta

Chamber of Commerce. He recommends that a general industrial survey of the city be taken and that the campaign be specifically designed to attract new industries to locate in the city. The matter will be further discussed at a later meeting of the board of directors of the chamber, and there seems every likelihood that the recommendations will be favorably acted upon.

Georgia Land Owners Appropriate \$200,000 to Advertise

The Georgia Land Owners' Association at a recent meeting in Waycross, Ga., layed the primary plans for a \$200,000 national advertising campaign that the association plans to carry on this year. Every section of the State will be asked to contribute to the fund that is being raised for this advertising purpose. Mediums used will include motion-picture theatres, newspapers and magazines for the principal part, though other publicity methods will also be employed. Plans for financing the campaign were approved by the association at the meeting in Waycross. The Chambers of Commerce of the various cities of the State will handle the land that is to be sold through this advertising.

Kellogg Campaign Intensified in South

Announcement that the Kellogg Corn Flake Company of Battle Creek, Mich., will carry on a more intensive distribution throughout the South was made by J. F. O'Brien, sales manager of the company, following a recent conference in Atlanta, Ga., with L. S. Ware, district sales manager. Mr. O'Brien said that the industrial and commercial prosperity of the South is an assured fact, and that many big companies, looking to the future, are turning to that section of the country for investment. Plans of the Kellogg company will probably result in increased advertising throughout the South.

Washing Machine Campaign

The One-Minute Manufacturing Company, Newton, Iowa, are placing their advertising through the Coolidge Advertising Company, of Des Moines. The One-Minute people make a line of washing machines, and an extensive campaign is being arranged by their new sales manager, James Gibson.



A ONE-ARMED GIRL

at a typewriter is about as effective as a one-sided advertising campaign.

The overhead for typewriter, desk, chair, officeroom, heat and light are just as much for a one-armed girl as for a girl with two good hands.

The overhead for factory and office and traveling expenses is just as much, if you only educate the city and town trade, as when you send your message to well-to-do farm families also.

When you add Successful Farming to your list of advertising mediums you increase the efficiency of every salesman and every dealer in the North Central States. Even the big city stores will benefit from the farm trade.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager



You Are Cordially Invited to Call On Us In **OUR NEW HOME**

Two reasons actuate us in locating our new home: First; on account of our growing staff and increasing business we have had to seek larger quarters and: Second; in order to have our home more nearly in the heart of the advertising and publishing business of New York.

Effective February 1st, therefore, ADVERTISING & SELLING will occupy the entire fifth floor of the newly erected building between 31st and 32d Streets at

471 FOURTH AVENUE

Our New Telephone Numbers Will Be Madison Square 1765-6 and 7

We extend to the entire advertising and publishing field a cordial invitation to call and see us at our new home, and in the meanwhile permit us to thank most sincerely those who have and are making possible this growth in our business.

ADVERTISING & SELLING CO.
INCORPORATED

BELOW are the names of some of the concerns we have received orders and contracts from, since August 1st.

Thos. Cusack Co.
The O. J. Gude Co.
Ivan B. Nordheim Co.
Seaman Paper Co.
American Writing Paper Co.
Eastern Mfg. Co.
S. D. Warren Co.
Caxton Advertising Co.
Frank Seaman, Inc.
Wm. H. Rankin Co.
J. Walter Thompson Co.
Blackman-Ross Co.
N. W. Ayer & Son.
Ruthrauff & Ryan
Liberty Adver. Agency, Inc.
Collin Armstrong, Inc.
J. J. Gibbons
New York Globe
New York Times
New York American
New York Evening Journal
New York Tribune
New York Sun
New York Evening Post
New York News
Chicago Tribune
Chicago Daily News
Philadelphia Bulletin
Brooklyn Eagle
Frank Presbrey Co.
Guardian Adv. Corp.
J. M. Vandergrift, Inc.
J. W. Gannon, Inc.
H. E. Lisan Adv. Agency
W. S. Crawford, Ltd.
American Weekly
McClures
Literary Digest
Good Housekeeping
Designer
Munseys
Current Opinion
Associated Advertising
Farm & Fireside
Alexander Hamilton Institute
Louis C. Pedlar, Inc.
Street Railways Adv. Co.

New York Telephone Co.
Detroit News
Kansas City Star
New Orleans Item
Pittsburg Press
Gazette Times
Indianapolis News
Washington Times
South Bend News-Times
Denver Post
Baltimore Sun
Baltimore News
Buffalo Courier
Houston Chronicle
Milwaukee Journal
Boston Post
Boston Transcript
New Orleans States
Globe-Democrat
Atlantic Leader
Buffalo Times
La Nacion
Newspapers, Inc.
Iron Age
Bakers Helper
Combustion
American Footwear
American Lumberman
Hotel World
Hardwood Record
American Exporter
Dry Goods Economist
El Comercio
Electrical Record
Electrical Export
Raw Material
Collier's
Red Book Magazine
Motor
Everybodys
Pictorial Review
Motor Boating
National Sportsman
Farm Journal
Farm Stock & Home
Rogers & Hall
Sterling Engraving Co.

Broadway Subway Car Adv.
Fort Worth Star Telegram
Philadelphia Public Ledger
Pittsburg Chronicle Telegram
Bridgeport Post & Standard Ledger
St. Louis Post Dispatch
El Paso Morning Times
American Association of Foreign Language
McGraw-Hill Co., Inc.
Simmons Boardman Co.
Brick & Clay Record
Textile World Journal
Export American Industries
Mining & Scientific Press
Domestic Engineering
Modern Hospital
The Cutter Publications
Donnelly's Red Brook
Marine Engineering
Candy
Hide & Leather
American City
Architectural Record
Farm Implements News
Mill Supplies
MacRae's Blue Book
Gas Record
Petroleum Age
Sweets Catalogue
Mill News
Associated Business Papers
Life
St. Nicholas
Photoplay
Cosmopolitan
Harper's Bazar
Picture Play Magazine
Hearsts
Red Cross Magazine
Today's Housewife
Boys' Life
Successful Farming
John Budd Co.
Ethridge Association of Artists
Standard Engraving Co.
Motion Picture Theater Owners
of America

Three New records in the field of advertising journals have been made by ADVERTISING & SELLING. First:—This publication has received the largest contract ever placed by one publication with an advertising journal for space to be used in forty issues during the year.

Second:—This publication received from another concern the largest contract ever placed with an advertising journal by a publishing house.

Third:—ADVERTISING & SELLING received from another advertiser the largest contract ever placed by *any concern* with an advertising Journal.

For all of the above we are truly thankful and we intend doing our best to produce a publication that will be a credit to the business we are engaged in and at the same time try to have it seem human enough to be easily read.

ADVERTISING & SELLING CO.
INCORPORATED

471 Fourth Avenue, New York

The Stone That The Builders Rejected

Window Display Advertising One of
Oldest Forms of Publicity But Overlooked
by Many Shrewd Advertising Counselors

BY THE EX-ADVERTISING MANAGER OF A NATIONAL INSTITUTION

THERE is nothing particularly new about window advertising. If the truth were known, window advertising evidently antedates most other advertising.

When our antediluvian ancestor in the pottery business put his finished pot on a shelf in front of his cave to attract trade he became the forerunner of advertising in general, and window advertising in particular.

I think the great lack of intensive cultivation in the window advertising field is one more error chargeable to the fallacy of compensating advertising agencies on the basis of a fixed commission supposedly paid by publishers.

The very nature of this system has in the past compelled advertising agencies to concentrate their activities on that part of advertising which was sufficiently organized to be a source of consistent profit.

The day is past when anyone will dispute the fact that the present development of the advertising business is largely due to the activities of the better advertising agencies.

They have been the planters and the waterers of this great industry and are to a very great extent responsible for the tremendous increases which have followed.

But it is comparatively recent that advertising agents have begun to take a definite interest in those important parts of an advertising campaign which have to do with dealers' service, window and store advertising, etc.

It has been that the advertising manager of a concern or the head bookkeeper took charge of ordering the printed matter which went to the dealers, wrote the trade paper advertising and attended to such "incidental" matter as window advertising, while the agency concentrated its efforts on magazine and newspaper copy, to purchase space in which to run such copy, etc.

ADVERTISING MANAGERS LEFT TO
WORK OUT PLANS ALONE

Naturally there are exceptional agents and exceptional situations, but in the main I think the facts bear out the contention that advertising managers have had, to a large extent, to work out their own salva-

tion on these very important though incidentally considered features of a campaign.

As a matter of fact is it not consistent to say that a campaign which does not definitely and completely "hook up" with the dealers on a proposition selling through dealers is far from complete, and that such part of the campaign is entitled to as much of the advertising agent's advice and cooperation as any other part of the campaign?

This is by no means a criticism of advertising agencies, but on the contrary a justification of their attitude toward these phases of advertising because of the basis on which they have been and are being compensated.

There are some advertising agencies today who are charging their clients a definite commission of from 10 percent to 15 percent on cuts, drawings, art work, printed matter, etc., which, in my opinion, are just as consistent as changing a commission on advertising space in the publications, assuming, of course, that service is rendered of a nature which justifies the charge in each case.

Some advertisers have objected to such a charge which is undoubtedly a grave mistake because an advertising agency should be put on the basis of being paid to produce or supervise the production of a complete advertising campaign in every sense of the word.

WINDOWS NECESSARY THE WRITER
THINKS

Now I maintain that no advertising campaign which is to sell merchandise through retail stores is in any sense complete without store and window advertising which crystallizes in a dealer's store the entire force of the campaign.

I do not mean a pretty lithographed cut-out or merely a card in the window to attract attention any more than I mean sticking up a sign in the store saying "We sell Smith's cod fish" or whatever the article may be.

I mean something much more definite than this. I mean that if a campaign justifies the intensive study which an agency gives an article of merchandise, the high-

priced, carefully worked art work and copy, the niceties of type display, etc., that the same attention and consideration are deserved by the store and window advertising which is to follow.

Further that if it pays an advertiser to introduce into publication advertising the salient selling points about an article, definite merchandising ideas to move the goods and all the genius of advertising, that these same qualities should be embodied in the store and window advertising.

Store and window advertising should be a definite part of such a campaign in every sense. In colors, in art work, in typography, in design, in argument, in expression and in every other way it should embody the identical appeal which is being made to the same readers through publications and other media.

An advertising campaign appearing in the magazines which introduces a product that is followed up by local newspaper advertising to tell consumers that the article advertised nationally is sold in their community should have the same campaign repeated, perhaps in a glorified sense, in the dealer's window and in his store.

The logic of this is so evident that it needs no argument and I am not making an argument here in favor of window advertising.

What I am suggesting is that advertisers go to their agencies and cooperate with them in the preparation of store and window advertising which harmonizes with the rest of the campaign and be willing to compensate agencies for service in this part of the campaign in the same way that they are willing to render service through publications.

As a matter of fact there is a saving in doing business through agencies in this connection which easily justifies such compensation to agencies.

SAVINGS CAN FREQUENTLY BE
EFFECTED

By working with an advertising agency, using the copy prepared by an agency, perhaps utilizing the very drawings used in the magazines and newspapers, and being saved the costly expense of submitting many sketches before a campaign is O.K'd, it is often possible to effect savings which easily justify an agent in asking an advertiser to pay for this service.

The second point which I wish to emphasize, perhaps more modestly, is to say that despite the situation

as regards window advertising and dealer cooperation, considerable has been done on the outside in developing a service for window advertising and elevating the standards of this branch of our craft.

It has been made possible for an advertising agency to call into its council with a client, men representing the window and store advertising field, who can bring into such council a broad experience and an advertising intelligence easily on a par with that of the best men in the field.

They can secure cooperation in the presentation of ideas, in the preparation of art work to harmonize with a campaign, in the creation of a complete window display, and in a service which takes care of every detail of getting such displays out and sending them to the dealers, securing their location in the dealer's windows, on his counters, etc., almost as efficiently as it is now possible to syndicate a series of newspaper advertisements throughout the country.

In the phonograph field such a service has been carried out perhaps with more effect than in most other lines of business.

By creating very attractive window displays for phonograph dealers, which harmonize with the national campaigns of the manufacturers, and making those displays business-getters and prestige builders for the dealers, in a definite way based on the principles of salesmanship, many of the big phonograph concerns have found their dealers gladly willing to pay for such service.

DEALERS PAY FOR SERVICE WHEN UNDERSTOOD

The result is that dealers throughout the country are paying from one dollar and a half to three dollars per month for a service which is helping their business in a number of ways and focusing the entire campaign of the manufacturer right in their store at a cost which they could obtain in no other way.

It is about as mutual a proposition as now exists in the advertising business and one which is benefiting every function in the campaign.

The advertiser is securing a splendid help to his whole advertising campaign at little or no cost to him; the agency is getting a renewed strength for its complete campaign; and the dealer is securing at a negligible cost a powerful business-builder for his business.

While this development is not

working out in exactly the same way with articles that are an incident to a man's total business rather than the whole of it, at the same time window advertising is justifying itself every day in hundreds of different situations by securing new dealers with the help of the window display as a quick means for turnover, by inducing dealers to stock more goods, by selling new articles

for old manufacturers, by moving dead stock, and by greatly improving the value of agencies for the goods.

It should be said to the credit of a number of advertising agencies that they are now and have been cooperating intensively and unselfishly with certain of their clients in the production of window advertising through certain organizations.

How to Organize a Research Department and Make It Pay

Whether you are a manufacturer, an advertising agency, or a periodical or a department store, a research department in your organization *is a profitable idea well past the experimental stage.*

There is nothing fanciful or foolish about it—you can make it worth many times what it costs you. Business firms large and small are doing so, and are reaping very decided profit.

But a research department must be conceived correctly, organized wisely, manned efficiently and operated practically.

The Business Bourse has for 12 years been the wholesale supply source for research departments of all descriptions; has counselled with firms starting them, has drafted plans for them and found men to run them. The Bourse is the largest and oldest Business Research Organization in the country, and has the ripest experience to offer in developing one in your organization.

Consult us now—the idea may be your most important 1920 policy and plan for your business. We sell either personal services in planning and installing Research Departments, or a 100 page Typewritten Report covering the subject in a concrete way. Also ask for our catalog of data and reports.

THE BUSINESS BOURSE

J. George Frederick, *President*

347 FIFTH AVE. (opp. Waldorf) NEW YORK CITY

What's Above Your Signature

A Novel Idea That Produced
Over \$10,000 in Direct Orders

By HENRY DUNKER

Service Manager, The Garland Company, Cleveland, Ohio

MAYBE you have already noticed that advertisement with the headline, "Don't Grope for Words"; it advertises a widely known dictionary. Now, a dictionary is all well and good and absolutely essential in its place, but I cannot see why a letter writer should fall back on a dictionary or any other instruction book for that matter in order to write a letter that reflects his personality—the man behind the gun. It is the writer's opinion, strengthened by considerable experience along this particular line that it is not half as important to know what to say but how you say it—all which reminds me of the advice given me by a well-meaning old friend who said to write as one would talk to one another face to face.

Easy—you might say—but it isn't; too many letter-writers these days are still in the habit of following

along the same old line of begging to say this or that—which is all wrong—and the longer they have been in the habit of following the old style of letter writing, the harder it will be to break away and use a natural, easy flowing line of talk. Personally, the writer does not believe that any red-blooded American should ever beg to remain—beg to say this or that—not even in a letter or in a time-worn phrase, in fact the only straight way of writing a letter is to say what you have to say—say it with enthusiasm and sincerity, bring up your arguments in a convincing, forceful manner, prove that you have the goods behind you—and with a little personality thrown in for good measure, there can be no doubts about the ultimate results.

Of course, you understand—you'll never get all the business—some times you may not get that order although you may have done your "darndest" to create a good impression for yourself and your products—but don't let anything of this kind discourage you; more than once it happened to me—failed to get an order that looked like a sure winner to us—but such are the ups and downs of life; but whatever you do—don't let an occasional incident of this nature throw you off your guard; better write your customer a nice little letter, thank him for the courtesy of having advised you about his decision in the matter and ask for another chance—another day—to prove up.

But I see I am getting away from the subject; I promised the Editor of ADVERTISING & SELLING to write an article on writing letters in general and on "What's Above Your Signature" in particular. Permit me then to refer you to our latest direct-by-mail-advertising campaign which, by-the-way, turned out to be a top-notch success; in order to have something different than the other fellow, we used an illustrated letter-head showing a party sitting at a desk—telephoning. As a matter of fact we had no intentions of writing a letter, but merely made use of a novel idea—a long distance call in letter form—and obviously, it was altogether out of the

question for us to use anything but straight talk.

PRODUCED OVER \$10,000 IN DIRECT
ORDERS

As mentioned before, writing as you would talk isn't as easy as it looks—but it pays, nevertheless; I venture to say that this campaign, roughly speaking, brought us over \$10,000 direct orders, was responsible for numerous inquiries and all in all was the best campaign we had ever used—and we have tried out a good many; the cost of mailing this letter to our customers came around \$300, including penny-saver envelopes, postage and the usual work connected with a campaign of this kind. Along with the letter we sent a general catalogue of Garland Products and an order blank; the results came in quickly—the letter brought us many repeat orders from customers who had not bought for a considerable length of time—and what is probably more important brought us a flood of inquiries on products which the customer had never used before.

You see—it had been our policy to follow up our trade on one certain product only—and often times the customer was familiar with but one or two products in our line; in order to make our trade more fully acquainted with the complete line of Garland Products we enclosed a regular 9x11 size sheet, printed on both side which gave in a general way a complete view of our products and the purpose for which these products were made.

All in all, this campaign cost us very little money, brought us more direct orders and inquiries than any other campaign previously tried out—and after all, the use of a novel idea such as this long distance letter seems to be well in its place. Of course, you understand, an idea of this kind can be used in a number of different ways and it might be advisable for readers of advertising and selling, interested in better letter writing to try a campaign of this kind—even if it is but on a small scale; the writer is fully convinced that the ultimate results will be highly satisfactory.

After all, the main purpose of writing a letter is to arouse the interest of the reader—get him interested right at the start and sort of make him read your letter before he ever realizes what he is doing; you see, if you were to receive a letter starting out with "Hello—Hello," you would naturally be curious to know what it was all about—and,

Paper for Letterheads

LETTERS but they can never be best
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.

Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or
business house in Chicago.

Advertising Artists

ADVERTISING ARTISTS INC.

53 W 42d STREET
ADLPH BUILDING



PHONE VANDERBILT
1240 AND 1241

NEW-YORK-CITY

of course, that's exactly the point we were driving at; without keeping our customers guessing, we made sure that they would not stop reading the letter half way which, after all, decides in most cases whether or not you wasted another two-cent stamp or made another sale.

CLEVER STUNTS SHOULD NOT BE USED OFTEN

While a letter of this kind is unusual and while the results obtained in our campaign were better than those from other campaigns I do not believe, however, that a letter of this kind should be used more than once or twice at the very most; after all, nothing is more wholesome and refreshing than a good snappy letter, but on the other hand, nothing wears off quicker than the effect of a novel idea used over and over again.

In other words, the occasional use of a good breezy letter is well worth trying—and as the results have shown in our case, it pays to be particular about "What's above your signature."

Buffalo Advertising Women Inaugurate a Study Course—Many Notables Will Lecture

The Buffalo League of Advertising Women, after a most successful series of meetings in 1919, has arranged an advertising study course covering 13 weeks, which is open to all business and professional women interested. The opening session on January 8th was marked by a hundred per cent attendance of the league membership and many non-members who have enrolled in the course. Class work is directed by league women, and in addition to the practical instruction special lectures are given at each session. The first lecture of the course was delivered by Truman A. De Weese, publicity director of Shredded Wheat Company, Niagara Falls. Mr. DeWeese discussed many phases of advertising, offering unusually valuable suggestions and emphasizing that "this is the golden age of advertising." In commenting on the league's study course, E. T. Meredith, president of the Associated Advertising Clubs of the World, stated that "The plan of study you have mapped out is bound to secure worth-while results. You have certainly got hold of some live wires to lecture to your club, and on running down the list I see the names of some real forces in the advertising world. They are men and women who know the business from the bottom up and you are to be congratulated upon securing them."

Frank LeRoy Blanchard, former secretary, New York Advertising Club, said, "This is the first instance, I believe, in which a woman's advertising club has had the enterprise to establish such a study course."

Publishing House Opens in Brooklyn

The Hoosier Publishing Co., Brooklyn, was incorporated this week for \$100,000 by S. Bornstein, F. Levy and B. Harrison, 391 Fulton street.

Barlow Promoted to Advertising Manager of Remington Arms

John S. Barlow, who for three years has been assistant advertising manager of the Remington Arms Union Metallic Cartridge Co., and has been associated with the company for the past four years is now advertising manager.

Former National Cash Register Man Goes With Fire and Water Engineering

Herman Essex, formerly with the National Cash Register Co., Dayton, has joined Fire and Water Engineering, New York, where he will serve in the advertising department. Mr. Essex, who recently returned from France, saw two years of service with the artillery.

Wachtel Is Made Sunshine Biscuit Advertising Manager

W. W. Wachtel has been given the title of Advertising Manager of the Loose-Wiles Biscuit Company, bakers of Sunshine Biscuits. His headquarters will be at Kansas City, Mo., which is the central office of the concern. Mr. Wachtel started with the company ten years ago, and advanced through the various departments of the business. In 1916 he became identified with the advertising department, and his appointment as manager was recently announced by President B. L. Hupp.

Nashville Banner Suffers Big Fire

A fire which broke out in the building of the Nashville Banner Publishing Co., Nashville, Tenn., January 22, destroyed, with the exception of two presses in an adjoining building, all the equipment of the plant. The damage is estimated at \$150,000.

Hart, Schaffner and Marx Gives Prizes

Hart, Schaffner & Marx have awarded \$1,000 to Edgar S. Furniss, assistant professor of political and social science at Yale University, as the 1919 prize for the best essay on an economic study. Professor Furniss wrote on "The Position of the Laborer in a System of Nationalism." The \$500 second prize went to T. Bruce Robb of the University of Oklahoma, whose subject was, "The Guarantee of Bank Deposits." The 1919 undergraduate prize of \$300 was awarded to Earl Bryan Schwulst of Harvard for his study on "The American Street Railway Problem."

An Automatic Advertising Co.

The Automatic Illuminated Advertising Corporation has been organized in Manhattan with capital of \$200,000 by O. E. Enell, G. L. D. Moulton and P. Gould, 5 Beekman Street.

Publishers of Standard Register Will Sell For Advertising Record Co.

The National Register Publishing Co., owners of the *Standard Register of National Advertising*, New York and Wilkes-Barre, Pa., have been made sales agents of the Advertising Record Co., formerly the Washington Press. This house, which was founded in Chicago in 1910, publishes a complete record of all advertising in over 200 magazines of the country, and of all Chicago agencies. Recently the National Register Co. opened an office in Chicago, located at 417 South Dearborn Street.

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN ULLMAN, Managing Artist



Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.

League of Advertising Women Favor Victory Hall

After hearing General DeWitt Hamilton speak in favor of the Building of Victory Hall, at the regular dinner meeting of the League of Advertising Women, the members voted to go on record as in favor of this great Memorial for those who participated in the War. Among the others who spoke were L. E. Weisgurber, manager of window trimming for Lord & Taylor; Leonard Dreyfuss, vice president of the United Advertising Corporation, and Messrs. D. B. Hassinger and Baum of the Robert Gair Corporation.

Akron Agency Will Advertise Tires

The Akron Advertising Agency Co., Akron, Ohio, have been awarded the Standard Four Tire Co. account. The Standard Four Tire Co., make a complete line of tires and are located in Keokuk, Iowa.

Advertising Manager Goes in With Publicity Service

Hubert C. Teller, formerly District Manager of Edwards and Chamberlin Hardware Company of Kalamazoo, has joined the staff of the Buswell Publicity Service, also of that city.

Wilson Leaves Miller Rubber For Agency

B. C. Wilson has resigned his position in the advertising department of The Miller Rubber Company, Akron, Ohio, to become associated with The Akron Advertising Agency Company of that city. Previous to his connection with The Miller Rubber Company, Mr. Wilson was a member of the Martin V. Kelly staff.

New Orleans Candy Co. Does National Business

The sales of the Elmer Candy Co., New Orleans, now doing a national business, are in charge of Augustus Elmer.

Star-Eagle Executive to Join United Advertising

Eugene W. Barling, who for a number of years has been assistant advertising manager of the Newark *Star-Eagle*, will soon join the selling organization of the United Advertising Corporation, outdoor advertisers. He will be located at the Newark, N. J., offices.

King Now Identified With Simmons-Boardman

James L. King, advertising manager for Whittemore & Jaques, has resigned that position to join the advertising department of the Simmons-Boardman Publishing Company, New York.

Red Cross Manager to Direct Advertising of Two Periodicals

A. Eugene Bolles has resigned as Advertising Manager of the "Red Cross Magazine" and will devote his entire attention to the management of *La Revista Del Mundo*, the Spanish Edition of "World's Work," and to the direction of the United States Advertising Department of *La Nacion* of Buenos Aires, Argentina.

Cady Starts Detroit Agency

A new advertising agency, incorporated for \$25,000, has started business in Detroit under the title of Guy Brewster Cady and Staff, Inc. Guy B. Cady, 125 Farmer Street, Detroit, Herbert D. Murray and Edward B. Turriel are the organizers.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautical industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD, New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 1/2 x 12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8 x 11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Classified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATIONS

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,000 copies. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA,

A magazine designed for thrifty womanhood. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG, Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ, "More Pep."

CLASS TRADE AND TECHNICAL

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER, with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matters of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS, Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

Gray Agency Adds Printers Man

Leslie C. Allman, who for the last two years has been connected in an advertising capacity with leading printing concerns in Detroit, has been engaged by the Howard G. Gray agency, Kresge Building, Detroit.

Up-to-Date Press For Flint Journal

The Flint, Mich., *Journal* has installed a new Duplex high speed sextuple press of 25,000 24-page paper an hour capacity.

Fitchburg Editor Passes

Ferris H. Fitch, for many years editor of the Pontiac *Post*, died on Jan. 21, aged 67 years. Fitchburg, Mich., was named after his father, a pioneer in northern Michigan.

Conner Agency Starts House Organ

The Conner Advertising Agency, Denver, puts out for the month of January, The *Conner Compass*, the first issue of a house organ which is to be published monthly. Printed in black and red, and profusely illustrated it is all that an advertising paper should be. The photos of twelve executives of the agency make an interesting feature.

Vigilance Secretary Addresses Des Moines Club

William P. Green, organization secretary of the national vigilance committee, in an address before the Advertising Club of Des Moines recently told the members of inquiries into oil stock promotion schemes, and how unsafe concerns hurt legitimate business and destroy confidence in all advertising. Mr. Green is very actively furthering the nation-wide movement of his committee, which is the rooting out of dishonesty in advertising.

Gardner Will Direct Keen Kutter Campaign

The account of the Simmons Hardware Company, makers of Keen Kutter tools and cutlery, has been secured by the Gardner Advertising Company, St. Louis, and a campaign utilizing national media will be under way shortly.

McMahan Will Direct Factory of Ajax Rubber

Horace De Lisser, president of the Ajax Rubber Company, has announced the selection of William W. McMahan to take charge of the new Ajax plant at Sandusky, Ohio. Mr. McMahan's title will be vice-president in charge of the Sandusky division, Ajax Rubber Company. A veteran in the tire business, Mr. McMahan, who was general factory manager of the Morgan and Wright division of the United States Rubber Company, has won widespread recognition for his achievements in the development and perfection of the cord tire and of the pneumatic tire for motor trucks.

Theatre Magazine Opens Office in California

The *Theatre* magazine published in New York has opened an office in Hollywood, Cal., at 6372 Hollywood Boulevard, with E. Andrew Barrymore as Pacific Coast representative. Recently, Charles K. Gordon was appointed New England advertising representative.

ACCOUNTANT-BOOKKEEPER wanted by large advertising agency. First-class man to take full charge and be right-hand man to treasurer. Splendid opportunity. State qualifications, experience and salary expected. Address Box 240, care ADVERTISING & SELLING.

FOR SALE—One of the oldest and largest farm journals in the south. Only publication of its kind in that section. A strictly paying proposition. Reasons for selling gladly stated to prospective buyers. Write immediately for full particulars. Address Box 22, Jacksonville, Fla.

SALES MANAGEMENT

A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information. Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE assortment of Salesmen's Bulletins describing plans used by notably successful salesmen to overcome such objection as "Not interested," "Come back later," etc. Money back on request.

The Dartnell Corporation, 1270 Brooks Bldg., Chicago

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO. INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.

POSTAGE, Room 297, Metropolitan Building, New York

**WANTED—HIGH GRADE
PUBLICITY MAN**

By Well Established Omaha Financial Institution

A-1 references required showing capability to promote its business in a BIG WAY by advertising literature and personal activities.

Address Box 4268, World-Herald, Omaha, Nebraska

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Costs and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.

Send Them Sales Letters

You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."

**Ross-Gould
Mailing
Lists St. Louis**

Calendar of Coming Events

Under this standing heading **ADVERTISING & SELLING** will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep **ADVERTISING & SELLING** advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

February 11—Annual meeting of the National Association of Wool Manufacturers, Copley Plaza, Boston.

February 11-12—Annual Convention Associated Advertising Club of Minnesota, Duluth, Minn.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Florida.

London Opinion Advertising Man Now With College

John Hart, for many years advertising manager of the *London Opinion*, has become associated with the Oxford Correspondence College. While this institution is not connected with the University, it is an extension of their teaching on the same system. Mr. Hart, who has attended several Annual Conventions of the Associated Advertising Clubs, has a great many friends in America.

Advertises Treaty as Memorial

As a memorial to his son, Edward I. Tinkham, a naval aviator who died while serving in Italy, Julian R. Tinkham of Upper Montclair, N. J., is inserting an advertisement in favor of the ratification of the treaty of peace, including the League of Nations covenant, in a number of newspapers throughout the United States. The advertisement contains a petition signed by 49 of the 59 members of the American Legion Post named in honor of the departed aviator.

Winter Will Represent Fairbanks in South

A. S. Winter, formerly advertising and sales manager for the Wm. Powell Company, has joined the sales force of The Fairbanks Company, Pittsburgh, Pa., and will represent them in the southern territory.

Publisher of "Homestead" Plans a Daily for Des Moines

James M. Pierce of Des Moines, publisher of the Iowa *Homestead* and other agricultural publications, has made announcement in a recent issue of the *Homestead* that he plans to publish a daily newspaper at Des Moines. No name for the publication has been selected. According to his announcement it will probably be a morning newspaper, and publication will be started this Fall, depending on the completion of a new

addition to his plant. Des Moines is already a highly competitive newspaper field with four daily and two Sunday newspapers. Mr. Pierce, who is very active in Iowa politics, denies that he has any political aspirations. He says his newspaper is to be "independent in thought and political affiliation."

Friend Organizes New Motor Concern

Otis C. Friend, one of the best known men in the automobile industry, has organized the Friend Motors Corporation with factories at Pontiac, Mich. Mr. Friend and his associates have purchased the plant and equipment of Olympian Motors, and will continue the Olympian model, pending the new car which is to embody Friend's ideals. As president and general sales manager of Mitchell Motors Company, his services as vice-president of United Motors, and until recently an executive of the General Motors, Mr. Friend has secured prominent recognition in the automobile industry.

"Dry Goods Economist" and Associated Papers Give Luncheon to Agents

On Monday, January 26, the *Dry Goods Economist* and allied papers gave a luncheon at the Hotel Pennsylvania in New York to the advertising agents of that city.

More than a hundred were present and Messrs. Taylor, Phillips, Franklin Root and Pearson spoke on behalf of the *Economist*, while Messrs. Little of George Batten Company and LeBair of Sherman and Bryan, Inc., spoke on behalf of the agencies.

In the course of his remarks Mr. Pearson announced that at an early date they would bring out a new publication devoted to the small-town merchants, covering the territory east of Ohio and south to the Gulf, to be known as the *Atlantic Coast Merchant*, its circulation being principally in towns of 3,000 and under.

"GIBBONS KNOWS CANADA"

Advertising & Selling

Issued Weekly



FEBRUARY 7, 1920

Foldwell
TRADE-MARK



“Just See How It Holds at The Stitches”

“When that catalog was planned we took into account what many advertisers overlook—the strain on the center page fold. Foldwell was chosen to withstand that strain. Examine it. Not a sign of a crack there—nor on the cover.

“Open and close it all you please. The strain will not loosen the cover *and no pages will fall out.* The stitches will bend before the paper breaks between the holes.”

The printer's confidence in Foldwell is well placed. For Foldwell's rag base and extra strong fibres insure it against cracking or breaking.

By using Foldwell in your catalogs you too can be certain that your sales messages and illustrations will do every bit of work you intend them to do. For Foldwell catalogs, though severely handled and repeatedly thumbed back and forth, always come up smiling.

Our booklet, “The High Cost of Taking a Chance,” on request.

CHICAGO PAPER COMPANY, Manufacturers, 827 Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
20-33 Lafayette St., New York City.

Whitehead & Alliger Co.,
8 Thomas St., New York City.

John Carter & Company, Inc.,
100 Federal St., Boston, Mass.

Alling & Cory, Rochester, N. Y.

Alling & Cory, Buffalo, N. Y.

Alling & Cory, Pittsburgh, Pa.

D. L. Ward & Co.,

28 S. Sixth St., Philadelphia, Pa.

Phelps & Lasher, Bridgeport, Conn.

McClellan Paper Company,

708 S. Fourth St., Minneapolis, Minn.

M. C. Llan Paper Company,

Duluth, Minn.

Acme Paper Company,

115 S. Eighth St., St. Louis, Mo.

Carpenter Paper Company,
106 Seventh St., Viaduct,

Des Moines, Iowa.

Cincinnati Cordage & Paper Co.,

Cincinnati, Ohio.

Spokane Paper & Stationery Co.,

Spokane, Washington.

Tacoma Paper & Stationery Co.,

Tacoma, Washington.

Carpenter Paper Company,

Ninth and Harney Sts., Omaha, Neb.

Kansas City Paper House,

Kansas City, Mo.

Carpenter Paper Company,

143 State St., Salt Lake City, Utah.

Commerce Paper Co., Toledo, Ohio.

Commerce Paper Company,

Columbus, Ohio.

St. Paul Paper Co., St. Paul, Minn.

Allman-Christiansen Paper Co.,

131 Michigan St., Milwaukee, Wis.

Cincinnati Cordage & Paper Co.,

535 E. Third St., Dayton, Ohio.

John Martin Paper Co., Ltd.,

Winnipeg and Calgary, Canada.

Chope Stevens Paper Co.,

Detroit, Michigan.

Blake, Moffitt & Towne,

242 S. Los Angeles St.,

Los Angeles, California.

Blake, Moffitt & Towne,

45 First St., San Francisco, Calif.

Blake, McFall Company,

Portland, Oregon.

American Paper Company,

Seattle, Washington.

ADVERTISING & SELLING, FEBRUARY 7, 1920

20th Year. No. 1. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City.



LOST GAME

The man who hunts with a single-barrel shotgun is certain to lose some mighty good chances to fill his game bag.

Lost business and less profit are certain for the firm that goes after business with only one kind of an advertising medium.

If any other class of publications cover their field as well as Successful Farming covers its field, they have done a good job. We can't expect them to do our work too.

Successful Farming will carry your message to more than 800,000 farm homes and make you welcome where Successful Farming is welcome.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

A Personal Guarantee and the Result

During the last few years much has been said about the trademark and its significance. It is the symbol of the manufacturer's personal guarantee and his willingness to stand back of the products, upon which his is stamped, and much money has been spent by all manufacturers to inform the public to buy only trademarked goods.

Today the public recognize the value of *guaranteed merchandise* and manufacturers *who do not give one* have small chances for popularity. Photoplay Magazine was quick to grasp the advantages to be derived from carrying in its advertising columns the advertising of only manufacturers who were willing to give the public a square deal. Therefore, it set itself about giving its readers an additional personal guarantee that the goods, which were shown in the advertisements appearing in the magazine, were as represented and that they would be satisfied with them. If they were not, the goods could be returned and full reparation would be made by the manufacturer, and in cases where this was not done, the magazine would do it itself.

The result is an intimate relationship between the reader and Photoplay built upon confidence and good will.

It is small wonder then that such products as Kodaks, Victrolas, Old Dutch Cleanser, Van Camp's Soups, Quaker Oats, Apperson Automobiles, Aladdin Houses, Fairy Soap, Woodbury Soap, San Tox, Holeproof Hosiery, Colgate Toilet Articles, Coca Cola, Winton Cars, and many others appear regularly in the magazine, and that its circulation has passed the 400,000 mark.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART, Advertising Manager, 350 North Clark St.,
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

FEBRUARY 7, 1920

Number 33

Why Should We Drop The War Stuff?

No One Has Forgotten the
New Lessons It Taught
By LAURENCE GRISWOLD

DOUBTLESS nearly everybody in advertising circles has noted the tendency recently to abandon all war references in display copy. This seems shortsighted. Probably the reasoning which has led up to this result is that the advertiser feels everyone is sick of having somebody tell him something about the war. Now such a line of reasoning is, in many cases, faulty. And scores of editors are of a similar opinion else they would not print article after article and story after story dealing with the war.

I am sure a man who has been in the service is interested to run across products in civil life which he knows made good in the Army, Navy or Marine Corps. I am also sure that the interest engendered by America's participation in the greatest struggle of all history should not be tossed aside by the advertiser who holds the thought that all war stuff is dead these days.

Of course the day of the Hurrah-Boys stuff in copy is about over. But there is a realm of legitimate consumer interest not yet explored by the advertisers with products which made good in war time. Many such advertisers are not cashing in on that experience. Think of the hosts upon hosts of merchandise of every variety which was used by the armies and navies in the World War! Each product so used simply had to meet the stiffest sort of tests before it was adopted by a government! Think of the millions of men who became familiar, for instance, with the bread baked in the cantonments of the U. S. A. That was bang-up bread, any service man will tell you. Then why on earth doesn't some bread

"Lay Off" or "Carry On?"

Shall we "lay-off" the war note in advertising? Or shall we "carry on" and make the best possible use of it?

Opinions, of course, differ. Some advertising men insist that as a point of contact the edge has been worn off—that the public is fed up on it—that the national mind welcomes something new.

In the accompanying article, however, Mr. Griswold advances some interesting thoughts on the subject. He says let's have as much of it as we can pertinently use, and he has some good stuff behind that.

Read this over and let us know what you think about it.

THE EDITOR

man get busy and build bread after Uncle Sam's recipe and reap the reward that awaits him? So it is with many a product which the service introduced to the individual.

From what has gone before in this article one might think that advertisements which sound a war note were entirely lacking these days. I do not mean to give such an impression. A recent issue of the *Saturday Evening Post*, however, didn't show a single piece of copy of this type. I claim some of those advertisers were passing up a good thing.

Now, to my mind, the simplest form of the type of copy which is linked with war interest is that shown in a clothing ad of Michaels-Stern. It elaborates the thought that in the service a man learned to judge things by the test of "true worth," and he learned what values really were. The copy proceeds to say that the lesson will not be forgotten now but will be carried on through to the details of civil life. It is one of many, but it does what it was obviously intended to do—introduces the

service man to mufti—and nothing more. Another sample is the advertisement run by the bread bakers, R. H. Wool Co., Inc., of Ithaca. Featuring a Red Cross nurse in the illustration, in order to catch the eye of the woman in the home, the copy told of how the American woman discarded the drudgery of home baking during the war in order to conserve time and energy, and in doing so she bought bread at less than she could make it, etc., etc. The advertisement appeared in a daily newspaper and for a manufacturer with an eye to interesting the women of the households of a community, where could one find a better figure than that of the Red Cross nurse? We must not use the Red Cross, per se, so that organization has told the advertising fraternity, and rightly so, but there is no law known to any patent or copyright attorney which would interfere with the use of the nurse shown. This advertisement is interesting simply as an indication of what may be done—a possible hunch producer for a live advertiser.

THE TESTIMONIAL USE

In the technical business field one finds that advertisers are rather more hesitant about giving up the war idea than are their less precise brethern. With so great a variety of bully photographs at the disposal of the layout man, it seems almost unbelievable at times that more pictures of the sort shown in the *Standard Register* ad are not used. It shows the old *Leviathan*. Whose heart doesn't thrill at seeing such a news picture of the big craft? And talk about sustained interest. What ship did General Pershing come to America on the

other day—weeks after the ad shown appeared? There must be a thousand products, at a small guess, which the *Leviathan* could helpfully endorse in an advertising way. The copy in this insertion tells the public that on the largest transport afloat, the wireless messages are all recorded on a Standard Register. I will come to the endorsement idea, though, in a future article.

Then we have the long list of wonderful plants which built war material during the last two years and are shifting back to a peace market. Wouldn't it be worth while to know who built the belts the Doughboys wore? Who built the typewriters, underclothes, stoves, fire apparatus, footballs, buildings, boats and thousands and thousands of articles which made good. The Aluminum Company of America and the Van Dorn Iron Company are not backward about telling the world what they did. And if a person wants a cooking utensil or a filing cabinet which will stand the racket he probably knows that the manufacturer who made products to the liking of Uncle Sam are the ones who know what building for hard service means. Therefore these concerns say, respectively, that "Wear-Ever" aluminum cooking utensils were used by the Government for the equipment of the men, and that the organization now making Van Dorn filing cabinets was engaged in building Renault 6-ton, 2-man tanks. The use of the photograph of the tank is certainly an eyerester, even in these hectic days of social unrest.

The Yawman & Erbe advertising seems to me to contain one of the most interesting bits of copy in which the war interest is utilized and the criticism, if there is any, that now is not the time to use war stuff, wholly avoided. The caption is "The flame test that convinced the Government," and the illustration shows two naval officers testing a Y & E and a competitive filing-case drawer. The copy describes the test which meant the application of a flame at 1500 degrees Fahrenheit to the drawer filled with papers. The officers in this advertisement must be 1919 men else they would not be wearing the jackets with turn-down collars and also the four-in-hand ties. The artist here is thoroughly on the job, something which, indeed, helped in any advertisement. Few of the American officers have had time to get their wardrobes shifted to the new style. Aside from being full of snap these officers here personify the government, the recent war and above all

suggest governmental endorsement to the product. Three things it takes a mighty comprehensive piece of copy to cover.

PAST, PRESENT AND FUTURE

A Nash Motors advertisement caught my eye just a few days ago. I had been on a still hunt for a week and could get nothing bringing out the idea I want to emphasize in this advertisement. What I wanted for this article was an advertisement for some product which was actually linked with a branch of the service and would likely be for some time to come. When I opened my newspaper at breakfast one morning there was the advertisement I had been hunting for. It tells us that the Nash quad has been declared regulation equipment for the Marine Corps. They are going to issue Nash quads to the proper parties, I take it. And, here I run the risk of puffing a product perhaps, I've seen many a Nash quad beat the truck world when it came to squirming out of the mud of at least one cantonment in this country. I guess any reader of this article who had experience with trucks during the war will list the Nash high at that.

Last, and absolutely by no means least, we find a manufacturer who is using a product (which has done service abroad) as a trade puller in this country. And why is it that the Corona typewriter (This particular advertisement shows the famous Corona that served with the 77th Division, bearing two wound and two service stripes. Everyone, I guess, has seen it and remembers it.) is about the only product which is keeping a war veteran in the shape of a product, going the rounds of retailers on this side of the Atlantic? Where are the motor cars, cameras, field glasses, desks, shot guns, a great raft of merchandises? Why is it manufacturers do not give the inanimate veterans sales-promotion work to do over here? At least the Corona people should serve as an incentive to others. They feature the 77th Division machine in booklet, page advertisement, letterheads and a host of ways. A retailer, agent for the Corona, spoke to me the other day in relation to an expected visit of the veteran typewriter to his store. He spoke with the greatest interest and already had his literature in hand and his advertisements ready for the local newspapers. The round of dealers is a triumphal tour of various agencies and mighty interesting testimony to the stand-up qualities of the machine.

By no means, I believe, has the time come when all war stuff should be eliminated from advertisements. On the contrary, the time to look up with the tremendous interest created by the war is right now. People know the value of a war as a tester of mechanical devices. The editorial columns are full of war talk each issue. They will probably continue to be. Let the manufacturer, whose product is of the sort which may be advertised by a war note in the copy, glance at the next table of contents he comes across. Let him see what a large number of the articles and other features of an editorial nature have to do with the war. If the war note is not stale for the editorial columns then why should it be dropped by advertisers?

Advertising in Japan—Less Than 150 Papers Have Influence—"Personal Element" Important in Sales Promotion

While it is estimated that there are nearly 3,000 publications of various kinds issued in Tokyo, it seems probable, according to Trade Commissioner J. W. Sanger, who is studying advertising in the Far East, that less than 5 percent of these reach any great number of people or have any widespread influence. The eight or ten widely read large newspapers, printing from 100,000 to 500,000 copies daily, seem to dominate the advertising field. A large volume of advertising space is used, apparently with good results. The advertisements themselves resemble those seen in America, with an interesting intermingling of Japanese ideas. Announcements for books, magazines, educational matters, and toilet articles fill a large part of such space.

A small amount of judicious advertising, which in general is said to be very expensive in Japan, will bring results, but it must be remembered that the personal element is much more in evidence in business there than in America.

Entertainments given to the dealers have been found to be a more effective means of promoting sales in certain lines than any amount of advertising. The arrangements for such advertising as may be done had best be made through the agent appointed in Japan.

Any attempt to deal direct with the smaller Japanese merchants should be on a cash-against-documents basis.

Trade Journals Needed at Madras Consulate

The American consul at Madras, India, would be glad to receive regularly copies of American trade journals and papers for the consulate reading room. Trade journals are kept in the reading room for the use of callers and are later forwarded to the commercial organizations and interested persons in the various cities of southern India.

Opens Detroit Office

Distributing and Warehousing, a Chicago publication, has opened a Detroit office at 95 West Fort Street, with E. L. Carroll, formerly of the Chicago office, in charge.

Getting Over the Domination Epidemic

How One Concern Is Stirring
Its Field Without Resorting
to Brute Force Advertising

An Authorized Interview by PAUL W. KEARNEY with

PHILIP L. THOMSON

Advertising Manager, Western Electric Company.

At periodic intervals we seem to run into plagues, epidemics and such devastating evidence of wide-spread contagion. Some few years ago it was Poliomyelitis; later it was Influenza—right now it seems to be Advertising Domination. A virulent germ, indeed, but one that has never been isolated.

In our popular weeklies and monthlies we can observe its work. Full page insertions are the rule; double-page spreads are common; and occasionally somebody attempts to take business by the scruff of the neck and drag it into camp with the aid of four, five or six pages in one issue. The idea came into being somewhere and has been sold time and again to men who are particularly willing, in these days of too much taxation with too much representation to become afflicted.

Be that as it may, we are witnessing a mighty scurry for attention. If one house in a line uses double-pages, every other house in the line feels obliged to equal or double the ante. So it goes. And meanwhile we wail about paper shortages.

In such times it is encouraging, not to say refreshing, to encounter here and there an advertising man or a national advertiser who has been inoculated against the germ or, perhaps, who is convalescing from the illness. Of the two, the former is more common. The Childs restaurants furnish a case in point—they have used simple 60-line advertisements with tremendous results. The Dodge Brothers motor car, referred to in a recent issue of this magazine, supplies further evidence. Some time ago we ran an account of the Bramhall-Deane Company's very successful campaign with small space in the magazines. There are numerous other examples.

But perhaps the latest and freshest of them all is the campaign sponsored by the Western Electric Company and recently released through the Newell-Emmett Agency. I learned from a talk with Philip L. Thomson, Advertising Manager for the Western Electric Company, that it is a campaign based upon the



Charged!!

Is your electric bill too high?

That minimum charge of a dollar or so a month for service—"whether you use it or not"—is it really unreasonable? Is the public receiving that square deal every American demands as his right?

Consider the question in all fairness and you will find the reason why an interesting one.

If you regard that dollar a month as a sort of interest charge on the electrical equipment used for you, it will seem fair enough.

There's a meter in your cellar and a system of mains and cables coming right up to the door. The flow of current through your street is constant night and day, so that at any time you may turn a stream of it into your home.

A delivery system as rapid as a desire, as dependable as an honest man's promise. But this problem of distribution is the biggest, most costly task the central station has to tackle.

Indeed, for every two dollars invested in generating equipment, three dollars must be added for equipment to deliver the current at your door—distribution.

Then too distribution requires that poles be erected, wires strung, lines maintained through the heaviest weather. Or it entails the opening up of streets and laying of cables—more satisfactory in the long run, but at an enormous first cost.

Little problems that must be solved behind the scenes before the show can proceed. But you enjoy the show and don't want the stagehands to work for nothing.

That is why you pay the minimum service charge—so much a month—a charge for which the central station gives full return.

Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the industry.

Western Electric Company

No. 2. Reaching into every corner of the head land, even to the most arid farm, the Western Electric organization brings all the conveniences and the safety of electric light, power and communication.

One of the series now running. This is typical of the style of the set.

needs of the electrical industry and the opportunity to build for it and at the same time for the Western Electric Company a degree of popular understanding and good will.

First of all, the company has got away from the all too common idea of dominating in its field. In reply to the pet dream of the corps of solicitors representing one prominent publisher, Philip L. Thomson, advertising director for the Western Electric, insisted:

DOMINATION NOT NECESSARY

"But we don't want to dominate. We don't care about crowding the others out. We aren't interested in buying great bunches of white space to become the king pin in the industry. We aren't going to try to force either the dealer to handle or the consumer to buy only Western Electric appliances.

"Much of the so-called institutional advertising," continued Mr. Thomson, "is so extremely egotistical it is of interest to few outside of the copy man who wrote it and the directors who are paying for it. 'The biggest,' 'the best,' 'the mightiest,' 'the most popular,' are over-worked terms that the public is sick and tired of reading—and almost as near to zero in interest as the pictures of the factories and founders now happily thrown into the advertising discard.

"Fortunately the electrical business is one so full of inherent interest and potential growth, that there is little excuse for the manufacturer using all of his white space to talk selfishly about himself, and so we chose this year to tell the public about the electrical industry, as it contacts with it in the great public service utilities; the street railway, the central station, the telephone company, and others. And we embarked 'upon this little adventure in good will' to help to interpret these great organizations to their and our public.

"If this measure of cooperation will contribute toward making our own business maintain its steady expansion we shall be satisfied. We look upon the growth of other electrical manufacturers with no misgivings or envy, feeling sure that there is enough business to go around and if our product is right and our prices are right and our service is satisfactory we shall very likely get the share of the business to which we are entitled."

The entire effort of the drive is concentrated on the one theme: the public could well afford to learn more about the electrical industry and the utilities depending upon it, and the public is not at all opposed to becoming better acquainted. Consequently a series of twenty advertisements were made up for this year, ten from each half, and ten magazines were chosen to carry the messages. The space used runs from about two columns in the larger to full pages in the smaller sized publications, and the appearance of the different insertions is so timed

as to "hit" the readers twice a month. For this end a combination of weeklies and monthlies are used.

THE TYPE OF MEDIA

As a general thing Mr. Thomson explained that the "review" magazines were picked because of the frame of mind the average reader is in when he sits down to go through those papers. It is a recollective or *thinking* attitude, for he reads these papers for the purpose of increasing his knowledge—not for entertainment. The story the Western Electric has to tell, then, is in good surroundings.

In the matter of deciding when the different insertions shall appear, Mr. Thomson has arranged a schedule which is interesting in itself. Each is numbered, not only on office records but also in the actual insertion, and all of the ten advertisements appear in as many magazines every month, rotating in sequence. Considering the media, the message and the idea of working the greatest effectiveness out of the campaign, the following schedule has been made up:

ADV.	TITLE	FOR					
No. 1	"Fares Please!"	Electric Street Railways					
No. 2	Coal Wagon	Central Stations					
No. 3	Walled Up	Electrical Contractors & Architects					
No. 4	Stevenson & Franklin	Steam Railroads					
No. 5	Banked Fires	Central Stations					
No. 6	Safety Stamps	Underwriters					
No. 7	Is your electric bill too high?	Central Stations					
No. 8	Keeping the lines open 1918-1920.	Telephone Companies					
No. 9	Hooking a ride	Street Railways					
No. 10	The Successful Bidder	Electrical Contractors					
		Jan.	Feb.	Mar.	Apr.	May	June
		No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
POPULAR SCIENCE		1	2	4	5	6	7
AMERICAN MAGAZINE		1	4	5	6	7	8
POPULAR MECHANICS		4	5	6	7	8	9
REVIEW OF REVIEWS		2	6	7	8	9	10
WORLDS WORK		6	7	8	9	10	1
INDEPENDENT		7	8	9	10	1	2
OUTLOOK		3	9	10	1	2	8
LESLIE'S		9	10	1	2	3	4
LITERARY DIGEST		10	1	2	3	4	5
COLLIERS							

This applies, of course, only to the first half of the year 1920.

The stories told under the headings listed in this schedule are plain statements of fact concerning electrical problems. The function and the accomplishments of the Underwriters, for example, is little known by those outside of the industry, so the "Safety Stamps" insertion deals with their work. The problems of the street railways companies are also presented as are the questions confronting the electric light and

power corporations. Under the caption, "Is your electric bill too high?" the following copy is run:

That minimum charge of a dollar or so a month for service—"whether you use it or not"—is it really unreasonable? Is the public receiving that square deal every American demands as his right?

Consider the question in all fairness and you will find the reason why an interesting one.

If you regard that dollar a month as a sort of interest charge on the electrical equipment used for you, it will seem fair enough.

There's a meter in your cellar and a system of mains and cables right up to the door. The flow of current through your street is constant night and day, so that at any time you may turn a stream of it into your home.

A delivery system as rapid as a desire, as dependable as an honest man's promise. But this problem of distribution is the biggest, most costly task the central station has to tackle.

Indeed, for every two dollars invested in generating equipment, three dollars must be added for equipment to deliver the current at your door—distribution.

Then too distribution requires that poles be erected, wires strung, lines maintained through the heaviest weather. Or it entails the opening up of streets and laying of cables—more satisfactory in

ad, and once in the footnote—perhaps twice. But the connection is made clear by a frank statement in the margin of each insertion:

Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry.

That is the position of the company. All through his talk Mr. Thomson emphasized that idea, and in a perfectly candid manner it is woven into the campaign itself. Expressing the thought more elaborately is the following paragraph taken from a brochure now being distributed to the electrical industry for the purpose of "marketing" the campaign:

We seek for ourselves as a Company to build according to ideals that will be in harmony with the changing ideals of the times. Our effort it seems to us must go beyond the physical and commercial growth of our nation-wide system of distributing houses. We must seek to understand alike the problems of the producer from whom we buy and of the customer whose trade we seek, so that we may interpret each to the other. If we can aid both to be better understood by the public which both, like ourselves in the last analysis, must serve, we shall of course be aiding all those in the great industry of which we ourselves are only a part. But we believe that only to the extent that we serve the whole electrical industry can we share in the hoped-for and well-deserved prosperity of an industry that is of incalculable benefit to civilization.

After seeing the plans and listening to the ideas and ideals of the man and the organization behind this little gem of a campaign, it is interesting to speculate, first, on the possible results and then to see what the returns actually are.

Several factors enter in the business of forming an opinion. One is the grand total of space used by the "W. E." competitors. Two magazines at my elbow show that 14 companies used 19½ pages in their effort to "dominate." Much of their copy is the dominating kind.

Yet here is a tip: the electrical dealer or user (in the cases of the large concerns) are apt to feel much more cordial to the man who is boosting their interests as well as his own than they do toward the fellow who insists upon tooting his own solo horn.

And, after all, of what avail is advertising without the cooperation of the man who is supposed to sell your goods to the consumer? The answer is given in the campaign that is being produced by the Western Electric Company— if is Mr. Thomson's opinion that you can't safely create "consumer demand" without

(Continued on page 24)

the long run, but at an enormous first cost.

Little problems that must be solved behind the scenes before the show can proceed. But you enjoy the show and don't want the stagehands to work for nothing.

That is why you pay the minimum service charge—so much a month—a charge for which the central station gives full return.

In all these advertisements the name of the Western Electric Company appears only two or three times. Once at the bottom of the

Backing Up Salesmen From Inside to Aid Him Get and Hold Trade

Helpful Plans That Win Good-Will and Increase His Influence With His Customers—Coordinating Field and Home Office Efforts Automatically to Insure Real Team Work

By SAUNDERS NORVELL

Chairman, McKesson & Robbins, Inc.

A WISE man once said there were two kinds of merchants—the merchant who told an employee to do a thing and then forgot it, and the other merchant who told an employee to do a thing and then followed the matter up to see how it was done. Personally I will pin my faith on the latter merchant every time.

Mr. Newman—our new salesman—has gone out with his trunks and his grip. His orders are now coming into the office. This article is mainly about how his business is handled at the home office and the co-operation he receives, upon which his success as a salesman may largely depend.

HOUSE CO-OPERATION

A sale to a customer is not completed when the order is taken. The real test of a house comes when a merchant checks up the goods he has bought. The merchant does not judge the house at the time he buys. He judges it when he considers the length of time it takes to fill the order; the completeness with which the order has been filled; not only the quality of the goods but the boxes in which the goods are packed, and the labels.

The work of many a good salesman has been neutralized by a careless, slipshod clerk or a lazy, indifferent packer. Then it is only human nature for a merchant to feel that if the goods themselves are of high quality, the manufacturer making the goods will put them up in quality packages and handle them in a quality way from start to finish.

So the cycle of the sale is not actually completed until the merchant has received the goods and is satisfied with them. In the cycle is embraced a large part of the business—not only getting out the goods, but the billing of the goods—their shipping, the appearance of the invoice and the accuracy with which it is made out. I make this explanation because some of my

SOME boards of directors and sales committees seem to think when they pass the necessary resolutions that the job is done. What a mistake! The real work has just commenced. A good plan is of course a fine thing, but the method and the manner in which that plan is carried into effect makes the original plan a success or a failure. There are more failures in business because plans are not properly carried out than because of lack of proper planning," says Mr. Norvell in connection with the accompanying article.

THE EDITOR.

readers may consider that this article is not exactly along the lines of selling. Every salesman, however, when he has read the article will realize how important the points in this article are in backing him up in his sales efforts. The things discussed are like the barrage fire that helps the soldier as he goes forward out of the trenches at the zero hour.

In these articles I am not writing about any theories or experiments, but about methods that I have seen work well in action. Some of these methods have been adopted after many methods have been tried and discarded. Probably some of the methods I outline may be out of date, but I give them to you for what they may be worth.

REGISTERING THE ORDERS

The credit and the sales department, especially in a small organization, should be close together. These two departments can frequently co-operate by using the same records. The mail is usually opened under the supervision of the credit department. The first thing to do is to register the orders. In my first experiences, I found the orders were registered in large books.

One day at a library I first saw the system of keeping track of books with a card system. I asked the librarian to allow him to study this system. The possibilities of

the card system in business immediately occurred to me. This was many years ago, before card systems became so common.

I immediately put in a system of cards, on the back of which in a double column were registered the number of orders. The customer's name and address were written on the face of the card. These cards were arranged in drawers by States and towns.

The first set of cards was written up from the ledgers. I remember that the clerks, when they were first instructed to register orders on these cards, objected to the system as a new-fangled idea. Afterwards, when they became accustomed to handling the cards, they could register very much more rapidly than they did with the old system, because they did not have to write out the name and address for every order.

Now, on these cards were written all the instructions in regard to handling a customer's account—for instance: terms, shipping instructions, whether to back order or not, whether to substitute or not, any remarks about prices, whether to ship goods on hand immediately or whether to hold order and fill complete. Any instructions on these cards were transferred with the system of rubber stamps to the order. When salesmen visited the house, they went over these cards with an employee and gave any new instructions needed about the handling of each of their accounts.

Forms were supplied salesmen, and when they opened a new account they filled out these forms, telling just how the account should be handled and all their instructions were entered on these cards. We trained clerks to handle these cards with accuracy, and the great advantage of the system was in the fact that the handling of our accounts was not a matter that rested in the memory of a few men, but was a permanent record, and men could come and go, but the accounts



were handled exactly according to these written records.

ARE YOU A STAR CUSTOMER?

In the case of a customer whose credit was beyond question we placed a large star on the card. This star was stamped on the order and the orders were passed through without the inspection of the credit man. This saved him a great deal of work. In addition, everybody handling the orders in the house understood that a star customer was one whose credit was beyond question.

These cards were used by the credit department by entering a number on the card which referred to the customer's credit record. Then commercial reports, etc., were filed in a folder in the credit files numerically. In other words, if you wished to look up a customer's credit record quickly you simply turned to his card, obtained his credit number, and then turned to the credit files for the reports when necessary.

Of course, by making these cards larger, the actual purchases from month to month of a customer could be entered on the card, so with such a card you have an absolute record of the account. Some merchants will say: "*But we keep all such records on the ledger account.*" The trouble with that system is that it clutters up your books with pencil memorandums on the accounts, and besides that, if too many people wish to look up records on the ledgers, the bookkeepers do not have enough time to work on the ledgers.

In organizing a territory the sales department takes a list of the towns assigned to a salesman, and from the ledgers they write up cards of all the accounts they have in these towns. Then from the commercial agencies they write up cards of all the merchants in this territory in their line of business who have not been buying.

BACKING UP THE SALESMAN WITH LETTERS

Now the sales department put their letter-writing machinery to work. Letter Number One is a carefully prepared letter advising trade in this territory that their salesman will call in January and

that the house will let them know exactly when to expect him, soliciting a share of their favors, etc.

This letter should be very carefully prepared, and while it may be a form letter, it should be so well done that it avoids the appearance of a form. Every letter of this kind should be signed by the sales manager by hand, and if the sales manager happens to know the customer personally, he can make a little personal notation at the bottom of the letter in his own handwriting. Then, when these letters are sent out, the date is entered on the card with a figure "one" in a circle, indicating that the first sales shot has been fired.

Now the salesman comes along and suppose he opens a new account. The card is blank. From the form supplied to salesmen the necessary instructions are entered on the card and then an acknowledgment letter is sent. This we will call letter "two." This letter expresses to the merchant the pleasure of the house in having him open an account.

It expresses the hope that he will be satisfied with its goods and its service and that he will continue to buy from it, both through their salesmen and by mail. This letter also states the fact that the salesman receives full credit for any mail orders that come direct to the house from his trade between his visits.

As these letters are all forms, they take very little work, and only accuracy is required in seeing that they are sent out properly. Then if there are other letters that follow, calling attention to various lines of goods, or special items, each of these letters in turn is numbered and the sales manager can tell by the card at a glance exactly what letters have been sent a merchant. By looking at the register on the back of the card the sales manager can also see at a glance whether there have

been any responses in the way of orders.

EXTRA CARE FOR NEW CUSTOMERS' ORDERS

Now let us take the case of a new customer. We all know that first impressions are usually lasting ones. A new customer should receive special attention.

Therefore, when this order strikes the card and it is found to be a new account, the proper tags are placed on the order, instructing the stock and shipping departments to be exceedingly careful to only send nice clean boxes, to pack the goods with extra care, to fill the order complete, and to see that it is shipped with extra dispatch. In other words, the sales department must use all the departments in the house to make a good impression on the new customer.

In carefully managed businesses the original order when finished, with the invoice, come to the desk of the sales manager so he can carefully look over the order and see how it has been handled. Suppose the order has been filled without a single omission!

Then the sales manager has an opportunity to call the attention of the customer to the fact that notwithstanding the size of his order, they have taken pleasure in filling it without a single "short." Probably this fact would not have been noticed by the customer unless it was invited to his attention. If there happened to be unavoidable "shorts," the sales manager has an opportunity to explain why these goods were not sent. The great attention given to such details will naturally make an impression upon the mind of the customer. This inevitably helps the salesman, as well as the house.

(To be Concluded in Next Issue)

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Story Methods In Advertising Copy

The Quintessential Germ
By WILLIAM B. McCOURTIE
Associate Editor, The Writer's Monthly

IN the following articles of this series we shall develop by practical synthesis the construction of the "ad-story," if it be allowable to coin such a plug-ugly, yet useful word, from germ to complete narration, simultaneously proceeding to analyze current and existing advertisements—for exemplification, contrast or proof. As a first step in this synthesis, the quintessential germ must be brought to light. Just what this germ consists in, I shall hope to show transparently, but in avoidance of misunderstanding, before dealing with the germ itself, it will be necessary to discuss briefly a certain phase of all story work which might otherwise be puzzling to my readers. This phase is that of fact in fiction. Not fact as fact, I must not neglect to point out—for we have heretofore spoken of the utter inadequacy of a summary of facts for main advertising purposes, however glitteringly these be arrayed—but fact in fiction.

"Pooh!" one typical objector has breezily and honestly said to me, "what on earth do I want to weave stories into my advertising for? The American buyer cannot be reached by *bunk* any more. That era's past, or at least it goes with oil-well flotations and extravagant copy, not with serious, strong advertising, such as I'm doing and want to do. I'm concerned with facts, and their adequate presentation. I don't need to tell stories to get people to believe in such goods as I advertise."

"But in writing an ad-story I am also concerned with facts. More than that, I am concerned with truth."

Since this seemed to require demonstration, I proceeded to explain that his understanding of fiction rested on a fundamental and common misconception, the misconception that fiction was altogether false, simply because the imagined and narrated events of a story or stories never occurred or perhaps never could occur.

Authorities tell us otherwise. "All fiction is fabricated from fact," says J. Berg Esenwein in his standard treatise, "Writing the Short Story," and R. G. Moulton goes a step further in boldly declaring that "fiction is truer than fact."

An effective advertisement cannot be written by taking the facts just as they occur to the advertising writer any more than an effective story can be so written—selection and sorting takes place immediately. Not facts as facts, unrelated and random, but facts as truth, give the appearance desired by story-writer and advertiser alike. Mere facts are dry and in the shape of figures (see some cut-rate store broadsides) may lie. Facts as truth, as fictional truth, are interesting and do not lie.

The unmitigated and unsorted publication of facts alone, or of one fact, without alteration, without comment, does not produce truth.

Facts are necessary indeed, but they are only basic or fabric material. The happenings in a modern story both present facts and *seem to be true*. Copy is occasionally published, prepared by story methods, which has a surface or factitious truth only.

For example, I have here an advertisement of a certain electric washing machine, which under an illustration showing three little girls dancing up and down in old time washtubs, while a woman nearby leads them, baton in hand, reads:

SIX LITTLE SCOTCH FEET AND THE SNOW WHITE BLANKETS

It is dawn on a June morning in a small Scotch Village. Close to the old dusty road there stands a cottage. Under the shade of an apple-tree are three big tubs filled with blankets and soap-suds.

Suddenly, around the corner of the house, three little girls in white night-dresses and bare feet come prancing. They jump into the tubs and begin throwing the soapy water with shouts of laughter. A moment later their mother—a big, brawny Scotch woman—steps out of the cottage door with a mouth-organ in one hand and a rod in the other.

"Ready," she calls, with her conductor's baton poised, and out pour the stirring strains of "SMARTY SMARTY, HAD A PARTY." Under the dancing feet the water swirls through the mesh of the blankets—STILL THICK AND FLEECY AFTER YEARS OF THIS WASHING—washing which has held its place all the way down the ages because it is the SCIENTIFIC PRINCIPLE OF CLEANING—PRESSURE and SUCTION.

The three little girls are big girls now, and here they are in homes of their own in New York. One has washed lingerie; one has washed blankets; one has washed rag rugs. But they are no longer dependent on their own dancing feet to do

their washing. The vacuum cups in their BLANK BRAND ELECTRIC WASHER—sixty strikes a minute—take the place of the six tiny feet.

These three women are washing heavy things and light things—yet they are still using the same machine. See! They turn on a switch and this laundress begins her work. In ten minutes the clothes are clean. Move a lever and the wringer begins its work. That is all!

As a story, at least, this scarcely seems to be true, and if it does not, the fault must largely be placed as "wrong or inconsequent germ."

The copy-writer has the same obligations as the story-writer who (again quoting Dr. Esenwein) "has a profound obligation to tell the essential truth. If you trifle with it you ought to fail in fiction, and probably you will." If you trifle



KAYNEE
BLOUSES

SUMMERTIME—days crowded full of strenuous sports—but, oh, so hard on the clothes!

You can't expect your boy to have his mind on "saving" his blouse, so buy him the kind you know will stand the wear and tear of hard playing.

Kaynee Blouses—like all Kaynee garments—are built on Kaynee ideals.

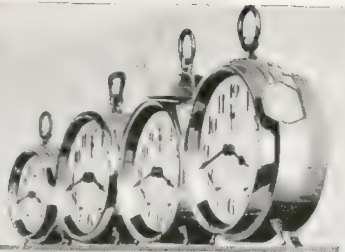
The colors are all fast colors—no fading from sun or laundering. The designs are exclusively Kaynee designs—you never see them repeated in poor quality blouses; the set of the collar, the trim shoulder line, well-finished lock-stitch seams—these are just a few of the reasons why Kaynee Blouses give your boy that well-cared-for look, and why they mean *true economy*.

All the better stores carry Kaynee Blouses.

"Let them grow up in Kaynee" Creepers, Undertrousers, Pajamas, Rompers, Wash Suits, Blouses, Shirts.

The Kaynee Co., Cleveland, Ohio

The swimmin' hole advertisement referred to.



Westclox

WESTCLOX is a short way of saying Western clock. It means the standard time-keeper made by the Western Clock Company.

For a clock on the Westclox family manufacture, for a pocket piece, for a table clock, for a desk clock, for a wall clock, for a big Ben, Sleep-Meter, American Bells, you know you're getting a good clock. Because each one is a Westclox.

It is made it easy for you to recognize a Westclox, we put the four words "WESTCLOX" on the dial right above the name of the clock.

We also attach an orange-colored, covered Westclox tag. These are marks of good make and good time-keeping. Look for them on the alarm clock you buy.

Western Clock Co.-makers of Westclox
P.O. Box 100, New York, N. Y., U. S. A.

The Westclox advertisement mentioned herein.

with the truth in your advertising your copy will ultimately and deservedly be discounted.

Of course I have chosen extreme and divergent examples in the two above advertisements, but they will suffice to show that copy which contains actualities, statements only, and copy which does not seem to be true, alike fail of their intended purpose. The quintessential germ which we are setting out to discover must not be one that will in later development lead us toward one or the other horn of this dilemma.

I have said elsewhere that the study of the short story has taught writers that life has almost innumerable facts that are inherently interesting. So also has the worthy article of commerce, whatever it may be. Interesting to whom? Universality of treatment will have much to do with the *extent* of the interest, with the number of readers who will be attracted, not to mention convinced, and herein I may say lies one of the most far-reaching advantages of the ad-story. It reaches more readers than the mere announcement or statement, because written ostensibly from their and not from the advertiser's point of view. I trust this important distinction is clear. It has to do with the germ itself.

We are now ready to consider the germ. What is a germ? Where can it be found? How shall one go about the search, given the facts as material?

A germ is a gleam from one of the innumerable facets of life; the embryo story—never the finished story; the single idea out of which

a strongly unified advertisement comes to be born. Germs are therefore elusive things, here, there and everywhere, as multitudinous as motes in a sunbeam. Some of these flying ideas have value; some have not.

We know, first of all, that the only ones in which we, as copy-writers, are interested, are those which embody essential truth. In searching for a *quintessential* germ among those which contain truth, we must look at the probable derivative story from the viewpoint of the reader.

Let us take an example. Suppose that I am the manufacturer of a complexion soap. This soap, I claim, has wonderful cleansing powers (fact one) and its use promotes a healthy appearance of the skin (fact two). I might advertise my soap factually by making the aforesaid assertions and photographing for reproduction a beautiful cake of my superior product. This, I think, would be a *germicide method*! Transposed into clocks, it would look something like the accompanying Westclox illustration.

I might, on the other hand, having chiefly these facts to put before the public, choose an inconsequent germ—something like the patter which the juggler uses to *distract* the audience's attention while he is reaching for the lost ball, to which presently attention will be transferred. I only want to catch your attention for a moment, and then I will flash my wonderful cake of soap upon you. Transposed into automobile tires, the advertisement turns out like the United States Tires advertisement shown in an adjacent column.

On the contrary, I desire to treat the matter from the reader's angle. What "story" will truthfully connect my soap with a large number of readers—women readers, of course? Ah, I have a lead. A young lady across the street has a disfiguring eruption on her face, and she cannot join in the social activities to which she is accustomed. I imagine an actual scene. This young lady is drawing aside the curtains to watch her friends go motoring off to the country club. Not many women suffer likewise, perhaps, but all women will understand what I am getting at. I will achieve universality—what I have previously called wide-speakingness. The way this germ works out is well illustrated by the Resinol advertisement reproduced.

Notice, by the way, that the artist


has *not* allowed any unpleasant suggestion to creep in, as he would have done had he shown the disfiguring blotches. Notice also, that this particular advertiser seems fearful that his point has not been made. He has thought it necessary to tag on a long moral.

Two restrictions may govern the adoption or rejection of ad-story germs, considered for quintessentiality. The most important restriction is of class readers.

In the soap advertisement we were appealing primarily to women. We may, of course, wish to appeal to men instead, or to some particular race (negroes), or trade (carpenters), religious body, etc., etc.

But even after this exclusion has been made we may prefer our advertisement to reap the special advantage of timeliness. Perhaps the copy will appear just before Christmas, or only in the summertime.

Suppose, for example, that I am a maker of children's clothing, including blouses, which I am anxious to proclaim to the world are built especially for the boy-business—the materials will stand wear and tear, the colors are fast, and even after rough usage the blouses will keep their shape. I want to appeal to probable buyers, and my ad-story will appear in June, July and August. These are my facts; now for fiction. I am in search of one of those facets of life previously spoken of. What did I do in summer when I was a boy, that boys everywhere still do, and that just about used up any ordinary garment? What *one* thing did I do especially? *I went to the "old*



Don't waste your every life—enter in!

Two of the most common causes of skin eruptions are dryness and neglect of the skin. The Resinol Soap is a gentle, non-irritating, and so-called "face" soap. It is made from the finest oils and is free from harsh, drying alkali.

It is the only soap that is so gentle and so effective. It is the only soap that is so gentle and so effective. It is the only soap that is so gentle and so effective.

Resinol Soap

Note the Author's reference to this advertisement

The Globe

AND Commercial Advertiser.
OLDEST DAILY NEWSPAPER IN THE UNITED STATES. EST. 1793

January 22, 1920.

Important Notice Regarding Checking Copies

Improved Service for Advertisers and Advertising Agencies

Owing to the increasing confusion between agents, advertisers and newspapers regarding checking copies, we have decided, instead of continuing our mail list, to inaugurate a new system which will entirely eliminate the necessity of mailing copies of the newspaper to the advertiser or space buyer on the day of publication and will also eliminate the nuisance represented in belated demands for checking copies.

On February 1, 1920, the New York Globe will put in operation the following program:

- 1—On every day that an advertisement is inserted on the order of an advertising agent or advertiser, outside the city of New York, a page containing the advertisement will be mailed to such advertiser showing that the advertisement was inserted in accordance with the order.

(In case it is subsequently proven that an insertion was an error The Globe will frankly acknowledge the error and make allowance for that insertion.)

- 2—On the date that each advertisement is inserted, another page containing the advertisement will be cut from a copy of The Globe and filed in a suitable cabinet at The Globe office, where it will remain until the end of the month, when, accompanied by the usual itemized bill, it will be forwarded by registered mail.

Before deciding upon this plan, I have carefully considered proposals and suggestions made by newspaper publishers and agents and feel certain that we have simplified it very greatly, and, in fact, have made it 100% fool-proof.

What we are all after is increased efficiency and the cutting out of waste and lost motion.

Sometimes it has been necessary to write for checking copies of The Globe on account of the regular checking copy either having been lost en route or in the office of the advertiser or the agent or in the office of The Globe, and then perhaps it has been necessary to write again for one of these reasons, with the result that there is confusion and delay all along the line.

If in practice we find that further refinements are necessary to make the plan herein indicated more workable and more serviceable to the buyers of space, we will gladly modify it and will welcome any suggestions that you or any other space buyer may care to send us.

The print paper shortage is very real and is going to become more acute, and every one of us in the newspaper and advertising business must do whatever he can to help bring relief in the great emergency.

Yours truly,

Jason Rogers

Publisher

The response from advertising agents so far received has been unanimously favorable.

swimmin' hole!" There is the quintessential germ. See how the Kaynee Company have used this appeal in their advertisement shown here.

This advertisement has timeliness, and it aims properly at the adult, intended, no doubt, to awaken favorable and chuckling reminiscences. A possible criticism as to class of readers would be that more men than women would have such reminiscences, whereas the main buyers of children's blouses are undoubtedly the latter. Also, mothers do not like their boys to go to swimming holes. But at any rate, the composer of the copy seized upon a germ which had vitality, and was connected in a strong and truthful way with his facts.

I hope I have made it clear that every ad-story writer starts on his germ quest with a definite problem, a problem which complicates the essentiality demanded of the fictioneer with the aspect of quintessentiality. The story-writer may roam the entire universe and outside, for that matter, for his germs, whereas the copy-writer is restricted to such germs as he can truthfully connect with his product.

Here is one such problem. I want to say, in copy, by successive steps, that tobacco-smoking, so far from being harmful, is "soothing

and serene"; tobacco users as a class are steady, comfortable, dependable men; that one kind of tobacco, *our* kind, promotes cheerfulness because it is *nature-cured*. I want to make these points in the most effective way, so that the advertisement will be replete with story. I can perhaps depend upon my moral (in the shape of added reading matter) for the name of my product, but the other facts I wish to bring out truthfully in my fiction.

I begin by a deductive process. (Of course this process might be turned inside out.) What is the quiet hour? Just after the evening meal, when pipes would normally be lit. What always takes place at that hour? My young nephew jumps on my lap for his regular story. What may that be held to show? People instinctively trust men whom children like. Is there any other tradition of this sort? Yes, people also trust men with whom animals are friendly. What *animal* would be likely to be with a man's man at this quiet hour? A dog. I need no more.

The germ is born, but so far as the ad-story itself is concerned, we have just begun.

(The next article will deal with the plotting of the story advertisement. Mr. McCourtie will be very glad to answer brief questions regarding story methods in advertising—not, of course, connected with the preparation of copy.—THE EDITOR.)

Harvard Class Takes Practical Lesson in Advertising

On a recent afternoon the offices of the Greenleaf Company, Boston, became the classroom where about thirty-five young men from the Harvard Graduate School of Business Administration received a lesson on "Advertising in the Making." This form of "laboratory work" in advertising is an innovation inaugurated at Harvard by Professor Daniel Starch of the University of Wisconsin and a member of the lecture staff of the Harvard Graduate School of Business Administration, who felt that the students would be greatly benefited by an opportunity to see, at first hand, how an advertising agency undertakes the work of launching an advertising campaign.

A. B. Hall, general manager of the Greenleaf company, led the class step by step through the various stages in the preparation of an advertising campaign—the investigation of market conditions, the selection of media to reach the type of purchasers it is desired to interest, the formulation of selling arguments, the preparation of layouts, copy and illustrations, and the merchandising of the advertising to the trade. Considerable time was devoted to a careful exposition of the follow-up work which is so valuable a part of an advertising agency's service to its clients—as well as to an explanation of

the formulation of campaigns for direct mail selling. At the conclusion of his talk, Mr. Hall answered questions put to him by the students, after which they were given an opportunity to watch the various departments of the Greenleaf agency at their work.

Another Wants Reprints of Mr. White's Salesman's Article

J. J. BADENOCH CO.
Manufacturers of Poultry, Horse and Cattle

Feed
Chicago
Editor, ADVERTISING & SELLING.

I read with particular interest the article in your issue of October 25 last entitled, "What I Would Do If I Were a Salesman," by F. Edson White. This is such an excellent article that I think it might well be reprinted in pamphlet form for circulation. It may be that you have already done this, if you have, will you kindly send us 50 copies, charging us with whatever amount you have priced the circulars at.

If you have not printed it in pamphlet form, are you planning to do so, or would you have any objection if this were done.

Yours very truly,

J. J. BADENOCH CO.
Percy W. Sutphin,
Manager Feed Dept

Sunday Papers May Be Banished in Spain

In a decree signed by King Alfonso on January 15, Sunday newspapers are to be prohibited forever throughout the Kingdom. The decree, however, does not come into effect for 15 days, and in

the meantime may be modified, as a number of newspaper proprietors have made suggestions which are being considered by the government.

Cincinnati Chamber of Commerce Starts Campaign to Protect Members From Unworthy Advertising Projects

In an effort to do away with doubtful advertising schemes, the *Cincinnati*, official organ of the Cincinnati Chamber of Commerce, in the current issue outlines the following plan:

"Members are requested to secure at once advertising cards, as below set forth:

"All solicitations for advertising in programs, special editions, year books, and mediums not permanently established and so recognized, must be approved by the Advertising Committee of the Cincinnati Chamber of Commerce."

The above card suitable for framing, has been issued by the Cincinnati Chamber of Commerce, and is now ready for distribution to members.

The object is to do away with constant solicitation for advertising, the purchase of tickets, and donations, for the benefit of doubtful enterprises.

Solicitors for mediums not permanently established and recognized should be referred to the Subsidiary Organizations Department, where their propositions will be investigated by a committee. If found legitimate each solicitor will be provided with a yellow card, reading as follows:

This card certifies that the proposition being solicited by..... representing..... Fund for Relief..... has the approval of the Advertising Committee of the Chamber of Commerce.

Date, January 10, 1920.

The Cincinnati Chamber of Commerce, By Manager, Subsidiary Organizations.

No advertising space or tickets should be purchased, or donations made to any solicitor who cannot produce such a card which will bear the solicitor's name, the proposition for which he or she is soliciting, the date issued, signed by the Manager of Subsidiary Organizations, and in the upper right hand corner a number in red ink.

Members are requested to at once send to the Manager of Subsidiary Organization for the large card to be prominently displayed in their offices.

Edwin Bird Wilson Opens in Chicago

An office in Chicago, with Williamson Tate as temporary manager, has been opened by the New York advertising agency, Edwin Bird Wilson, Inc.

Standard Oil Men Celebrate Fiftieth Birthday of Company

The fiftieth anniversary of the founding of the original Standard Oil Company was celebrated recently by a luncheon and dinner at which 135 officers and heads of departments were guests. The original company was founded in Cleveland, O., on Jan. 10th, 1870, by John D. Rockefeller, Henry M. Flagler, Samuel Andrews, Stephen V. Harkness and William Rockefeller.

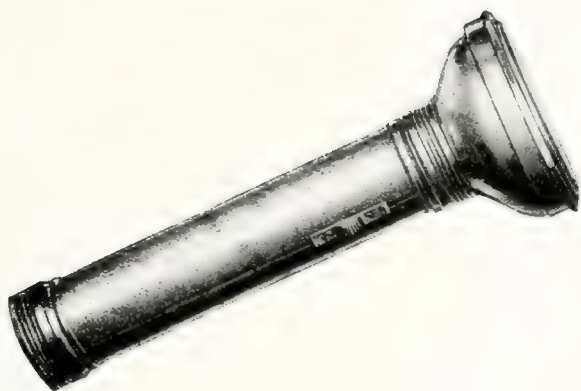
Miller-Bryant-Pierce Appoints Miss Dunne

Miller-Bryant-Pierce Co., makers of inked ribbons and carbon papers in Aurora, Ill., have appointed Miss J. M. Dunne acting manager of their New York office, 253 Broadway, to succeed Ward J. Downs, who has resigned.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



Daylo and Collier's

The American Ever Ready Works of National Carbon Co., Inc., has chosen Collier's to head the list for its 1920 advertising campaign in publications of large circulation.

"Watch Collier's"

The Men and Women Who Make Our Mediums

LISON ROGERS

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By BRUCE BLIVEN

THE little boy walked boldly into the old gentleman's private office. If he was frightened, he didn't show it.

"If you please, sir," he said as soon as the old gentleman looked up. "I think I ought to have a larger salary. I think I can prove it."

"Go ahead," the old man invited.

"I am now getting," the small boy explained, "\$2 a week. My carfare costs me 10 cents a day on the street car, 10 cents more on the elevated. That makes \$1.20 a week. My lunch costs at least 15 cents a day, or 90 cents a week. Total overhead, \$2.10 a week. Weekly deficit, 10 cents. Annual deficit, assuming no increase in overhead, for remaining months of the fiscal year, \$5.20."

"You win," said the old gentleman. "Three dollars."

Jason Rogers, publisher of the *New York Globe*, was thirteen years old when the above incident happened. (I can't guarantee the language, but the facts are as stated). And I can't think of anything which could better illustrate the habits of mind which have made him what he is today. First, he made sure of his facts, and backed them up with statistical proof. Then he wasted no more time in preliminaries, but hit and hit hard. And he got what he wanted. That was like him then. It's like him now.

I think the gentle or ferocious reader will agree that it is a hard job to write the biography of a man with whom you are intimately associated in your own daily work. I do not allude to the fact that if one tell the whole truth one is apt to get

fired, or promoted, or something. I have in mind the more serious objection that it is difficult to get the perspective on a man whom you know very well. It is hard to see the forest for the trees, and especially so when there are so many trees as Jason Rogers has planted in the course of one of the busiest, happiest business careers anybody ever had.

For instance, J. R. was practically the founder of the Audit Bureau of Circulation.

J. R. established the Associated Newspapers.

J. R. created the "United Newspapers" and was responsible for its development into the Bureau of Advertising of the American Newspaper Publishers' Association.

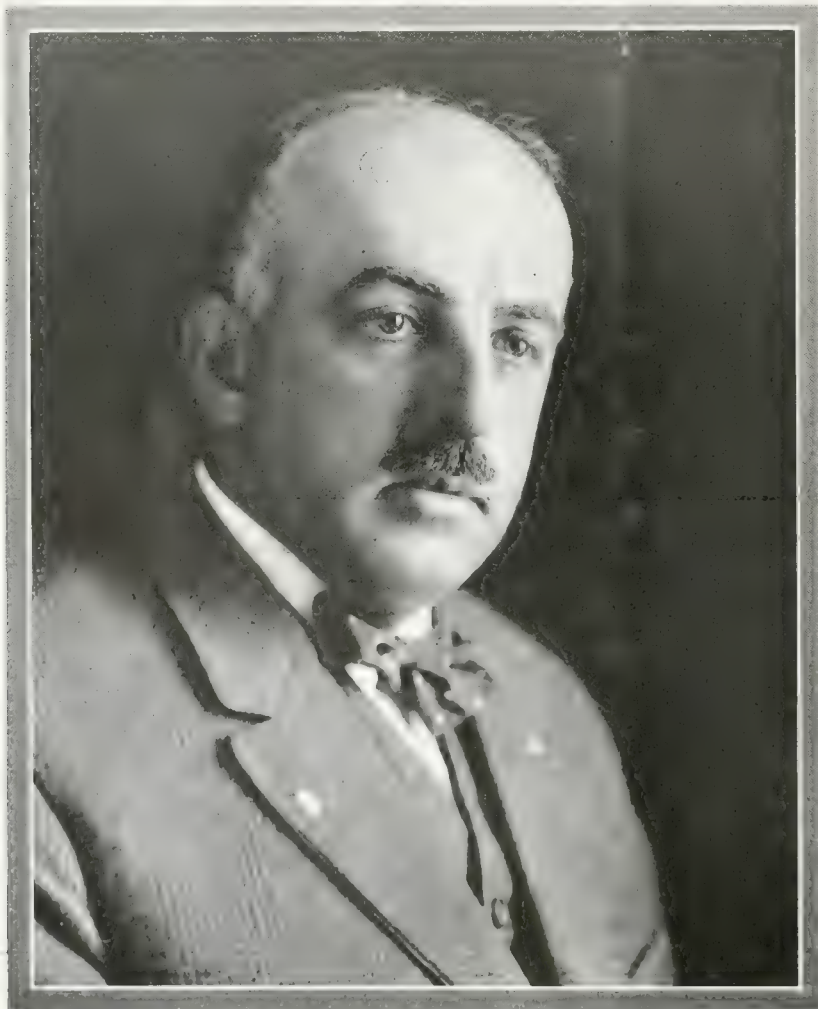
J. R. has written three books on the operation of a successful newspaper plant today — "Newspaper Building," "Building Newspaper Advertising," and "Fundamentals of Newspaper Building."

J. R. wrote a pamphlet, "Newspaper Efficiency," and gave away 30,000 copies, at least one to each newspaper publisher in the United States and Canada.

J. R. has done more, as I think everyone will agree, than any other man in America to standardize and simplify the business records kept by newspapers.

J. R. has led the fight for granting agency commission on newspaper advertising whenever possible, and particularly on local business in which a national advertiser co-operates. He fought to get the newspapers to grant an agency commission of "15 and 2," and has seen this standard adopted by more than 90 percent of American newspapers. Now he is fighting for "17 and 2," to cover the increased cost to the agency of doing business nowadays.

This sounds like a fairly imposing record, does it not? But, to quote the phrase of a popular vaudeville team, "You don't know the 'alf of it." In between times he has written voluminously for the advertising and publishing trade press. He has toured the United States again and again, giving informal talks on his pet subjects before advertising clubs, newspaper and agency staffs, schools of journalism, and the like. Because of these proselyting journeys of his, I venture to say that if you were to ask in almost any community west of the Hudson River, "What are the names of two New York newspaper publishers today?" the reply would be certain to include J. R., with considerable variation in the naming of his running mate.



JASON ROGERS.

The Production of Oil in the North Texas fields for 1919 reached the enormous value of _____

\$ 1,306,656,000

Visualize a trade territory producing yearly more than a
Billion Dollars Worth of Oil

**3,347 WELLS
COMPLETED IN
NORTH TEXAS**

Final figures touching on operations in the North Central Texas oil fields for the year just passed have been compiled. Several estimates on the operations have previously been made, some of which have been approximately correct. Exact figures show that during the year 1919 there were 3,347 wells completed in the North Central Texas territory, 2,570 of which were producing oil wells, 685 were dry holes and 92 were gas wells.

Nearly 77 per cent of all the wells completed in these fields were producers, while only 20 per cent were dry holes and less than 4 per cent were gas wells. Total new production for the year amounted to 1,139,600 barrels daily or an average of 443 barrels daily per well. The 92 gas wells had a total initial output of 1,094,000,000 cubic feet daily.

New production was about evenly divided between the deep sands or lime fields generally spoken of as the Ranger territory and the shallow sand fields in the extreme northern part of the State known as the Wichita Falls or Burkburnett territory. New production in the shallow sand district amounted to 569,225 barrels, while the new production in the deep sand district farther south was 570,380 barrels.

—From The Fort Worth Star-Telegram Jan. 21, 1920.

—to say nothing of the largest crops ever grown

Find a market for your goods in this vast trade territory through

THE FORT WORTH STAR - TELEGRAM

OVER 70,000 DAILY

OVER 80,000 SUNDAY

Largest Circulation in Texas

95% In Home Territory

**Thoroughly Covering This
Billion Dollar Area.**

**More than double the circulation
of next Fort Worth Paper.**

The Fort Worth Star-Telegram

Fort Worth, Texas

AMON G. CARTER, Vice Pres. & Gen. Mgr.

A. L. SHUMAN, Advertising Manager

And that isn't all. He carries on an enormous correspondence with all sorts of people on all sorts of subjects. He is frequently called to Washington to testify before investigating committees in the capacity of an expert on publishing, advertising, price maintenance, etc. He plays, I am told, a rattling good game of golf. And, finally, there is the little matter of directing the business affairs of the New York *Globe*, which, under his tutelage, is doing rather nicely, thanks, the newsprint notwithstanding.

This list of activities, so Rooseveltian in its scope and in the sheer magnitude of the effort involved, implies behind it an unusually vigorous and well-rounded personality. The implication, as I think everyone who knows J. R. will agree, is well sustained by the fact.

The subject of this sketch (as the old-time special edition men used to write) was born in New York fifty-one years ago, if you are interested in ages, as he is not. His grandfather, William Culdwell, owned the old *Sunday Mercury*, with an office at Nassau and Fulton streets, and young Jason began his newspaper career at the late age of eleven, working summer vacations and Saturdays. Two years later he was putting in his whole time at the office, and it was then that he made the historic demand for a living wage, which I have already described. Three years later he had risen to the post of circulation manager, and actually traveled through the Eastern states appointing local agents. At the age of twenty-five he left the *Mercury* for the *Commercial Advertiser*, also of New York. The same company issued the *Morning Advertiser*, which was later sold to Hearst, and developed into the New York *American*. After a few months as publisher of the old *Commercial Advertiser*, Mr. Rogers being all of twenty-six years old, branched out in business for himself as special representative, advertising agent and expert on newspaper promotion. After four years of this he went to Chicago as advertising manager of the *Inter-Ocean*, where he remained about a year. In 1899 he returned to New York, first in the classified advertising department of the New York *Sun*, and then doing special work for the paper, bringing back the old customers who, for one reason or another, and largely because of personal quarrels, had dropped out of the publication. The following year he returned to the *Commercial Ad-*

vertiser in the advertising department. A little later his title was changed to assistant publisher, during the regime of J. S. Seymour. In 1904, with Samuel Strauss at the business helm, the name of the paper was changed to *The Globe and Commercial Advertiser*. As the result of a carefully planned and strikingly courageous campaign, in the preparation of which Mr. Rogers had a part, the circulation of the paper jumped almost overnight from 12,000 to 100,000. From that day to this it has maintained an important place among the great dailies of New York city.

In May, 1910, Mr. Rogers was promoted from assistant publisher to publisher of *The Globe and Commercial Advertiser*, the position he still holds. The way in which he celebrated his assumption of command is worth telling in his own words:

"The paper was claiming a circulation of 138,000 at that time," Mr. Rogers says. "It actually had some 78,000 genuine subscribers. Under the old New York method it was quite customary to claim gross print as paid circulation.

"I studied the situation for a number of months in order to make sure of my ground, and then I took a step which nearly everybody told me would be absolutely suicidal. In June, 1911, I had an audit made of our circulation by the Association of American Advertisers. They reported that our actual paid subscription was 103,000 copies. Accordingly we, during August, 1911, announced this fact that 138,000 print meant 103,000 copies sold to all our advertisers and to everybody else, while the wiseacres sat around wagging their heads and waiting for the crash.

"As it happens, however, the crash never came. The advertisers seemed very glad to find a paper with courage enough to tell the plain truth about its circulation (which was by no means such a common thing in those days as it is now). From that day to this *The Globe* has climbed steadily, until today we circulate on the average over 180,000 copies at two cents the copy."

One of the striking facts about Jason Rogers is his willingness to share his ideas with other people. He is just as willing to give "inside facts," no matter how sacrosanct they are supposed to be, to his competitors as to anybody else. Here are some instances to illustrate:

In the same year in which he took the bull by the horns in the matter

of circulation, he worked out the solution to another pressing problem. *The Globe* found, as other single newspapers in various cities long ago discovered, that it was difficult to keep men who developed striking ability in the editorial department of the paper. There was constant competitive bidding back and forth among publishers, and the man of unusual talent was apt to be taken away at an enormous premium by some publisher, like Mr. Hearst, who was able to syndicate his editorial matter and share the cost among a number of paper.

Mr. Rogers thought this over for a time and then put on his hat and went out to Chicago to see Victor Lawson, owner of that remarkable newspaper property, *The Chicago Daily News*. He also saw Colonel Nelson, of the *Kansas City Star*; W. L. McLean, of the *Philadelphia Bulletin*; General Taylor, of the *Boston Globe*, and a dozen other good men whose names I omit to avoid making this paragraph sound like a catalog. The result was the formation of the Associated Newspapers, an organization with a purchasing power of \$250,000 a year with which to develop material to be distributed among the members, each newspaper having exclusive use in one non-competitive territory, on a basis of assessments according to the size of the community. If I mentioned even a fourth of the strong features developed under this plan, I should probably be charged for this article at full advertising rates—so I refrain.

A year later Jason Rogers developed a new idea. A believer first, last and always in the newspaper as a primary advertising medium, he felt that not only the advertising agencies but the newspaper reading public failed to appreciate the advertising power of the medium. Accordingly he started a series of reading notices on the front page of *The Globe*, "advertising the advertiser." These talks, written by Fallon, proved very popular, and Mr. Rogers released them to other papers for free use. For some time 850 papers were printing these talks every day. From this idea there grew in a few months the "United Newspapers," organized for cooperative propaganda work on behalf of newspaper advertising in general. In 1913, the "United Newspapers" was made a subsidiary of the American Newspaper Publishers' Association, being combined with the Daily Newspaper Club, to form the Bureau of Adver-

(Continued on page 19)

If You Were Selling a Product Priced from \$500 to \$10,000

How Many Inquiries Would You Expect From a Single Page Advertisement?

SUPPOSE you inserted six different addresses in your copy—would you be surprised to receive as many as 861 replies at one single address the morning after the advertisement appeared?

And even if that were no more than you had expected—wouldn't you be surprised if you received over 30,000 at all six addresses, before the advertisement had stopped pulling.

And yet here is a letter that came to the advertising manager of the publication which carried the advertisement producing these remarkable returns.

"Mr. R. would not give me the returns on the color page in the American Weekly but stated that they were entirely satisfactory. He said he had made a bet of a box of cigars with Mr. S. that the replies would run over 30,000.

"I asked him if he won the bet he had made, and he answered that he did."

One advertiser I talked with last Fall told me "the Sunday between Xmas and New Year's is the poorest Sunday in all the year for advertising."

Another said—"You may get these thousands of inquiries for inexpensive products—but not for a thing that takes a man's entire income for a year—or several years."

But here was a third advertiser with vision enough to try. And he secured over 30,000 inquiries for a product priced from \$500 to \$10,000, and that

advertisement that appeared the Sunday between Xmas and New Year's.

It is interesting that this advertiser has contracted for two additional pages in early issues of the AMERICAN WEEKLY. The name of the firm will be furnished on request.



when you say it in
COLOR
you have said something

The only time that people discard color and use black is when they are not happy. Think it over! Youth paints the town; health paints the glowing cheek of beauty; imagination paints the picture which ambition transforms into smiles. All life is one broad mass of color. You have to die to get away from it.

TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY!

"If you want to see the color of their money—use color!"—A.J.K.

Now a natural question is—what kind of an advertisement produced this tremendous return?

FIRST: The advertisement was in color. The use of color in itself invariably has a great influence in producing high returns from advertising—particularly the use of color on a page large enough to permit a full and radiant display.

Science says that color is the motive, action, stimulant of all living creatures. The simplest form of living creature is the tiny single-celled Euglena. It is found in wayside pools—a tiny spot of red and green invisible to the eye. And these little spots of color, permit it to live through the light of the sun.

Man does not live on color—but all his impressions gained through the eye are made by color. You, for example, see everything in colors. Consciously or subconsciously you feel in color. Reds suggest action, attention, heat or passion. Blue suggests poise and dignity. Green makes you think of cool things and open country. *It is hard to think of anything that lives without thinking of it in color.* Try this experiment.

Think of the word apple. Can you think of the fruit without thinking of a color—green or red, as the case may be?

Picture a poppy? Can you do it without thinking of a blood-like brilliant red.

Imagine a terrible electric storm. Isn't the outstanding sight in your mind's eye the colorful flash of lightning?

The advertisement in color is the best advertisement, because color stimulates the mind, while ordinary black and white taxes the imagination.

Color alone, however, does not make a successful advertisement. Returns such as those described in the first

page of this article have been produced only by color pages when placed before the largest and most progressive circulation in America. And that publication is, of course, THE AMERICAN WEEKLY.

THE AMERICAN WEEKLY publishes the largest color pages available, thus offering a medium for the most effective use of color values. And it also has the largest circulation of any publication in America. Every Sunday morning it goes to 2,500,000 progressive, prosperous families concentrated in seven of the wealthiest centers of population in the United States, as a principal part of each of the Hearst group of Sunday newspapers.

There are seven great papers in this group—the New York American, the Boston American, the Washington Times, the Chicago Herald-Examiner, the Atlanta Sunday American, the Los Angeles Examiner and the San Francisco Examiner—seven live and progressive papers attracting not only the largest but the most progressive group of newspaper readers in America.

This progressiveness of American Weekly readers is also of very great importance to an advertiser.

For progressive readers are progressive in thought and achievement.

The young thinking men of the country are progressive.

They are progressive in mental and material ways.

They are progressing in prosperity.

They are making money and spending money.

They read advertising regularly because it contains suggestions of the things they need—new things they do not have—but want to buy. They are open minded, responsive to suggestion.

Your young progressive can be CONVINCED. You can show him. If you have

a good thing you can sell him.

You can't sell to a dead one.

You can sell to a "live one."

The young progressive is a live one.

Finally -- a young progressive clientele is not only worth more to sell to, but you can sell to it longer. It lives longer. The old conservative is about ready to hop off, and the only advertiser who will be interested in him, then, is the auction advertiser who will dispose of his estate.

Your old-fashioned conservative newspaper reader is settled in his habits. His home is established. He has bought the things he needs. And for what he does buy he goes

to his regular shop, and buys what he began to buy when he was young. He is rarely open to advertising!

Because the newspapers with which the AMERICAN WEEKLY is distributed and its readers are so progressive, more and more shrewd advertisers are finding it their most profitable advertising medium.

You can picture the purchasing power of this group of two and a half million, when you read of these 30,000 inquiries for a produce costing from \$500 to \$10,000.

Or if your's is a low-priced product there is the experience of the toilet goods manufacturer, described in this column recently, whose page brought 45,000 inquiries, each with ten cents enclosed.

Or if you are a food manufacturer consider these stupendous totals. Based on the figures gleaned in 91 American cities by the United States Bureau of Labor Statistics, two and one-half million families will buy annually over two and a half billion dollars worth of food products annually.

And here is another thought. Any other audience as large as two and a half million would be composed of the circulation of several magazines. The audience would, therefore, be widely scattered in big and little cities.

The AMERICAN WEEKLY'S circulation is, however, concentrated in the seven great trading centers of the country—exactly where you have your distribution.

A COLOR page in The American Weekly is a national advertising campaign in itself. Read by two and a half millions of the more progressive and well-to-do families throughout the United States—The American Weekly has a greater circulation than any other publication in America. Every Sunday it is distributed as a principal part of the

**NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN**



A. J. KOBLER, MANAGER
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
Hearst Building Chicago, Ill.

The AMERICAN WEEKLY—giving the largest color pages available in any publication, together with the largest and most progressive circulation in America—is quite naturally the best advertising medium for advertising of any and every sort of product.

Jason Rogers by Bruce Bliven

(Continued from page 16)

tising of the A. N. P. A.

Mr. Rogers has always been keenly interested in the attempt to formulate the principles of journalism and teach the subject in the colleges. I think possibly that if he had ever attempted to do such teaching, he might not be so sanguine about it. After several years' experience I can aver that it isn't as easy as it looks! Mr. Rogers, at any rate, has for a long time been going up and down the colleges of the country giving talks to university classes in journalism. To say that he has spoken under such auspices far more often than any other publisher in the country, is, I believe, to put it very mildly. Out of these experiences developed the idea of writing his book, "Newspaper Building," which was published in 1918, and is a veritable storehouse of information on the practical aspects of newspaper publishing today. So far as I know, it is the only book of its sort which deals with concrete questions, and does not waste its breath in pompous talk about journalism as it might be practised in some theoretical perfect world. In 1919 he published "Building Newspaper Advertising," an intensified study, as its title indicates, of that special field. He also published in 1919 a smaller book, "Fundamentals of Newspaper Building," a simplified discussion of the topics of his first book.

In both these volumes much emphasis is laid on proper methods of newspaper accounting and record-keeping. Mr. Rogers is the inventor of a "Little Blank Book," which is almost as famous as its proud father, and which gives in the briefest possible form every essential fact which any publisher ought to know about the history and present status of his paper.

I perhaps do not need to remark that Mr. Rogers is a believer in newspaper advertising, first, last and all the time. His activity on behalf of this medium has been unceasing, and has been developed along many lines. I think, however, that men with other types of advertising space to sell will admit that he has been a fair and generous foe, trying to sell the idea of newspaper advertising on its merits, and not merely trying to destroy the advertiser's faith in other types. For years he has carried on a propaganda to secure wider recognition of advertising agencies by newspapers, and the granting of agency commissions on a broader basis. One of his recom-

mendations has been that the local newspaper should give agency commission on business which is placed locally but paid for in part by some national advertiser. He also recommends the payment of agency commissions on local accounts of a small annual lineage, these accounts being the type which most need the expert advice of the local advertising agent, and are nevertheless often unable to pay for it on a service basis. Many of these advertisers are moreover good prospects for future national accounts.

Mr. Rogers believes, in fact, that the hundreds of smaller, local advertising agencies cannot afford to devote much time to the development of newspaper advertising until and unless the newspapers allow them commissions on it. To be compelled to charge the advertiser at the publication's full rate, plus a service fee, is abnormal advertising practice and unbusinesslike. Looking at the matter strictly from the viewpoint of increased efficiency, Mr. Rogers believes that the newspapers would derive vastly increased revenue from taking advantage of this potential assistance from agencies through recognition and allowing commissions. It is the advertiser, he points out, who pays both the publisher's net rate and the agent's commission, since it is the advertiser's dollar which is split up.

The advertising agency which drew the conclusion from Mr. Rogers' activities that he specially favors their cause would be making a woeful error, in my judgment. He fights their battles because he thinks they deserve just payment for just service rendered; and also because the whole cause of advertising is benefited thereby. But he would be just as ready, I am sure, to start a campaign in the opposite direction, if he thought it necessary or advisable.

No attempt to describe any human being is complete unless some account has been taken of the human personality which lies behind the business activities. I ought to add, therefore, that J. R. is of medium height, thick-set, with a rather sparse thatch of black hair; that he has the big, booming voice of a deep-sea sailor, though I don't think he has ever been at sea either literally or figuratively. He drives an automobile with neatness and despatch, and lives in some awful place in New Jersey—the sole blot on his record as on those of so many other good men!

In summer he plays golf very well; in winter he makes a great many speeches before clubs, journalism classes, and the like; he makes them very well, too, but I don't think he regards himself as an orator; he just goes and says what is on his chest.

Nowadays every public figure is supposed to have a well worked-out philosophy of life and hand it out in sugar-coated pellets on demand. I'm afraid to ask J. R. any such question as that, because he's stronger than I am, and can run just as fast. But I once heard him tell with appreciative relish the story of old Dr. Bunk, maker of Bunk's Cough Cure. (I have altered his name to increase the versimilitude). "Tell us, Doctor, is your cough cure any good?" he was asked once by a group at a dinner party. "Well," said the Doctor with an enigmatic smile, "it has been good to me." I think J. R. would say that while he didn't know whether life in general is "any good," it has been good to him. And he believes in sharing its goodness. I am not going to embarrass him by recording here any of his activities of a charitable nature; but if I wanted to, I could mention enough of them to dispel all doubt as to the warmth of his heart. But such a task is superfluous, anyhow; for those who know J. R. know all about it, and those who don't know J. R. are simply out of luck!

Toy Fair in New York February 2 to March 13

An exhibit of toys, which is said to be the greatest ever held in this country, started on Monday with the opening of the annual American Toy Fair, which will be held in New York, February 2 to March 13. Including the local exhibits of manufacturers with permanent displays, there will be approximately 600 exhibitors. The out-of-town manufacturers to the number of about 200 will have displays in the Hotel Imperial, Hotel Breslin, the Union Square Hotel, and the Fifth Avenue Building.

Columbia Graphophone Granted Injunction

The Columbia Graphophone Mfg. Co., has been granted an injunction restraining Paul Davidson, doing business as the Fulton Talking Machine Co., 340 Broadway, New York, from the use of any Columbia trade-mark and from marketing products resembling those of the Columbia Company. The litigation concerned the marketing of a certain lot of cabinets, originally manufactured for the Columbia Company, but not accepted by them because they did not measure up to standard. These cabinets, bearing the Columbia trade-mark imprint, came into possession of the Fulton Talking Machine Co., and were being marketed by them.

Shall We Export Cash Or Merchandise?

Public Investment in a Foreign Loan Will Equalize the Exchange Where Further Taxation Will Fail

By WALTER E. EDGE

United States Senator from New Jersey

WE mobilized all our energy in time of war with wonderful success, and with splendid results. We haven't been able to mobilize our energy or at least to centralize it during times of peace in order to partly solve the problems that are confronting us now. I agree heartily that it is a splendid accomplishment to have a wonderful merchant marine brought about through the necessities of war. It probably cost us two or three times what it would in normal times, but I care nothing for that. It is well worth it if properly utilized in times of peace, but the merchant marine is absolutely useless to us comparatively speaking further than to prate about it and talk about it at public dinners—the American flag on the seven seas of the world and all that beautiful sentiment—unless we prepare calmly, accurately and as business men—some of us with public responsibility looking to you in private life to cooperate with us—unless we solve these problems so that we can use the American merchant marine—not send it abroad in ballast but filled with American goods and American products for which we receive full and proper payment.

The situation is complex. It is difficult to analyze just what makes up, except in a general way, a large credit balance. But be that as it may, that isn't the important question, as I see it. It is most important, but the mere fact that it exists is not, because there are well known methods by which that credit balance can be capitalized into additional trade. At the present moment we have met with an almost prohibitory rate of exchange as a result of that credit balance. There are only three known methods, I think, in financial or economic life to remedy that situation. We can't sell our goods abroad, excepting when, because of dire necessity, they must have them, when they have to pay an exchange from twice to many times the normal amount in their currency for the goods. There are three known methods, two of them discussed and referred to previ-

ously this evening, one of course, the importation of goods.

THE TARIFF NEEDS HELP

While I thoroughly believe in a proper scientific protective tariff system, at the same time I believe that we must encourage the importation of goods. Secondly, the importation of gold, and they haven't any gold to speak of. Third—and I think an entirely practical and the necessary method to bring about relief—the purchase of their securities, and they have plenty of securities of known worth and value. We will never solve the problem by loaning them money. I am glad to hear some opposition to further extension of cash credit. I oppose it for various reasons. I oppose it mainly because it won't solve the problem. I oppose it parallel with that viewpoint because when we extend cash credits we have to get the cash from some source here, and there is only one way to get it, and that is by a further method of taxation, and Lord knows we have exhausted, I think, and over-exhausted every possible type of taxation. Therefore, by loaning them money we do temporarily—we will permanently—help solve their problem but we are not solving our own, so therefore we can only, in my judgment, at the present time mobilize our energy all over this country as we did in times of war, and as we sold Liberty Bonds in denominations of all types and sizes mobilize the business energy in the same way to raise from the public, from the business man who wants to sell his goods and will make a proper profit on it, and the public generally employed, all of whom are naturally interested in production whatever their position may be—to mobilize that energy together in order to raise money, to purchase a proper carefully arranged banking system—foreign securities. I know of no other method to bring around anything like a normal condition of affairs so that we can use the merchant marine, so that we can bring back real profits to our business men and those who are organizing and combining to show their products to the world, to sell them to the world.

And so we can have—coming

right down to our own domestic problem—more national contentment because national contentment is dependent upon national prosperity. I don't care what your view may be on economic problems or social conditions—everyone apparently agrees as far as I have heard that we must increase production because it radiates from the top to the very bottom and reaches every class of citizenship. You can't encourage the increasing of production if you narrow your markets. Therefore, we have got to take advantage of the markets of the world, and for the time being at least we have got to help finance the markets of the world. We don't want to do it in a way that doesn't cost us directly the money, and still pyramid up the trade credit balance on our side and make rates of exchange all the more prohibitory, but in a way that will equalize by taking their securities, and thus not piling it all up on one side of the Atlantic. It is a perfectly simple, logical and partial solution.

THE MACHINERY IS READY

All right, now we have the bills providing simply a vehicle, a method, backed with governmental approval, of course, or it wouldn't be a law, providing a method through which business men can organize, bankers can organize. They can organize together, raise sufficient capital and take over foreign securities, and on them issue bonds or debentures to the American public. I am not going into a description because I take it you all understand the methods of business.

Now we come to the next point, and a serious one. We have got the bill; you have the machinery; you have orders for your goods and you want to sell them, and you are prepared in a way, I don't doubt, to take over a certain amount of debentures yourself in order to sell your goods. It is a matter of self-preservation—just as a small local bank will make a loan to the local business man in town on the understanding that he will leave so much on deposit after he gets his loan and on securities satisfactory to the bank. In the same way on a larger scale the world is our field. These banks of course will do business, and it is naturally assumed that men who are directly making a profit by the sale of their goods will absorb to a certain extent these dimensions. But that won't do at all. I thoroughly realize some of the weaknesses of the act as it exists today because of related conditions. It is difficult to sell great amounts

of debentures on foreign securities. You can get all the foreign securities you want today to the American public simply because the present situation is through taxation. Because of the war we have been compelled to resort to every known type, some unknown before—method of levying taxation. Of course, the main method is that of the income tax, and the income tax is with us, and will never leave us to my judgment, but it can be equalized better than it is. The excess profit tax in my judgment is absolutely unscientific. No time should be lost to get that off of the statute books. But for the permanent relief in order that these bonds or debentures yield sufficient to be generally popular as investments, we have got to do something just as we did when we issued liberty bonds. I am not prepared to say here just what we can do, although we are giving it considerable thought.

In my judgment we must make these debentures on a graded form in some way—not all of them, of course—as we did the liberty bonds—tax exempt, or at least sufficient so that in the ordinary way they will have an attractive yield. It is a mere matter of common-sense business. You can't expect a man to buy \$100,000 of debenture bonds and pay 24 or 30 percent of it to the government in income taxes, and some other state perhaps an income tax as well, and find that he has a net yield of perhaps 3 percent—because he won't buy them. It is a perfectly common-sense proposition and does not require very much figuring or astuteness to realize that.

INTERESTING THE PUBLIC

So that is our next problem—to make those debentures sufficiently attractive to be absorbed by the public. We do everything we can to try to bring that about, but don't expect from that that there is going to be any opportunity or avenue through the issue of those debentures for men with large means to absorb a lot of the debentures and thus pile them up in their tax exempt securities and be able to save a lot of money, because the government must have revenue, but a way can be made in order to popularize these debentures among the populace as we did the liberty bonds. It is just as important, although it may not sound so much so, to sell these debentures in order that men may be employed and prosperity be made, as it was to sell liberty bonds in order to raise an army—the only way we can continue up anywhere near the 100 percent

production that is necessary for us to maintain if we are going to go along and solve the problems and keep the position that the war has given to us in an industrial and business way.

So, therefore, my message to you is simply that. You men who want to sell goods of course are directly interested. The bankers—it is their business; they are directly interested. We have passed an act by which they are permitted to invest in the stock of these corporations. Therefore, you must first be the motive power to make it popularized. These organi-

zations, if they are to do anything, will help solve the problem gradually if they spread out throughout the country in a way that will permit us to buy securities and to issue debentures and have them sold. If we don't do this or if this fails, there is only one other step if we are going to do business leaving all the humanitarian side of it out—of course, we have some responsibilities there—there is only one other way, and that is to extend our credit continuously and you can't extend the credit, as I said, at the outset, without your paying your bills, paying more taxes in

Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers," and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., B. F. Dewees, J. G. Darlington & Co., Oppenheim, Collins & Co., Goodrich Tires, Kellogg's, Moxley and Jelke butterine, and others do on Saturday evening.

Philadelphia

The Third Largest Market in the U. S.

PEOPLE SAVING MORE

**Deposits in Philadelphia Gained
\$20,950,878 During 1919—New
High Record**

That the thrift campaign in Philadelphia has borne fruit was shown today by official reports of the four largest savings funds in the city. These told of a gain of \$20,950,878 in deposits in the twelve months ended January 1. All records were eclipsed both in total deposits and number of depositors. The former reached \$236,943,653; the latter, 424,845. A year ago the number of depositors was 417,784, making a gain in 1919 of 11,061. Based on these returns the average deposits was \$531.06.

Officials of the savings fund societies attributed the piling up of deposits to big earnings of the working classes and in no small part to money saved that formerly went for drink.—Bulletin, Jan. 21, 1920.

Prosperity is the Keynote in Philadelphia

If you want a quick market for anything that can be used in Philadelphia's 400,000 homes, either on the table for food, or to meet the needs of man, woman and child, here's your market, and now's the time to enter it.

Dominate Philadelphia

create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The daily circulation of The Bulletin is larger than that of any other daily or Sunday newspaper published in the State of Pennsylvania, and is the second largest in the United States.

January
Circulation

463,551

Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of stimulating circulation have ever been used by The Bulletin.

order that the credit be extended. Which is the better, to send them goods abroad upon which we make a profit, or to send them money abroad upon which we tax ourselves for the privilege of doing it? It is one of the two methods.

The business men of this country and bankers of this country belonging to the same class, and the general public of the country, must organize together and take advantage of the only known method we have been able to devise to date at least whereby it won't be a direct tax and certainly whereby they will increase their trade and use the merchant marine and go along occupying the position we have been given. I know you are all busy men, and this isn't the time to lay out our difficulties unless we have something to suggest to help solve them. This is only one method, apparently, the one being accepted throughout the country to some extent, and I feel gratified that it is. I want to see them successful and help to really solve the problem in which we are all so much interested.

Popular Price Merchandise to Be Exhibited

At the Grand Central Palace, New York, from February 9 to 14, the annual Popular Price Merchandise Fair will be held. According to the promoters, there will be about 300 different exhibits of wares, and more than 50,000 square feet of floor space will be used.

New Pulp Wood Region Reported on; Shows Favorable Conditions to Build Paper Mill

In a report of R. P. McLaughlin, supervisor of the Blackfoot National Forest, which covers an investigation of several years, it is stated that in the region of northern Montana favorable conditions are available for the building of a paper mill with an annual capacity of 1,300,000 cords of pulp wood a year. The best location the report says is in a compact body of timber on the Flathead River, just west of Glacier National Park. This location would afford 2,500,000 cords of pulp wood easily accessible to government roads which already have been built at the cost of \$200,000, and also handy to natural waterways for cheap transportation to the mill. Natural power sites may be found on or adjacent to Flathead Lake and railway transportation is near. The market for such a mill would be found in the intermountain territory from the Canadian border to the Gulf of Mexico, and it is estimated that the annual paper consumption of this region is 140,000 tons a year. Sufficient wood to run a mill with this capacity is available in the Flathead territory for sixty years' operation or with rotation of cutting, it is stated, the yield will be practically inexhaustible. It is expected that bids for the purchase of government timber in this section with a view to erecting a paper mill will be asked by the forest service in the near future.

A Plan for Harmonizing American Industry

A Settlement by Advertising
Is Cheaper Than a Strike

By FRANK D. WEBB

Advertising Manager of the *Baltimore News*

THE plan for harmonizing American industry, which I presented to the Advertising Club of Baltimore, October 29, 1919, and on which the advertising club is now at work, in its simplest aspects is an organized effort to induce both sides in every industrial dispute to state their case fully and honestly to each other and to the public through the medium of general advertising, before or instead of resorting to the strike. In evolving this plan, the strike has appealed to me as nothing more nor less than a medium of advertising—terrifically expensive; uneconomical, productive at times of results; but to be used, if our counsel will prevail, only after recognized forms of advertising have been tried and found wanting. The working out of this plan has a value to every one of you; in that it means, if successful, a return to industrial sanity in the United States and eventually in the world, which inevitably spells "full speed ahead" and a complete opportunity for every one.

To illustrate how the idea is intended to work: At the time of the coal strike I called in Washington on John L. Lewis, President of the United Mine Workers of America and Captain Percy Tetlow, Statistician for the same organization, in an effort to induce them to go before the American People through the medium of full page newspaper advertising in the effort to make their side of the situation understood and to win any part of their contentions to which they are justly entitled by means of this method. The plan could not be adopted at that moment for the reason that the Government injunction stood in the way of anything which might be construed, whatever their intentions, as an effort to prolong the strike.

THE REDS ARE ADVERTISING

This idea is so simple that the inevitable question comes up, "Why wasn't it thought of long before?" "There seems so little to it—can it work?" In reply; phases of the idea are not new. The suggestion

An address delivered before the Advertising Club of St. Louis, February 3, 1920.

has been made for months that capital and labor should advertise. But that Red Labor Agitators have been advertising for years; have been accomplishing the best, or the worst rather, of their results in the last twelve months by the means of advertising, apparently my address before the Advertising Club brought home to the country; and gave life to the idea of meeting the advertising drive of radicalism founded on untruth and half truth, with an advertising drive from all the forces of good in this country, founded on Truth, the principle of "A square deal" and the spirit of "Let's get together." As to whether or not it will work, we have only to ask ourselves if it can be hoped through this means that labor and capital can legitimately and honestly get everything they are entitled to and now get through the medium of the walk-out or the lock-out. We hear all sorts of suggestions that Government intervention if necessary, that there is no power of enforcing public sentiment even when crystallized by this method, etc. There is no power for enforcing the decision of a strike, and yet public sentiment at last, in almost every case, decides the issue in a strike. If it can exert this final influence when appealed to through the advertising medium of a strike, can it not exert precisely the same influence when appealed to through a medium in which there is far more general faith and confidence and which has none of the bad features of the strike.

TOO MUCH FIGHT

But every one of you can help. This idea is slowly growing in every section of the United States; but at the earliest possible moment it wants to roll into proportions of a national movement. There is no one here, to state the case individually, who at one time or another is not coming in contact with people on one side or another of threatened labor trouble. Urge the employer not to fight it out; there is too much fight in all of us these days. Urge him to submit his case to the public and to his employees through

the medium of advertising. If you are in contact with any individual in a group of employees, thinking "strike," similarly exert your influence. There is no special reason why I should call on the United Mine Workers Officials in Washington but I was trying to do my part. Every one here can consider this similarly his proposition, if it appeals to you as it has to me.

Above all remember that a strike never settles anything any more than war settles anything; except which side is the stronger at the moment. Hate and discontent follow in the wake of war or strikes. An advertising settlement should be permanent because based on understanding and an appreciation by each side of the problems of the other and we hope ultimately a better liking each for the other and a better spirit between them.

Bradley of Guenther-Bradford Goes with the J. R. Watkin Co.

Edgar S. Bradley, for nine years head of the Sales Promotion Department of Guenther-Bradford & Co., advertising agents, Chicago, during which time he has been credited with some of the large successes by advertising in the mail order and general field, has recently been appointed advertising manager for the J. R. Watkins Co., of Winona, Minn., manufacturers of toilet preparations, livestock remedies and medical and chemical preparations.

Van Blerck Motor Co. Selects Wadman

The advertising of the Van Blerck Motor Company, Monroe, Mich., manufacturers of automotive engines, from February 15 on will be placed through Rex W. Wadman, Inc., New York. Trade papers and class magazines, such as *Vanity Fair*, *Town and Country* and *Spur* will be used throughout 1920. The Van Blerck account was previously handled by Theodore F. MacManus, Inc., of Detroit.

New Advertising of the Green-Lucas Company Ranges from Peanuts to Artificial Limbs

The Green-Lucas Advertising Agency, Baltimore, Md., has secured the advertising account of the Eastern Peanut Co., Hertford, N. C., shippers of high grade, selected peanuts. This concern claims to be the first to have conceived the idea of selling raw peanuts direct to the consumer for home preparation and consumption. The novelty of the idea and the exceptional quality of the product has made an instantaneous hit with the public. Large magazine space will be used in which the advertiser will offer to ship a 5-lb. bag on approval.

D. W. Dorrance, artificial limb manufacturer of San Jose, Cal., has also placed his advertising with the Green-Lucas Agency. This advertiser is the manufacturer of the Dorrance Utility Arm which has been largely used by the Canadian and United States Governments in replacing arms lost during the war. Advertising in magazines of a technical character will be scheduled for appearance, beginning in April.

Hilo Varnish Employees Receive 21.46 Percent from Fifty-Fifty Profit Sharing

Over one hundred and fifty of the Hilo Varnish Corporation who attended the first annual profit-sharing banquet of the firm at the Hotel Bessert in Brooklyn, recently, received individually a check for 21.46 percent of their entire salary. This is the initial result of a plan put into effect about a year ago by President John H. Schumann and members of the house. The payroll of 1918 was increased by 52 percent in 1919, to take care of the higher cost of living, and it is asserted that if the increase had not been made the distribution to employees would have been 32.6 percent instead of 21.46 percent. Employees of the organization in Chicago participated in the profits similarly.

Exporters Are Combining for Foreign Trade

With the passage of the Webb-Pomercane law, which has released this country from previous legal restrictions, and made possible forms of combination quite as effective as those hitherto adopted in Germany, England and other countries, more than 100 organizations of American Exporters have filed papers with the Federal Trade Commission indicating their intention of combining in this way. They will have two advantages. First, they will be able to compete with European selling organizations in Latin America, the Far East and other outside markets. Second, they will be able to oppose a united front to all attempts of European buying combinations to depress American export prices through playing one American concern against another.

MAY
1900

20

MAY
1920

YEARS OF DEVOTION
TO THE THEATRE

The Theatre Magazine

for its Twentieth Birthday
will Publish an Epochal Issue

100,000 Guaranteed Circulation

THIS May issue will be the greatest contribution ever made by a magazine to the annals of the Theatre.

It will contain over two hundred pages brimful of articles by and pictures of the most brilliant persons associated with the stage—to-day and looking backward for twenty years.

To be represented with advertising in this issue is to carry your message to thousands of readers who have a taste for good things and the means to acquire them.

**Start Your Advertising Campaign
with This Birthday Issue—Or Better,
Start Now! Advertising in the
Theatre Magazine Brings Results!**

Western Representatives
Godso & Banghart

Pacific Coast Representative
E. Andrew Barrymore

New England Representative
Charles K. Gordon

Getting Over the Domination Epidemic

(Continued from page 6)

treating the "middleman" so that he will enthusiastically fill that demand. The "demand" vaporizes when the fellow behind the electrical counter starts to push a competing article—and he can do it powerfully because the buyer must place so much confidence and faith in what the dealer says. That is true because of the nature of the goods.

But these things are conjectures. In experience they are working out just this way. Scores of letters are on hand now, with the campaign only beginning, from dealers, public utilities, engineers, architects and everybody else touched by the betterment of the industry, complimenting and thanking the company for their efforts. Invitations are numerous for speakers to talk before societies on the why and wherefore of the campaign so local organizations can hook up with it. The folks, plainly, who buy and handle Western Electric and other goods are very keen about the benefits that are due to come from such a broad-minded effort.

If the only result of the expenditure is "retailer preference," it looks as if the net profits from that condition would outweigh the benefits of a "consumer demand" blunted on a luke-warm distributor. And certain it is that the Western Electric Company is building for itself recognition as a friendly and helpful influence in the industry of which it is a part.

Spanish Periodicals for Advertisers

Commercial Attache Chester Lloyd Jones has forwarded from Madrid copies of two Spanish periodicals, "Espanna Tecnica Industrial" and "La Union Hispanoamericana," which may be inspected at the Bureau of Foreign and Domestic Commerce or its district offices by referring to file No. 21,399. The names of three agents in the United States authorized to make contracts for advertising in these publications may be obtained from the bureau or its district and cooperative offices by referring to the above file number.

To Have Table Delicacy Sales Division

A new division which is to be opened in a few months on the twentieth floor of the Bush Terminal Sales Building will be devoted to confections, soda fountain supplies, and apparatus and table delicacies. The division, installed to meet the many demands of buyers, will appeal to department stores, candy shops, drug stores, and others. Among the lines to be carried in original tins and packages will be: Candies, crystallized fruit, cookies, tea, chocolate, beverages, favors, drinking cups, nuts, ice-cream cones, jams, ginger, fruits in glasses, coffee, crushed fruits, nut butter, ice-cream molds,

cereals, cough drops, extracts, jellies, olives, crackers, cocoa, fancy drinks, bonbons, cake ornaments, cracker-jack chewing gum, and all goods used at soda fountains.

Now We Help Organize Corporations

GEORGE WASHINGTON LIFE
INSURANCE CO.
REIDSVILLE, N. C.

Advertising & Selling Co.:

It was absolutely through the instrumentality of your magazine that I have been able to put through a Company for the Manufacture of Toilet, Medicinal and Chemical Products. This company is now under incorporation with a capitalization of \$500,000 preferred, and \$500,000 common stock. This stock will only be sold to druggists.

We are now interested in connecting with some Advertising Agency that is reliable and willing to handle our account from a view that is small to commence with, but will grow as territory is opened.

The agency we will want to map out our stock selling campaign, prepare copy for same as well as take charge of the products that will be ready to go on the market within the next thirty days.

If you can recommend an agency that would appreciate an account of this character, and is reliable, I will be glad to have the information.

Yours very truly,

B. R. STONE.

United States Insurance in Argentina

A group of American insurance companies known as the American Foreign Insurance Association have completed arrangements for establishing an insurance business in the Argentina Republic. These companies will deal chiefly with fire and marine underwriting business. Heretofore this business has been chiefly in the hands of British and French companies.

How Results are Revolutionized by Tested Appeals

Why we believe copy is the biggest thing in advertising whether a product is sold direct or through dealers

EIGHT years ago a man had an idea for a product which he thought would sell.

He obtained adequate backing and started in business with the intention of depending almost entirely on advertising to sell his product.

Results were disappointing. Being still sure that his idea was right he tried numerous copy appeals — yet none of them worked.

Finally his backer withdrew. Still the man persisted. He tried it all alone for a few years but failed.

Still believing in his idea he interested new capital. More experiments were made—but still nothing worked.

A year and a half ago one of our clients took over the proposition primarily because he felt that we would find a way.

And we did. The experience in spending millions of dollars for mail order clients and watching the keyed results enabled us to use a variation of a tested appeal, and today the copy is

George P. Ide & Co. Expansion—Well-Known Troy Collar and Shirt Concern Incorporates—Adopts Broad Financial Plan to Augment Sales

Heretofore conducted as a partnership, the business of Geo. P. Ide & Co., Troy, N. Y., makers of the Ide brand of collars and shirts, have made an extensive reorganization. The business has been incorporated with a capital of \$3,275,000. This consists of 20,000 shares of 8 percent cumulative preferred stock, par value \$100, and 85,000 shares of common stock, without par value, of which 75,000 shares is to be presently issued. This new financing is to provide funds in the development of the business, increasing output and augmenting the sales depart-

ment so as to increase the volume of sales substantially.

The business was established as a partnership more than fifty years ago in 1865 by Geo. P. Ide. Growth has been steady and success uniform. For a number of years the product was confined to collars and cuffs. About the year 1875 shirts were added to the line.

The company now operates five factories and has distribution through branch houses located in thirteen leading cities of the United States, each of which maintains a corps of salesmen. The concern has a branch in Cuba, and its products are known in many foreign countries. Frank B. Twining is president; Alba M. Ide, vice-president; A. Harris Ide vice-president; Herbert S. Ide, treasurer, and Richard L. Lisle, secretary.

producing business on which the profits will run well into six figures for the year just ended.

This is but one case. We can cite nearly a score of other propositions on which a change of copy appeal has revolutionized results.

Regardless of whether you sell by mail or through dealers copy is the big thing in selling the consumer. We have, we believe, developed the ability to produce selling copy to an unusual degree because of our experience in handling the accounts of more than sixty advertisers who can trace their results.

Let us tell you about some of the achievements of our copy and why it is possible through the right appeal to produce sales—as we have done in many cases—many times greater than those produced by the wrong copy appeal.

As a first step send for one of our booklets.

"The Tested Appeal in Advertising" is for those who sell through dealers and explains how mail order methods are being used to sell goods through dealers.

"The Cost per Sale" is for mail order advertisers.

Which booklet shall we send you?

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO 30 NORTH MICHIGAN BOULEVARD

Fonda-Haupt Agency Increases Capital

The Fonda-Haupt Co., New York advertising agency, increased its capital this week from \$5,000 to \$15,000.

Nicholson Will Represent "Associated Advertising"

Arthur F. Nicholson, for several years with the Association of National Advertisers, and prior to that United States representative for Canadian publications, has joined the eastern advertising staff of *Associated Advertising*.

National Steel Car Company, Hamilton, Canada, Reorganizes—Plans Large Campaign

The National Steel Car Corporation, Limited, recently organized under a Dominion charter, has taken over the plant, business, equipment, assets, and liabilities of the National Steel Car Company, Hamilton, Canada. The new company is purely Canadian in every sense of the word, having as president R. J. Magor, a former Montrealer.

The National Steel Car Corporation, Limited, will continue to manufacture railway cars and the motor truck department will have a greatly increased capacity. The minimum production for 1920 is placed at 1,500 motor trucks. An extensive advertising campaign, including newspapers, magazines, farm publications, and trade papers is now being placed through the Hamilton Advertisers' Agency of Hamilton, Canada.

Lumber Trade Advertisers in St. Louis

Endeavoring to create favorable sentiment toward the lumber industry, the St. Louis Lumber Trade Exchange is using full-page advertisements in the city's newspapers.

Erickson Company Offers \$100 for a Name

The Erickson Company, New York advertising agents, offered last week a prize of \$100 to the student of advertising at New York University who sent in the most appropriate name for a new cooking product which will take the place of lard or butter. All suggestions had to be in by January 24.

Will Advertise Toilet Articles in South America

The F. I. Ingram Company, Detroit, Mich., manufacturers of toilet specialties, are about to make an extended campaign in Latin America. Large space in newspapers and special magazines will be used.

Potts-Turnull Is Placing Four Important Accounts

The Long Bell Lumber Company, Kansas City, Mo., is now placing its advertising through the Potts-Turnbull Agency in that city. They are using page copy in the *Saturday Evening Post* and other large space. Formerly the account was directed by the Ferry-Hanley Agency, but recently was changed back.

Through the Potts-Turnbull firm the advertising of the Warner Manufacturing Company, Ottawa, Kans., makers of saws; the Baker-Lockwood Company, Kansas City, manufacturers of automobile covers, and that of the Carnie Gowdie Manufacturing Company, contractors' supplies, is being sent out at present.

Recent Trade-Mark History Influences Advertising

What the Records at Washington
Show of Interest to Advertisers.

By WALDON FAWCETT

ONE of the most significant trade-mark developments of the past twelve months, in so far as contact with advertising interests is concerned, came at the very close of the year. It took the form of a determined effort on the part of the United Garment Workers of America to persuade the final arbiter at the United States Patent Office to overrule his subordinates and admit to Federal registration,

for use on various lines of ready-made clothing, the emblem of the organization consisting of a ticket-like device having printed thereon the inscription "Issued by Authority of the United Garment Workers of America," together with an oval figure enclosing clasped hands.

This was by no means the first attempt, though the first in some time, to secure Uncle Sam's sanction for the use of a "union label" as a medium of identification for goods. However, advertising men who have kept close tab on the trend of the times may read an especial meaning into this effort just at this time when organized labor has revealed new aspirations in various directions and when the plans of the American Federation of Labor confessedly embrace a project to make "union labels" in all lines a more potent influence in merchandising. Possibly, too, it is more than a coincidence that the current effort to gain official status for organized labor's own special form of collective or community trade-mark should be made by workers in a field where the branding of merchandise has made as rapid progress in recent years as in any commercial line that can be named.

The United States Examiner of Trade-Marks, when the label of the United Garment Workers was presented to him for registration, rejected it on the ground that it is not used as a trade-mark but only to state that the goods to which it is attached are made by one of the members of the organization. The Garment Workers appealed from the examiner's decision to the arbiter "higher up," but virtually acknowledged, during the hearing of the appeal, that the United Garment Workers sells no goods and is not engaged in commerce as an organization.

In reviewing the circumstances of the case, the Commissioner of Patents said: "The main difficulty with the present alleged mark is that it does not point to any particular ownership or origin since it only states in effect that a member of the association had a hand in

producing the goods, but no particular member is designated." The labor leaders urged that the label indicates the origin of the goods in so far as the workmanship is concerned and gives a guarantee that they have been made by one of a large association which has acquired a reputation for the skill of all its members and that this should be sufficient indication of origin without pointing out any particular individual as the producer. However, the trade-mark Solomon could not see it that way. He pointed out that the courts have always held that such labels are not technical trade-marks and that therefore the Patent Office is without authority to register them. In conclusion he remarked that there would be no relief for sponsors of such organization marks "until our present trade-mark statute is changed to authorize the registration of such labels."

STRICT REGULATIONS ON PUBLIC INSIGNIA

Latterly there has been opportunity to take stock of war-time and post-war influences on trade-mark practice and it is discovered that some of the effects are likely to be permanent—for example, a stricter ban upon the use in branding of anything that might be interpreted as "public insignia," this prohibition extending to the trade-mark use of the privately produced "service flag" and the letters appearing on the collars of United States army and navy uniforms. A war-inspired innovation was found in the appearance of Uncle Sam, for the first time, in the role of trade-marker. Not only did the United States Government establish a precedent by taking out a certificate covering the use of the trade-mark "Liberty" on airplane motors and parts, but Uncle Sam forthwith followed approved commercial practice by endeavoring to stretch this credential to cover as extensive a "family" of products as possible. To that end the Government has filed "oppositions" to the use of "Liberty" on spark plugs, airplane propellers and other parts and accessories, although offering no objection to the enrollment of the word for wares beyond the pale of aircraft.

The moot question of the extent to which war memories can be capitalized for advertising purposes came up in an illuminating test case that was disposed of late in the year. The Bonotaux Textile Com-

Keeping Up With The Times

A FACT A WEEK

The Times is at the testing age.

Newspapers have three ages in their development if they develop.

1. The period when advertisers do not expect much and take what results they get as a matter of course.

2. The period when advertisers check up results microscopically and compare them critically with results obtained elsewhere.

3. The period when, by reason of age and habit, advertising results are assumed, without inquiry.

In the most recent test of The Times, on a proposition involving investment and providing opportunity for accurate records, The Times showed three times as many results as one other Washington paper, twice as many as another, and exactly the same number as the other paper in the field.

The Washington Times
WASHINGTON, D. C.

Less than One Dollar per Thousand

is the cost of reaching the buyer through

Donnelley's Red Book

The National Buyer's Guide and Sales Catalogue

This is the statement made by a prominent firm whose business is that of investigating buying and selling problems.

This investigation was made on a strictly impartial basis and with the object of determining just what percentage of the circulation of the book was in the hands of those who *actually* buy. Volume of circulation means nothing unless the medium reaches those who actually buy or who influence buying.

The above statement concerning cost is based not on gross circulation but on the testimony of buyers who have stated over their own signatures that they have used—and do use—Donnelley's Red Book for buying purposes.

The fact of the matter is that the actual cost per 1,000 buyers reached through this medium is so much less than one dollar that we hesitate to state the true figure. We are, therefore, content to say **LESS THAN ONE DOLLAR** since there is no similar medium—so far as we know—through which you can reach 1,000 buyers for less than one dollar per year.

Why list your products in this book?

Because through this medium you can at a minimum cost reach

THE BUYER who knows your product but has forgotten who makes it.

THE BUYER who has been "sold" on your product and wants to know the LOCAL SOURCE OF SUPPLY.

THE BUYER who is dissatisfied with the product of your competitor and who is seeking a new source of supply.

THE BUYER who is buying your product for the first time and is not acquainted with sources of supply.

One of the thirteen

Donnelley Offices would like to have your inquiry concerning the Free Buyer's Service which is now offered to your Purchasing Department.

The Reuben H. Donnelley Corporation

Publishers of 117 Classified Directories

CHICAGO, ILL., 652 S. State St.

NEW YORK CITY, N. Y., 227 Fulton St.

Boston, Mass.
Cincinnati, Ohio.

Detroit, Mich.
Cleveland, Ohio.

Branches in 13 cities.
Milwaukee, Wis.
New Haven, Conn.
Seattle, Washington.

Minneapolis, Minn.
Philadelphia, Pa.

Pittsburgh, Pa.
St. Louis, Mo.

pany had endeavored to register "Roubaix" as a trade-mark for voiles and had been refused on the ground that the word is a geographical name, whereupon the extenuating circumstance was brought forward that "Roubaix was absolutely destroyed during the world war." Incidentally the manufacturer pleaded that large sums of money had been spent to educate the purchasing public as to Roubaix voiles until "at the present time the word 'Roubaix' has practically become synonymous with voile."

In the final opinion, however, to the effect that not even the ravages of war must necessarily throw down the trade-mark bars, Assistant Commissioner of Patents R. F. Whitehead held as follows: "There is nothing to show that this city has been so absolutely destroyed that it can be regarded for all time as non existent or that if it had been practically destroyed it is not even now being rebuilt. Being a geographical term its registration is forbidden. The fact that it is a foreign term or that it is not known as a place where voiles are manufactured is immaterial."

AN IMPORTANT CONCESSION

From the standpoint of tangible and direct benefit conferred upon advertising interests, there has been no development during the past year, or, indeed, within several years, to compare with a concession made to the Cooper Underwear Company. This firm has, after a struggle, been allowed to invoke all the prestige and protection of the registered trade-mark for two of its advertising pictures. The admission early in 1919 to the sacred trade-mark precincts of the first Cooper illustration attracted considerable attention in advertising circles but in reality its significance is overshadowed by the acceptance of the second composition which came late in the year and has attracted scant notice.

The first Cooper picture to attain to the dignity of a trade-mark was the one, familiar through use in Cooper Company's display copy, wherein a woman attired in a suit of knitted underwear is shown seated on a couch with two children similarly attired. The second successful candidate shows a man attired in a suit of underwear of the closed-crotch type engaged in strapping a valise. Acceptance at the Patent Office of the latter subject is, seemingly, the more of a concession in that the first picture

is perhaps the more fanciful of the two whereas the second obviously approaches more closely to the line of a demonstration of the qualities and capabilities of the goods that are identified. The objection heretofore raised, be it known, to advertising pictures that have bought trade-mark status has been that such pictures were mere representations of the goods and consequently "descriptive," which no trade-mark in good standing dare be. The U. S. Examiner of Trade-Marks was for summarily rejecting both of these Cooper pictures on the ground that they were merely advertising devices employed in the sale of underwear and to back up his position he mustered many underwear advertisements to indicate current illustrative practice. However, the Commissioner of Patents overruled his subordinate in both cases, holding that the pictures embodied sufficient conventional or arbitrary matter, in addition to the portrayal of the goods, to indicate origin or ownership.

THE STETSON CASE

Only slightly less comforting to advertisers than the pictorial precedents for which the fraternity has to thank the persistence of the Cooper Company is a decision of comparatively recent date in favor of the John B. Stetson Company. This ruling, alike to the ones just cited, seems to indicate that the advertiser is to have the benefit of the doubt in the highest tribunal at the U. S. Patent Office. The Stetson Company sought to have the national government authenticate, as a mark for soft and stiff hats and caps, a representation of the back and front of a medal connected by a bar and was told by the U. S. Examiner of Trade-Marks that this ambition could not be gratified because of a theory that no one is entitled to the exclusive use of the representation of a medal, even though the medal be of the specific character shown in the Stetson design.

Again the Commissioner of Patents came to the rescue of the advertiser when the case was "carried up." Analyzing the situation when reversing the Trade-Mark Examiner, Commissioner Newton said: "It is true that no one is entitled broadly to monopolize the idea that a medal has been awarded for the excellence of his goods. Indeed, it is very common for expositions to award medals to individuals for excellence of their particular goods and every recipient of

such a medal has a right to publish that fact, if desired. Hence probably no one is entitled to the exclusive use of the word 'medal.' But that is a different case from applicant's which only seeks to register the exact representation of the medal received by it and the likelihood of any one else having this identical medal is so remote that it is believed that applicant's mark might safely be registered to cover the field implied by the registration."

STRETCHING A TRADE NAME FOR A FAMILY

Stretching a valuable advertised trade name to cover the new members of an enlarged "family" of products is one thing, but to be enabled to stake a claim to a name that might be needed for a logical expansion, even before the additional specialties are ready for market, is quite another thing. Yet that is essentially the principle that has been established in trade-mark practice this past year or so. Or at least there has been established the right of a pioneer in the field to prevent any other interest from preempting a name that would cause confusion were the old-timer to expand his line. Just as the Ford Motor Company, having in contemplation the production of trucks, was able to block the registration by another of a truck name that to the man on the street might have signified Ford origin, so the house of Steinway & Sons succeeded this past year in preventing the registration to the Steinola Company of "Steinola" as a mark for talking machines and phonographs. Steinway & Sons are not engaged in the manufacture of talking machines and may never be but it sufficed for the trade-mark censors at Washington that a portion of the public familiar with the name "Steinway" would be apt to jump to the conclusion that "Steinola" was a product of the same manufactory.

A number of straws, other than this "Steinola" incident, have appeared during the past dozen months to indicate that the wind is blowing in the direction of more rigid insistence by Federal guardians on solicitude for the haste and heedlessness of the everyday ultimate consumer—the purchaser that, as one U. S. judge expressed it, "is apt to act quickly in buying and therefore is not expected to exercise a high degree of caution." The lengths to which the Federal courts and the U. S. Patent Office tribunals will go to prevent confusion

Led All Texas

The Houston Chronicle led all Texas in 1919, just as it did in 1918.

Its advertising record put it ahead of all other big dailies in the state.

Its 1919 business averaged over a million lines of advertising per month.

It led all Southern dailies in national advertising, 1918-1919.

Here's the advertising record of all the large dailies in Texas. Note how The Chronicle leads, and how far ahead it is of the second paper in Houston:

Paper—	Agate Lines Advertising
Houston Chronicle	12,260,346
San Antonio Express	11,404,364
Fort Worth Star-Telegram	11,148,266
Dallas News	11,009,770
Dallas Times-Herald	10,491,026
San Antonio Light	8,816,372
Houston Post	8,808,072
Fort Worth Record	8,702,896

This record was made despite the fact that during the months of November and December The Chronicle was compelled to omit an average of 15 columns of advertising daily on account of the scarcity of white paper.

For this evidence of faith in its columns, The Chronicle thanks local, state and national advertisers, and pledges renewed efforts in their behalf during 1920.

in trade has been strikingly manifested by the outcome, late in the autumn, of a long-drawn controversy between the American Feed Milling Company and the M. C. Peters Mill Company over the right to use a picture of a horseman in advertising and branding horse feed.

This brush grew out of a clash between two pictures that the average layman might not suspect of being in conflict as mediums for the expression of individuality. The one picture shows an Indian chief on horseback, armed with a gun and with the explanatory legend "Big Chief." The other picture is that of a mounted Arab carrying a spear, the word "Arab" appearing in connection. For all the numerous points of difference, the Commissioner of Patents decided and the Court of Appeals at Washington upheld him in the contention that the similarity in size, style and general appearance of the horses in the two pictures was calculated to confuse purchasers. Incidentally the court of last resort took a slap at the trader who too closely trails a competitor by commenting to the effect: "The similarity of the dimensions of the marks emphasize the improbability of accidental selection."

WHAT CAN'T BE MONOPOLIZED

Developments in the latter part of 1918, clinched evidence that has been accumulating for some time

past of the difficulty, yea impossibility, of monopolizing via trademark registration, a word or name that the public uses to designate articles of a given type or class. The disappointment suffered by the Alvah Bushnell Company of Philadelphia in its effort to win official recognition for "Safe T Seal" as a trade-mark for envelopes, wallets, letter files, jackets, etc., only goes to emphasize that the obstacles to exclusive appropriation of a generic term are multiplied when patented specialties are involved. The Commissioner of Patents, having in mind that patents have been issued for what are known as "safety envelopes" or "safety seal envelopes," declared that since the parties that first applied the names to the patented articles could not be permitted to register them as trade-marks it was obvious that a stranger could not adopt either of them for the same class of goods. The Court of Appeals, when called upon to say the last word in the case, endorsed the logic above indicated and added that an additional ground for rejection was to be found in the impression that the name would make upon the public. The trade, said the court, would from the name, identify the goods as safety seal envelopes of safe seal envelopes and thus "Safe-T-Seal" would be descriptive and consequently inelegible.

Make Them Take Trade Papers Seriously

The Part Art Work Can Play in Helping Put Business Press Advertising Ever Further Ahead

By CARL EDGINGTON WIDNEY

TRADE papers, as such do not have to apologize for their being. The growth of the leading business papers is ample proof of that. There is a sizeable niche for trade papers, relatively as important as that of any other publication, but until the trade journals generally are themselves thoroughly imbued with this truth, they can never hope to enlist the interest of all the manufacturers and dealers that their proportion deserves.

Dr. Jekyll and Mr. Hyde is dead. That anomalous person, one moment might have looked through the eyes of Dr. Jekyll at national magazine ads and have keenly appreciated

their artistic appeal, and at the next moment through Mr. Hyde have viewed trade paper ads with their inartistic presentation with an equal amount of keen appreciation. But he is dead. There is no such dual personality in the average business man. He is a single entity with a single pair of eyes that sees both trade-paper and consumer ads impartially.

If it pays to appeal to his various instincts with high-class artwork for collars, portable garages, or tires, it should, by the same token, pay to approach him through attractive pictorial display in trade papers with locomotives, gas ranges or belting.

By that is not meant a Coles Phillips treatment of a monkey wrench or a can of shrimp, but the same sound reasoning and effort that are given to copy and layouts in consumer appeals.

If this premise is true there is no reason under heaven why more money and time should not be given to the artwork and typographic arrangement of trade journal ads.

The point must not be lost sight of in making budgets that the per capita sale, as the result of trade paper advertising, will run to volume, take it by and large. The advertiser may legitimately, therefore arrange to spend a considerable sum with the hope of bagging one big customer.

But said advertiser, on the trail of that big customer, fails to remember that the big customer thinks big—deals in big figures—with big men. And the advertiser doesn't use big bore guns in going after that big game. How ridiculously small is the expenditure necessary to carry a double spread—or four-page inserts—in two, three or four colors in the leading papers in any given field—straight through the year. And how much time should be spent in the preparation of the message that goes into these two or four pages. Think of that audience that is sitting out in front—waiting to buy—somewhere—its pockets full of money—a critical, discriminating audience, withal—an analytical audience—well dressed; yet advertisers come before it in poor dress—thinking, yet they come to it unthinking, with a hasty, random word, instead of appearing on a stage that has been given a Belasco setting—appearing in their best bib and tucker—with a message that brims with eloquence and force and truth.

What chance is there?

Let us take an interesting case in point—something so difficult that the solution of *its* problem will answer for scores of other seemingly hard products.

What is more prosaic, maligned and distrusted than a gas meter? Nobody loves a gas meter. Scarcely anyone is even mildly interested in a gas meter. Though its function is to inexorably measure gas with implacable precision, the gas meter is no more popular among ultimate consumers than leprosy. And yet—what a service the gas meter renders!

The gas meter is not an article that lends itself particularly well to

The Farm Journal

1,050,000 This Month

Photo Design by C. Gardner Richards



Because We Know What Farmers Want—

that is why our Research reports are so valuable to advertisers in The Farm Journal. Only a few days ago, for instance, a manufacturer wrote that our automobile report yielded the facts whereby a Nebraska jobber was led to spend some \$7,000 of his own money in boosting this advertiser's

product as advertised in The Farm Journal. This means, of course, that our research report was used to double advantage—first, in ascertaining the advertiser's sales possibilities and, second, in setting forth those possibilities to the entire sales organization. For definite help, always consult

The Farm Journal

15 E. 40th Street
New York City

Washington Square
Philadelphia

Peoples Gas Bldg.
Chicago, Ill.

advertising. As an illustration in trade papers it is as interesting as a basket of chips. The number of prospects is extremely limited—limited to gas companies, who, however, are large users of them.

There are not many talking points for a meter, judging from trade paper copy. As the president, general manager, engineer or purchasing agent of the gas company runs through his favorite gas journal there is apparently no choice of the various gas meters advertised. Why they should select one make over another certainly is not made clear in the trade paper copy.

Surely no manufacturer faces a more discouraging field. And how simple is the solution!

Assuming that the manufacturer is making a worthy meter that does render accurate, dependable service, that requires a minimum upkeep through its simplicity of mechanism, that is easily installed—let this manufacturer wage an advertising campaign in national mediums to combat the fallacious prejudices held by all users of gas, by reiterating again and again that the gas meter is man's safeguard. That it is as delicately and perfectly constructed as a fine watch. That it registers as unfailingly as a speedometer. That it is not temperamental, is unaffected by atmospheric conditions. That it is so perfectly made that it *can* register only what gas is consumed.

Gas users if educated along these lines would come to look upon the gas meter as a genuine source of protection from overcharges, and not as an insidious accomplice of the also maligned gas company.

With that line of copy, what limit is there in injecting an element of human interest into the illustrations? Why the blue sky is the limit. A dozen sound, convincing, interesting ideas come to mind at once!

Now what relation does all this bear to the trade paper angle? Simply this. With such a constructive educational campaign behind him, the manufacturer can go to the gas companies through the trade papers and show them how they can reduce the number of complaints for overcharges or inaccuracy by the installation of his meter. He can merchandise his national campaign in the trade paper. He will recognize that the reader of a gas journal is also a reader of national magazines, and that he can be appealed to with the same high-class human interest illustrations that he is using in national mediums. He

will have more talking points for his meter than he can find room for in a full-page ad. Because of the comparatively small cost of space in trade papers the advertiser can use double spreads, color inserts and extra colors to hammer home the merits of his meter and what he is doing to popularize his device with such emphasis that there will be no doubt in the mind of the gas company officials what meter they should install.

The manufacturer who is first in pulling off some such plan is bound to reap the harvest. His educational campaign will, of course, indirectly help all other manufacturers, but he will have the bulge on all his competitors in his appeal to the gas companies by having won their undying gratitude in waging a battle that is as much theirs as his.

Quid est demonstrandum.

That there is a lack of seriousness on the part of all concerned is evidenced in the kind of ads some manufacturers supply to the trade paper, and also some of the layouts that emanate from the service departments of the trade papers themselves.

If the manufacturer took trade papers seriously, he would not allow his copy to be written by anyone who happens to have time to rip it out.

If the trade papers took themselves seriously enough, they would make a real effort to prevent their advertisers from running such rotten ads, and they would pay an agency commission like all other mediums and secure the same talent that is given to consumer ads.

If the agencies took trade papers seriously at all they would render the same high-grade service on trade paper copy as on consumer copy, and charge their client a service fee.

The first step then is for the trade papers to set the pace. Let them make a definite resolve to protect their own and their advertisers' interest by persistently and insistently demanding he-man stuff. By every known means let them discourage the use of hit or miss ads, cut rate art work and thrown-together copy. Make the service department appreciate the strategic position they hold in their capacity as advisors to manufacturers who are without agency connections, or who have no advertising director.

Every manufacturer, whether client or prospect, should be en-

couraged in the use of dominant double spreads, color inserts, high-class art work and above all a *consistent* advertising policy. Space in trade papers is cheap. The cost of extra colors is infinitesimal and at present so few advertisers are using color that it is duck soup for the few who do. Double spreads and color pages command relatively more attention in trade papers than in any other medium.

Most every trade paper has, in every issue, matter that is of interest and importance to the trade. The reader or the subscriber knows this. But he is terribly "busy" when the paper comes in—and yet he is afraid that something will escape him if he does not give it at least a hasty thumbing through. And you must catch him on the fly, as he gives the issue that hasty once-over. You must reach out AT him with big space and with color—grab off his attention before he knows it.

The reading habit, as touching trade papers, is different from that which obtains with the "nationals" or the dailies. There you reach a man in his semi-leisure moments. His mind is receptive to the type and the pictures before him—not subject to the hundred and one distractions which obsess him in his office or store or shop. Sign-board advertising! Yes, exactly that—in many cases. And you must frame it so that he whose mind is running may read.

Who writes the copy and makes the layout for trade paper ads? Heaven knows. Anybody from the office boy up. Spending money for any kind of advertising should be taken seriously and, therefore, what is put into the space should be taken seriously.

The service department of a trade paper cannot do justice to the advertiser if it does not have a grasp of the general advertising policy of the client. Random ads that bear no relation to what the advertiser has done before, or what he is doing in other mediums is shortsightedness. And the trade paper is not entirely to blame for this condition. Many advertisers delay in sending in their copy and cuts, so that no attention can be given to the proper set-up and layout. All too frequently the trade paper has to get up ads with not enough data to shake a stick at. It is only natural that after a contract for space is signed the trade paper is going to use that space, even if only the trade-mark can be run. It is

CRITCHFIELD & COMPANY regret to announce the loss of Bayard W. Barton, Vice President and General Manager, and W. M. Smith, Secretary.

Mr. Barton died suddenly from pneumonia on January 26. Mr. Smith died in an accident January 22.

The loss of these men is a personal loss to every member of the Critchfield organization.

We wish to express our grateful appreciation of the many expressions of sympathy extended to our organization at this time.



fair to assume that the advertiser himself will take enough interest to see that his space is well used.

The manufacturer who pays a hundred dollars for a page ad merely to run his trade name without regard to what he says in the copy or how it looks, is simply advertising to himself while subsidizing the trade paper.

The shortsightedness of some advertising agencies is also responsible for the kind of ads that appear in trade papers. There is no justification whatsoever for any agency that contracts for space in trade papers for their clients and then neglects or refuses to give the matter serious consideration because no commissions are derived.

One large advertising agency recently secured a leading automobile account, and in addition to large space in national magazines, billboards, newspapers, etc., that would net them a sizable return, they contracted for considerable space in trade journals. The copy and layouts that were prepared for everything but the trade papers was exceptionally well done. But the copy and layouts supplied to the trade papers was pueril and amateurish. If an advertising agency feels that trade paper space is worth using, it should also believe that it is worth using well.

On the other hand there are advertising agencies who know the power of trade paper space. These

are making use of trade journals for the merchandising of the national advertising done by their clients. In this way they are able to make use of beautiful art work, and at the same time more thoroughly sell the dealers on what they are doing in a national way. The importance of this cannot be overestimated. The readers of trade papers are 100 percent prospects, each reading his trade paper for service. It is safe to say that nine-tenths of them put a mental O. K. on every house that advertisers in his paper. Therefore, he is especially receptive to such displays that tell him what is being done in national advertising by the house whose line he carries.

To recapitulate. There is a lack of serious consideration of the trade paper which the trade papers themselves can help to remedy by hiring better grade men in their service departments. By encouraging the use of better art work and typographic display. By demonstrating the value of double spreads, color inserts and extra color. By exercising a sort of censorship to discourage hit or miss ads. By stimulating the merchandising of national advertising. By paying commissions to agencies.

Parr-Loichot Engine Corporation Places Advertising with Burnham & Ferris

The advertising account of the Parr-Loichot Engine Corporation, New York, has been placed in the hands of Burnham & Ferris, also of New York. The Parr-

Loichot Engine Corporation are distributors for the world of a complete line of gasoline engines and are also manufacturers of a number of motor-boat accessories.

Carl McQuinn With Homer McKee Co.

Carl McQuinn, formerly advertising manager and manager of sales promotion for the Hoosier Manufacturing Co., New Castle, Indiana, is now on the staff of the Homer McKee Co., the Indianapolis advertising house.

H. K. McCann Co. Moves San Francisco Office to Its Own Building—Augments Staff in Preparation for Big Business in 1920

The first advertising building in the West has just been occupied by the San Francisco Office of the H. K. McCann Company. The move of this advertising agency to its own building in the financial center of San Francisco marks a new step in advertising development in the far West.

The force of the San Francisco office numbers more than sixty at present. On January 1, G. B. Neale, formerly general manager of the Robert M. McMullen Company, of New York, joined the McCann staff. Mr. Neale is aiding in developing the food products division, paying particular attention to the marketing of California olives. Homer Havermale, recently executive secretary at the University of California, is also one of the newcomers. He entered the organization in November.

Harrison Atwood, vice-president of the company, says: "We are just beginning to see the advertising possibilities of the Pacific Coast. Food product clients are generally increasing their appropriations. Broader plans than ever before should make 1920 set a new mark for Pacific Coast advertising."

Executive Committee of Associated Business Papers Acts on Important Matters

At a recent meeting of the executive committee of the Associated Business Papers, Inc., the following important matters were acted upon:

1. In the case of an advertiser asking for a discount from the regular page rates in consideration of furnishing plates, the executive committee adopted a motion disapproving the allowance, and recommending that members refuse the desired concession.

2. The committee on agency relations, which has been carrying out instructions of the Chicago convention, was directed to proceed with the distribution of a questionnaire to agencies for the purpose of ascertaining which agencies are entitled to the support and recommendation of the A B P under the terms of the action taken at the annual convention in September.

3. As the result of a letter from the American Association of Advertising Agencies urging the adoption of a standard size page, the committee agreed that 7x10 inches, type size, should be considered as the standard for Business Papers, and indorsed efforts being made to bring about a greater degree of uniformity in this respect. The committee fully appreciated the many advantages of having uniform pages.

A resolution of thanks was adopted for 520 volumes of "American Journalists in Europe," presented by H. M. Swetland for distribution among advertising agencies.

More automobile advertising than any other six day evening paper in the world, and of course, more than any other Indianapolis paper in

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

Chambers Agency Sends Coffee Schedules

The Chambers Agency, Inc., 612-618 Maison Blanche Building, New Orleans, is sending 30,000 line schedules on Alameda Coffee for the Merchants Coffee Co. to southern newspapers.

Skinner Resigns from International Motor

D. O. Skinner, for seven years advertising manager of the International Motor Company, New York, has resigned to devote himself temporarily to the furtherance of his private affairs. Mr. Skinner was the originator of the well-known slogan for Mack trucks, entitled "Performance Counts." During his administration he developed to a high point of productiveness the direct mail advertising feature, which resulted in yearly sales sufficient to cover the entire advertising appropriation cost. Mr. Skinner's advertising plans for the present are unannounced.

Heaphy Now Vice-President and General Manager Charles W. Rider & Co.

Charles F. Heaphy, formerly sales manager of Charles W. Williams & Co., has been elected vice-president and general manager of Charles W. Rider & Co., New York manufacturers of paper.

Philip Kobbe Company Will Advertise City of Nitro

The advertising of the Charleston Industrial Corporation, operating the City of Nitro, W. Va., has been put in the hands of Philip Kobbe Company, Inc. The object of the campaign, which is a very large one and is now in course of completion, is to induce industries of various kinds to locate their plants or branch factories at Nitro. Philip Kobbe has also been retained personally as director of publicity.

H. L. Stilwell & Staff Organized in Frisco

H. L. Stilwell & Staff, Inc., merchandisers, with headquarters in San Francisco, has been incorporated. Mr. Stilwell, who heads the company, was assistant to the president at the American Druggists Syndicate. Before that, for twelve years, he was with the H. Jevne Co., Los Angeles, in the capacity of general sales manager.

Rubin Jaffe, author of "The Advertising Index," is vice-president of the concern, and R. B. Meller, one of the leading art package designers on the Pacific Coast, is secretary-treasurer.

H. L. Stilwell & Staff, Inc., will function as a sales organization primarily for Eastern manufacturers, the purpose being to market merchandise in the eleven far-western states. Branches have been established in Salt Lake City and Denver already, and offices in Los Angeles and Seattle are soon to be added. The company now represents a number of eastern manufacturers.

Changes in Organization of T. L. Smith Co.

E. R. Marizer, sales manager of the T. L. Smith Co., manufacturers of concrete mixers and construction equipment, has been appointed eastern district sales manager, and will be located in New York City.

The sales and advertising departments of the company have been moved to Chicago. R. E. S. Geare, formerly Chicago

district manager, has been made general sales manager.

H. P. Sigwalt remains as Advertising Manager, moving his office to Chicago. Roy E. Hanson, formerly a member of Patton Paint Co., Milwaukee, has been made Director of Trade Paper Publicity.

Guy G. Wooley, formerly of the Illinois State Highway Commission, Springfield, has been made Chicago District Sales Manager for this Company.

The changes are of particular importance, considering the fact that the factories of the T. L. Smith Co. are in Milwaukee, and that it is one of the broadly constructive moves indicative of the general preparation in the concrete mixer industry to prepare for an immense increase during the coming years in concrete road building and in construction in general.

Flaherty, Herald's General Manager, Retires

Due to ill health which he has suffered during the last six months, Frank B. Flaherty, publisher and general manager of the New York Herald and the Evening Telegram, has tendered his resignation to Frank A. Munsey, the new owner. Mr. Flaherty was employed on the Bennett papers about thirty years, entering service in his youth, and working in all branches of the newspaper business.

Bailey Acting Advertising Manager for Peerless

C. Sterling Bailey has been appointed acting advertising manager of the Peerless Motor Car Co., Cleveland, O., to succeed C. E. Twitmeyer, who is now with the Stevens-Duryea Co., Chicopee Falls, Mass.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Advertising Men Should Use Advertised Products

During the past year the Eastern Manufacturing Company conducted one of the most extensive advertising campaigns ever carried on by a paper manufacturer. Full pages in the leading national magazines, weeklies, and business publications have told the story of SYSTEMS BOND—and will continue to do so throughout 1920.

Advertising men know that a product must be right to be backed by such a campaign. The many new customers and repeat orders it has won prove that SYSTEMS BOND is right. That this paper is so well and favorably known should be another reason for its use by advertising men.

Systems Bond is distributed nationally. Have your printer or lithographer use it on your next order for stationery.

A request on your letterhead will bring samples and a copy of our book, "The Modern Manufacture of Writing Paper."

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Joseph Eldridge Esray Passes Out

Joseph Eldridge Esray, for nearly 40 years a newspaper and advertising man, died last Saturday at his home in Christie Heights, Leonia, N. J., of a hemorrhage of the brain. He was born in Norwall, Conn., 58 years ago.

He was a member of the editorial staff of the *World* for many years, covering Police Headquarters until 1887, when he was made editor of the Harlem edition of that newspaper, and was manager of the first office opened in Harlem. Esray was editor of the *Fourth Estate* for several years, and was a former contributing editor to *ADVERTISING & SELLING*. At the time of his death he was a member of the advertising staff of the New York *American*, which position he had held for the past twelve years.

He is survived by his wife and two children, Albert and Helen Esray. Funeral services were held at his home Monday night.

Graphic Newspapers Appoint Frank Burns

The Graphic Newspapers, Inc., rotogravure special representative, has appointed Frank H. Burns, New England Manager, in charge of the Boston office, at 638 Little Building. Mr. Burns was for several years with the *Boston Herald*, and has also had extensive merchandising and magazine advertising experience.

A Tribute to Joseph J. Dallas

Recently, two hundred of his New England friends assembled at the Quincy House, Boston, to testify to Mr. Dallas' sterling character and to wish him well in his new work in the sales organization of the Lanston Monotype Machine Company. Mr. Dallas has been the New England representative of the International Typographical Union for a number of years, and has earned the respect of publishers and their employees in equal measure.

The principal speakers of the evening were Charles H. Taylor, jr., publisher of the *Boston Globe*, and an official of the American Newspaper Publishers' Association,

and Charles Smith, representing President Scott, of the International Typographical Union. Norman A. McPhail, treasurer of the Atlantic Printing Company, Boston, was chairman of the evening. Letters were read from Albert H. Findlay, a prominent official of the United Typothetae of America; James M. Lynch, former president of the International Typographical Union, and others. Mr. Dallas was presented with a life membership in the Somerville Lodge of Elks and an engraved cigarette case.

Representative Club Starts Employment Information Committee

The Representative Club has appointed an Employment Information Committee composed of Messrs. Nigel Cholmeley-Hones, of *McChure's*, and Oliver B. Merrill, of the *Youth's Companion*. The purpose of the committee is to help bring the right man and the right position together, and it is believed that it can serve the publisher, the agent and the representative to the advantage of each. President Bowen says inquires, of course, will be confidential, and can be made of either member of the committee.

Palmer, Advertising Manager for Edison, to Become Production Manager for Sherman & Bryan

Sherman & Bryan, Inc., of New York, have just announced that Arthur J. Palmer, for the last two years advertising manager for Thomas A. Edison, Inc., Orange, N. J., becomes a member of their staff February 16. Mr. Palmer will act in the capacity of general supervisor of the various production departments. In other words, Mr. Palmer's work will be in the nature of liaison officer. He has had a rather broad experience which seems to peculiarly fit him for his new activities. Following ten years' service with the American Press Association, Mr. Palmer became advertising manager for the Montague Mailing Machinery Company, from which position he joined the advertising staff of Thomas A. Edison, Inc.

A Prospective Advertiser in St. Louis

The Grant Resilient Wheel Company, St. Louis, Mo., is a new concern manufacturing a wooden wheel for automobiles and trucks which has quite a number of interesting points from an advertising standpoint. The concern is building a factory in St. Louis, and is figuring on having an advertising appropriation of about \$50,000 soon to promote their goods. No agency has been appointed as yet.

Federal Trade Commission Complains Against Ivory Soap

Charging the Proctor & Gamble Distributing Co., soap distributors in Cincinnati, O., with guaranteeing against a decline in price, the Federal Trade Commission is bringing suit against the company. The Rub-No-More Co., soap makers in Fort Wayne, Ind., and Colgate & Co., Jersey City, N. J., have similar complaints lodged against them.

American Writers in War Are Decorated

The French government has decorated the following American writers and newspaper men in recognition of their services to the cause of the Allies both during the war and throughout the peace negotiations:

Laurence Hills of *The Sun*, upon the proposal of Andre Tardieu, has been named "officer de l'Instruction Publique" by the Minister of Public Instruction, and among the others receiving this decoration, known as "the palms," are James Hopper, Herbert Corey, Clinton Gilbert, George Pattulo, William McNutt, Charles Smith, Associated Press; Lawrence Abbott, *Outlook*; Louis Wiley, *New York Times*; Arthur Brentano, publisher, Elizabeth Cutting, *North American Review*; Percy Bullen, Mrs. Ogden Reid, and J. B. Hirsch of *The Sun*.

Hamman Increases Staff—Believes College Training Important in Advertising

The organization of K. L. Hamman—Advertising was increased to twenty members January 1 by the addition of three new copy writers and two compositors.

Guy E. Needham, a member of the Copy Department, a Stanford University graduate with a year of economic study at the University of Paris to his credit, held a state Y. M. C. A. secretaryship for two years previous to his going into the French army, where he served two years as a member of a Stanford ambulance unit.

Miss Marcellie Conkling, another member of the Copy Department, has had both a college and business training, and Mrs. Elizabeth McGregor comes from the University of California, where for three years she was in charge of the university's extension classes. She was previously engaged in newspaper work. F. O. Kelsey, compositor for the Berkeley High School Journal, will be in the advertisement composing room.

K. L. Hamman, to whom the Pacific Coast Advertising Men's Association gave the H. B. Van Duzer Silver Trophy for the best exhibit of bank publicity at the last convention, believes that the college trained man—if he can go at all in advertising—will go further than the man without a broad training. For this reason all of the new material recently taken into the organization has been of this type.

THE ROTARY MOTTO—

"He Profits Most Who Serves Best—SERVICE Above Self"—is the foundation upon which Rotary is builded. An institution built upon such a foundation will endure and push ever forward until it shall become a mighty force for good thruout the world.

The 50,000 men who live by this motto are big men and leaders in their respective communities—they are safe men to do business with. They will give respectful attention to your appeal thru the advertising pages of their magazine.

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs
CHICAGO

Eastern Representative, WELLS W. CONSTANCE
11 E. 17th Street, New York

Advertising Manager, FRANK R. JENNINGS
910 So. Michigan Ave., Chicago.

Great Britain, THOS. STEPHENSON, 6 So. Charlotte St., Edinburgh, Scotland.

Subscription Price \$1.50 in U. S. A. and Cuba,
\$1.75 in Canada, \$2.00 in All Other Countries.

MEMBER AUDIT BUREAU OF CIRCULATIONS

A Permanent Food Show Established in Atlantic City to Back Up National Food Advertising

To supplement the National advertising of food manufacturers in the United States, Benjamin S. Crosby, president of the International Food Shows Co., has chosen Atlantic City, the annual playground of 20,000,000 spenders, as the place for a permanent International Food Show, to be held each summer during the three months of the busy season.

The International Food Shows Co. has secured the huge exposition hall on Garden Pier, the largest floor space available in Atlantic City. The hall, built expressly for exhibition purposes, has a floor space of 20,000 square feet, 75 feet ceilings, and will comfortably house 5,000 people besides the exhibitions. Adjoining the main hall is an exhibition hall nearly as large, including a perfectly appointed model kitchen and lecture room, where lectures, demonstrations and educational pictures will be given twice daily. Garden Pier, the only free pier in Atlantic City, is situated on the best bathing beach, and has the added attraction of a free daily band concert and Keith's Vaudeville Theatre. Some 4,000,000 persons during the summer season of 1919 visited the pier, and for many years national advertisers such as the H. J. Heinz Company, the Wilbur Chocolate Co., and Underwood Typewriter Co. have maintained exhibits in the vicinity.

Mr. Crosby, the creator of this tremendous enterprise, is already operating on Garden Pier a very successful permanent exhibition of electrical appliances, including exhibits by many nationally known manufacturers as the General Electric Co., Hurley Machine Co., National Lamp Works, France-Premier Vacuum Cleaner Co., Sprague Electric Works, Hot Point Products, and the Duplex Lighting Fixture Company. Mr. Crosby has had twenty years experience in exhibition work, having cooperated with many large organizations in most of the electrical and food shows throughout the country.

The food displays and demonstrations will be supervised by Mrs. Mary A. Wilson, internationally known as a food expert and food adviser to several of the large women's publications. She is specially engaged for the Woman's Page of the Brooklyn Daily Eagle, the Philadelphia Public Ledger, the latter being syndicated to thirty-five other city newspapers throughout the United States. Mrs. Wilson, who was formerly chef to Queen Victoria, and now holds the rank of Lieutenant-Commander in the United States Navy as food expert in charge of the training of cooks and bakers, has been directly connected with all the large food shows of recent years. She will lecture and demonstrate twice daily on the value and preparations of the products exhibited. All exhibitors will have her advice and assistance at any time.

In this undertaking, which bids fair to be the most stupendous exhibition of its kind ever held, Mr. Crosby has secured the wholehearted cooperation of the Atlantic City Chamber of Commerce, Merchants' Association, and the Atlantic City Hotel Men's Association, consisting of well over seven hundred of the largest, most prominent hotels located there. Every assistance and publicity which these organizations can render will be placed at Mr. Crosby's service. The advertising of

the project has been placed with Nelson Chesman & Company, advertising agents of St. Louis and New York.

Bush Terminal Appoints New Executives—Evans to Manage New Annex

The Bush Terminal Company announces that Hugh R. MacMillan, formerly manager of the Dry Goods Alliance, a resident buying organization of nine or ten stores at 404 Fourth avenue, New York, has been appointed manager of the resident buying organization of the Bush Terminal Sales Building. Mr. MacMillan is well known in the local merchandise field, and was connected with the Dry Goods Alliance for a period of eighteen years.

J. J. Evans, up to this time manager

of the resident buying organization, will still maintain his connection with that organization, and will take charge of business for the new building annex on Forty-first street, on which construction started February 2.

Mr. Evans will manage three divisions in the Bush Terminal Sales Building instead of two, as at present. The new annex will be nine stories in height, covering a plot of 50x150 feet.

Columbia Getting Ready for Novelty Week

The Columbia Graphophone Mfg. Co., makers of Grafanolas, are planning to launch throughout the country during the week commencing February 28, a huge sales and advertising campaign to be called Novelty Week.



Levant Letter File Sample Book

The new Levant Letter File Sample Book is both pleasing and practical. It will fit easily into the standard file, and will always be ready for instant reference. The entire book is made of Levant paper, which simulates the leather of the same name. The resemblance is so close that it needs the sense of touch to convince the observer that the material is paper and not leather.

This Sample Book shows some of the fine effects which can be obtained by using Levant paper for catalog and business booklet covers. The folding and embossing qualities of Levant are excellent. The heavy weight Levant stock will stand the rough handling to which the average catalog is subjected and give splendid service. There are seven colors, designed as yellow, black, gray, red, coffee, blue and green.

Write for this handy sample file on your business letter head. A copy of the latest XTRA, Dexter's unusual house organ will also be included.

C. H. DEXTER & SONS, Inc.
WINDSOR LOCKS, CONNECTICUT

Read Transfers from Machinery to Hardware

C. C. Read, formerly of Sales Department of *Machinery*, has joined the Advertising Department of *Hardware Age*.

Whip-O Corporation Retains Randall

The Fred M. Randall Company, advertising agency, Detroit, have been retained as advertising counsel by The Whip-O Corporation of Detroit, Mich. A large newspaper campaign is being prepared and contracts will be issued very soon.

Wanamaker Insures Employees for \$6,000,000

One of the features of a comprehensive plan which has just been completed to operate under an organization known as the John Wanamaker Foundation, is the

insurance of all employees of the Wanamaker Store who have been six months or longer in its service. The insurance amounts to approximately \$6,000,000. Besides this, however, in the plan of the dean of merchants and pioneer advertiser, are provisions providing pensions, a co-operative saving fund to promote saving, and a relief fund. John Wannamaker announced that the plan goes into effect starting February 2.

New House Organ Advertises for a Name

The first issue of a house organ put out on January 15 by the Pennsylvania Tank Car Co., Sharon, Pa., carries the following where its name ought to be: \$? ? ? \$. A prize of \$10 is offered for a name. While the paper consists of only eight pages, it is gotten up in good style.

Prison Newspaper Has New Name

The *Star-Bulletin*, Sing Sing prison newspaper, has had its name changed to the *Sing Sing Bulletin*, by order of Major Lewis Lawes, the warden. The newspaper, which is printed once a month, was founded as the *Star of Hope*, under former Warden Addison H. Johnson, about twenty years ago.

Two New York Newspapers Form Alumni Societies

To perpetuate the spirit that has grown up with the personnel of the former Bennett newspapers, more than 140 members of the Owl Club organized the Alumni Association of the New York *Herald* at a dinner held last Sunday morning in the Della Robbia room of the Hotel Vanderbilt. To the twenty-first and final session of the Owl Club, which was attended in former years by staff members only, were invited all retired *Herald* men. The following officers were elected: John T. Burke, president; William W. Willis, vice-president, and Hamilton Peltz, secretary-treasurer.

Recently 300 present and former members of the New York *Tribune* gathered at Delmonico's at midnight to celebrate their first annual dinner, and to organize a permanent society called the *Tribune* Staff and Alumni Association.

Firestone Promotes Four Sales Executives—Will Undertake \$150,000,000 Sales in 1920

The promotion of four sales executives has been announced by H. S. Firestone, president of the Firestone Tire and Rubber Co. E. W. BeSaw, who has been western sales manager for three years at Akron, is made general sales manager succeeding A. G. Partridge, who was recently elected vice-president in charge of sales.

L. G. Fairbank, who has been manager of the Eastern division, becomes vice-president and manager of the Firestone Steel Products Company. Two district chiefs are called to Akron to take the divisions which have been directed by BeSaw and Fairbank. They are F. K. Starbird, whose headquarters have been in Minneapolis, and J. E. Mayl, who has made his office in Boston. Starbird becomes Western sales manager and Mayl takes charge of sales in the Eastern division.

As head of the sales organization BeSaw will undertake the distribution of \$150,000,000 worth of Firestone tires and accessories during 1920.

Fairmont "West Virginian" Full Member A. N. P. A.

The American Newspaper Publishers' Association announces that the Fairmont, W. Va., *West Virginian* has been transferred from the associate to the active class of membership.

Chicago Tribune Is Erecting New Building

The owners of the Chicago *Tribune* have under construction a new building which will occupy the east half of the premises bounded by Michigan and Austin Avenues and St. Clair Street. The Chicago paper owns the present Tribune Building, a roto-gravure plant, timber land in the Province of Quebec; a paper mill at Thorold, Ontario, and the New York "Daily News."

Appleton Daily Post Changes Hands

T. B. Reid, president, and E. P. Humphrey, secretary and treasurer of *The Appleton Daily Post*, established in Appleton, Wis., in 1856, have resigned their offices to transfer the management of the paper to J. K. Kline, A. B. Turnbull, V. I. Minahan and H. L. Davis, newspaper men of Green Bay, Wis. Mr. Kline, who is vice-president and editor of the *Green Bay Press-Gazette*, will come to Appleton to assume charge of the *Post*.

E. P. Humphrey, who resigns to make his home in California, is an exceptionally well informed man on pulp and paper, and for many years has been a regular contributor to the trade magazine known as *Paper*.

Temple Daily Telegram Issues Junior Paper for Advertisers

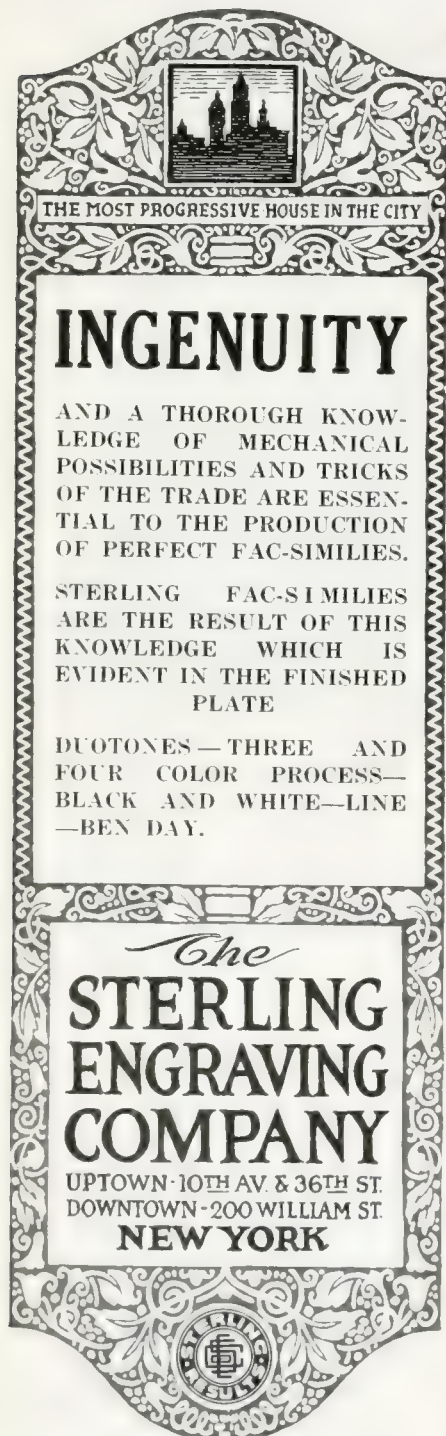
The *Temple Daily Telegram*, of Temple, Tex., a very enterprising newspaper, is now issuing a sheet called the *Telegram Junior* for merchants and devoted to advertising and selling merchandise. It carries advertisements of many nationally known concerns and interesting articles on the campaigns that are to take place in the local territory. In the first issue the paper recommends as "good books for the merchant," *System*, *The Shoe Retailer*, *Dry Goods Economist* and *Advertising & Selling*.

Big Sales Building for Paris

A delegation of French business men has delegated to Walter J. Berry, president of the American Chamber of Commerce, a detailed explanation of the aims of the company known as "Paris Marche du Monde," which, with the endorsement of the Paris Municipal Council, proposes to establish central headquarters containing more than five hundred salesrooms for producers and buyers of the world.

Agricultural Publishers' Association Will Exhibit in Cleveland

As an immediate aftermath of the recent advertising demonstration held at the Hotel Commodore, New York, January 13-15, the Agricultural Publishers' Association has been asked to be one of a number of departmentals of the National Advertising Commission of the A. A. C. W., and to stage a similar exhibit in the city of Cleveland, under this National organization, sometime during the first week of April. The great success of the demonstration in New York is expected to be surpassed, for several other departments will also be represented in the "Sixth City."



THE MOST PROGRESSIVE HOUSE IN THE CITY

INGENUITY

AND A THOROUGH KNOWLEDGE OF MECHANICAL POSSIBILITIES AND TRICKS OF THE TRADE ARE ESSENTIAL TO THE PRODUCTION OF PERFECT FAC-SIMILIES.

STERLING FAC-SIMILIES ARE THE RESULT OF THIS KNOWLEDGE WHICH IS EVIDENT IN THE FINISHED PLATE

DUOTONES — THREE AND FOUR COLOR PROCESS — BLACK AND WHITE — LINE — BEN DAY.

The STERLING ENGRAVING COMPANY

UPTOWN - 10TH AV. & 36TH ST.
DOWNTOWN - 200 WILLIAM ST.
NEW YORK

Will Exhibit in Buenos Aires

National Exposition of United States Manufacturers, Inc., who have leased office space on the 16th floor of the Bush Terminal Sales Building represent four hundred carefully selected manufacturers who will exhibit in Buenos Aires, Argentine Republic. Argentina is wide open to American products. In value of imports per capita it is among the first three nations of the world. The purpose of the exposition is to make direct sales as well as to extend the popularity of products already established. It is estimated that the exhibition will attract from a million to three million visitors per month. It will be held in the beautiful exhibition buildings in the Parque Tres de Febrero, Buenos Aires. A tract of about ten acres adjoining the Exposition grounds will be used for certain exhibits. An unusual competitive program including an international rodeo will be a feature. The date of the exposition has been set for October 1920.

Kirschbaum Tells What Associated Advertising Clubs Are Doing to Eliminate Fraud from Advertising

"Any article represented as something which it is not, in quality, character or value, is just as much a counterfeit as illicitly printed currency," asserted David Kirschbaum, of Philadelphia, addressing a luncheon at which prominent Philadelphia business men recently gathered for the purpose of hearing more about the work which the Associated Advertising Clubs are doing to eliminate fraud from advertising.

Mr. Kirschbaum, who is a trustee of the advertising association, spoke of important prosecutions which the National Vigilance Committee of the advertising clubs had successfully undertaken, but especially emphasized the educational work which is being done both by the national and by local vigilance committees.

"Through this campaign of education," he said, "and through moral suasion, we are trying to convince men in all lines that it is far better to build on a concrete foundation of integrity rather than on the quicksands of misrepresentation and fraud. We are bringing home to the owners of business establishments that while much misrepresentation may be wholly unintentional, so far as they directly are concerned, it devolves upon them to see that the zeal or self-interest of department buyers and managers is kept within truthful bounds.

"If men engaged in legitimate enterprise do not quickly put their houses in order as regards advertising, the national legislature will, at no distant day, enact a law to protect the buying public. And that law will be so inquisitorial that we—the very men who could have made its enactment unnecessary—will have the greatest reason to regret that we failed to clean up the situation in time.

"To whatever extent fraud and misrepresentation is permitted to go on, in just that proportion will it affect legitimate business and legitimate advertising. Every dollar gained by the fraudulent advertiser is a dollar diverted from legitimate and worthy enterprise.

"Every manufacturer, retailer, financier, and publisher must cooperate to check the present-day nation-wide assault upon fair business enterprise. Any publisher who knowingly permits fraudulent advertising to appear in his medium is, to my mind, an accessory to the crime.

"Measures are easily at hand that can be employed to safeguard the interests of the newspaper or magazine owner, the legitimate advertiser and the public. As for the retail merchant, it is his duty to employ, before passing merchandise along to the public, all those safeguards which he so religiously uses in checking up the character, the value, and the quantity of goods which enter his establishment.

"When we consider the colossal stake—the good-will of all honest endeavor; when we reflect that the annual advertising expenditure is now two or three hundred millions in excess of what it was in 1914, when it equalled the sum required to conduct the entire United States Government—then we begin to appreciate the importance of safeguarding that most valuable of all assets—good-will."

McQuay-Norris Move Into Larger Plant

McQuay-Norris Manufacturing Company, makers of piston rings in St. Louis, have moved into a new plant. With the increased facilities a large advertising campaign is anticipated. The D'Arcy Advertising Agency handles this account.

Scott & Scott Advertise Another Korein Co. Product, Korolax

Advertising orders for a year's service are being issued to 800 daily newspapers for Korolax, Korein Company, Inc., New York, by Scott & Scott, Inc.

Campaign for Early Mailing of Letters

Owing to a great deal of congestion now being experienced in the New York Post Offices between the hours of 5:30 and 9:30 P. M., Postmaster Patten in an address before the Merchants' Association of New York requested that all members do their part in a campaign to mail letters early in the afternoon where it was possible.

Have You Obeyed This Impulse?

ALLIS-CHALMERS MANUFACTURING COMPANY

MILWAUKEE, WIS.

December 27, 1919.

Editor, ADVERTISING & SELLING.

We have carefully gone over the announcement in *Leslie's Weekly*, and believe the subject enumerated therein are undoubtedly of considerable interest to all manufacturers of the United States who desire to develop foreign trade.

Enclosed please find coupon filled out to send ADVERTISING & SELLING to Mr. A. P. Hauch in charge of Publicity Department. Please send bill to Publicity Department, Allis-Chalmers Mfg. Co., Milwaukee, Wis.

Yours very truly,

ALLIS-CHALMERS MFG. CO.

C. E. Searles, Gen. Rep. Sales Board.

Michigan Papers Form Buying Association

The Michigan League of Home Dailies, organized January 13 at Grand Rapids, Mich., has devised a scheme of "beating" high newsprint costs by pooling their interests in purchases. The publishers of the organization, representing a score of papers of smaller Michigan cities, consume 1,200 tons of print paper annually. The officers are F. R. Moses of Michigan, chairman; T. J. Ferguson, Alpena, vice-chairman; Harry H. Whitley, Dowagiac, secretary and treasurer. The organization passed resolutions favoring continuance of the present postal zone system.



GET THE CONNECTION!

There must be thousands of people abroad in the land who are "half sold" on your proposition.

What are you doing to clinch all your previous advertising impressions on these thousands when they pass your dealers' stores?

Einson Interlocking Window Advertising

is lithography, plus. It glorifies your national advertising in the local dealer's window in a way to focus the demand right where the supply is.

WE call it "point of purchase" advertising—advertising where the goods are.

Why don't you call it?

Elaborate Portfolio of Photographs sent to national advertisers on request of responsible official.

**EINSON
LITHO
INCORPORATED**

specializing in
window display
advertising

NEW YORK:

71 W. 23d St.

CHICAGO

332 S. Michigan Av

Sweet Tooth Dentistry

**Personality Tactics That Sell Candy
Faster Than It Can Be Turned
Out at Dollars Per Pound**

By C. E. LEEBOLD

President, Leebold Candy Company, San Francisco, Cal.

IT looks very much as if we'll have to amend the old saw to read: "Great oaks from little peanuts grow," or words to that effect. For the Leebold Candy Company, Inc., has grown into a good sized organization through ability to invitingly treat and sell the forbidden elephant food.

The concern got its start when Mrs. Leebold began to salt peanuts in a new way back in the fall of 1913. The entire plant was erected in the good lady's kitchen in Berkeley, Cal., but in due time it outgrew the kitchen and was moved to the garage—in more due time it outgrew the garage so a second story was added. Even that wasn't a very elastic structure, and eventually an entire new building had to be erected in West Berkeley. That, too, has been enlarged twice in a year.

The next step in the game was including nut candy in the output, for the people demanded them. Finally we got along into the candy line, turning out a product that was distinctly different. While the war was on we were considerably restricted, but as soon as the Kaiser had been licked to a frazzle, we opened up full blast, starting to make candy here in the middle of June. Now we are shipping a thousand dollars worth of candy a day (ranging from \$1.50 a pound up—mostly UP); after six weeks we had outgrown the new factory—and now we are wondering where in blazes we'll go next. Only today we had to go through the painful ordeal of turning down \$1,143 worth of orders from good jobbers because we can't bat the stuff out as fast as the people can eat it!

There are two reasons for this phenomenal growth: better, distinctly different candy; and a few pet ideas about advertising.

From the viewpoint of the product, let me say that Mrs. Leebold's efforts are responsible for the fact that the people come back for more. She *can* make candy—began while a girl at school where she traded it with other kids for things she wanted more than sweets. After she was married she travelled a lot, but she usually managed to turn

out a little candy here and there, prepared in a chafing dish on top of the trunk. Consequently when Mrs. Leebold started to make candy for the market, she knew what she was



Sample of the Leebold Letter-head showing slogan.

about. Indeed, cooking is her art. She can make a salad, full of garlic, and feed it to garlic haters who swear they like it. She has fried chicken in Georgia for the natives who say that no darkie mammie ever did as well. It is exactly the same with her candy.

QUANTITY PRODUCTION IMPOSSIBLE

It can not be made rapidly and turned out furiously by the ton. It requires time and extreme care, and when items like fresh butter, cream and fresh eggs might help make it better, they are used. These are the reasons why it costs more than any other on the market, and incidentally why we can't make enough.

It is obvious from this that the line is intended for a distinct class of people who can afford to pay what we are compelled to charge, and who also appreciate the delicate flavors and the creamy centers and superior chocolate coatings which are made to Mrs. Leebold's order only. In attempting to reach that quality group we have been forced to go out of the beaten path with our publicity methods and do things differently.

In following that theory, we have given attention to a great many details that might be considered by some to be minor points. Our letterheads, for example, are better than the "approved"—they are per-

haps in a new class; they have a peculiar appeal; they cost from three to five times what ordinary letterheads cost, but they make an impression that couldn't be bought for less. The packages, too, are different. None of them are gaudy nor loud, but rather interest compelling and appetite appealing. The candy that sells for \$2 a pound is put up in a box made of redwood from trees thousands of years old; the export boxes are made of metal, and so on.

In our paper boxes we stick rigidly to the attractive, occasionally springing a novelty. In one case we packed one lone chocolate in a box to sell for a nickel. On one side of the carton was the legend; "Good goods always come in small packages," and on the other side: "The smallest candy in the world for the price."

CAPITALIZING THE HIGH PRICE

Some folks call that "gall," but it made a hit. You see, we are not afraid of our prices. We don't apologize for them—rather, in this case, we boasted about them. And that sense of liberal spending isn't supposed to be confined to our customers at all. We practice it ourselves. Letterheads and envelopes at nearly 5 cents each isn't stingy.

In the case of our samples, like the nickel chocolate drop, we market them at a loss so that the good people will find for themselves that Mrs. Leebold's candies *are* different. It acts as sort of an introduction to \$2.50 pound box to follow.

Advertising men, artists and even competitors have credited us with being original. Our ideas are ours. One stunt that we have placed much stress on and to which we owe considerable in the form of publicity returned, is our practice of reproducing our slogan on everything.

"Mrs. Leebold's candies are distinctly different," is our war song. In the lady's own hand-writing it appears on the bottom of our letter-heads, on checks, boxes, our business cards, delivery and salesmen's cars, on de luxe bulletins all over town, on stickers and stamps—every place we can get it. Even on the side of the building, on a big white background, under the line, "See the handwriting on the wall," is the eternal message: "Mrs. Leebold's Candies are distinctly different." The front window carries it, too; our purchase orders and invoices have it everything has.

We have drummed on that idea until it has gotten across. It has



ESTABLISHED 1913
H.E. JAMES ADVERTISING AGENCY, INC.
110 West Nineteenth Street
NEW YORK

Member of
Audit Bureau of Circulations

November 7, 1919.

Mr. H. A. Weisenberger, Pres.,
Advertising Artists, Inc.,
33 West 42nd St.,
New York City.

Dear Mr. Weisenberger:-

The Sloan's Liniment street car card meets with our hearty approval, and you have again "hit the bull's-eye" with this design.

The "old man" design that is now in the cars is certainly a hit, and as you will probably notice we are using the character in Sloan copy very extensively.

There is something about your work in the designing of our street car cards, both for Sloan's Liniment and Dr. Bell's Pine Tar Honey, that we have been unable to find anywhere else. Your handling of colors is one of the vital factors in the attractiveness of the cards, and we certainly want to extend our appreciation for the sincere efforts and cooperation that you extend in all your business relations with us. Your ideas have been very helpful.

When you take hold of matter that we turn over to you, we feel entirely satisfied that the final outcome will be most pleasing.

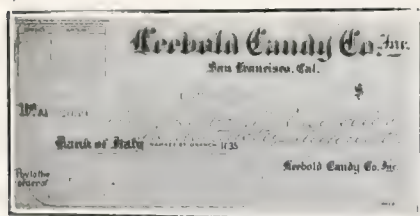
Very truly yours,

H. E. JAMES ADVERTISING AGENCY, Inc.

President

C.C. Green/R





Even the Leebold checks carry the message on.

commanded and received attention, and when those interested in the assertion sought to verify it, they were not disappointed one whit. That is why I say Mrs. Leebold is responsible for bringing the people back for more.

Equally as obvious is the truth that our message has taken hold and has been imbedded in the minds of the people. Although we do no retail business here, consumers come in by the droves and insist upon buying these much-heralded chocolates. We have received all kinds of comments on the use of trade slogan, which has stirred up universal interest.

BACKING UP THE CLAIMS

And the entire effort we have expended on advertising and publicity is emphatically accomplishing that end we strive to attain and maintain. It is our desire and ambition to divorce Leebold's Candies from other candies in the mind of the public, for knowing that our line is distinctively different, we appreciate the necessity of keeping the public thoroughly sold on that point. They, too, must know it and continue to believe it.

Our chief means of bringing that desired condition to pass heretofore has been by the methods I've briefly described above. We have persisted in keeping not only the product, but everything that suggests the product, "distinctly different." Our literature, boxes and other things that represent us in the minds of the public are as different from other lines as the candy is from ordinary candy. It is our theory that if we claim distinction for our goods, we should furnish tangible evidence of our ability to be distinctive.

There is no better way than by creating in the mind of the people who come in contact with your material an instinctive, subtle suggestion of quality. The man, for example, who reads one of our exclusive-looking, hand-painted bulletins, or who receives a communication from us on tinted, Italian hand-made, deckle-edge stock, can't help but be impressed, and when that attitude is created, his mind is open

and ready to give credence to our unvarnished statement that we turn out something different from anyone else.

Our only fear is that we might lose ourselves in the crowd. But as long as we are able to continue with the ideas and practices that have got us this far, we need hardly be afraid of that possibility.

Personality in our advertising of a personal product has built this business from a one-room establishment into an organization now able to handle average sales of many thousands of dollars a month.

Considering what I told you about our production difficulties—the need of time and care—and remembering the \$1,100 worth of rejected jobbers' orders for today, I feel safe in saying that the theory behind the execution is a sane one.

Advertising in Italy

Advertising in Italy is still in an elementary stage, but there is a growing tendency on the part of important firms to keep their message before the public. As obtains in other countries, the small and large organizations which are making the greatest progress are those which maintain a policy of steady advertising.

The success or failure of an advertising campaign in Italy is controlled by the same principles which enter into a campaign in the United States, or in any other country. All advertising is essentially a problem of selling, in some form or other, and must be studied from an objective viewpoint—that is, with an eye to the reaction produced upon the person to whom the appeal is directed. If, therefore, American advertisers will make a careful study of the temperament and habits of the Italian people, of Italian social and commercial life, and of the methods of distribution in vogue in Italy, there is no reason why their advertising should not be as resultful in Italy as it is in the United States.

Poster advertising is in great favor in Italy. In many of the large cities billboards, put up by the municipal authorities, are at favorable locations on buildings and at railway stations. Poster advertising has proved very effective for low-priced articles of popular consumption; and this form of advertising has been used prominently even in connection with the campaign for selling a large bond issue offered by Italy's steel trust—the *Illa Co.*

The Italians, generally, are newspaper readers, as is proved by the large circulation of many of the newspapers in Italy. For general advertising, the *Corriere della Sera*, of Milan, has an international reputation; and *Il Sole*, of Milan, which is the standard daily devoted exclusively to business interests, is almost indispensable where it is desired to reach an audience interested in commercial, industrial and financial matters. The amount of advertising carried by the Italian newspapers is relatively small, since the papers are made up of only four or six pages. The "news" printed is not so much news, as we know it, but rather in the nature of editorial comment.

The American weeklies and monthlies, so far as their advertising pages are concerned, have no counterpart in Italy. Among the upper classes, *L'Illustrazione Italiana*, *Il Secolo Illustrato*, and *Il Mondo*, all weeklies, have fair-sized circulations; and *La Domenica del Corriere*, and publications of a similar type, selling for the equivalent of two cents, have much wider circulations. The monthly magazines are inferior in their make-up and editorial content, and, from an advertising standpoint, have very little value.

Trade papers are of a high grade in Italy. Most of the principal branches of industry are represented—agriculture, machinery, textiles, chemicals, electrical goods, and so on. There is a heavy volume of advertising carried steadily in these trade publications, and it is a matter of record that the advertising in these technical papers is productive of results among the dealers.

Direct advertising, that is, circular letters, folders, etc., is not used to any extent. For that reason it might work out well in certain cases, because Italians, being unused to this form of advertising, may afford consideration to the letters or folders. In the case of specialties, where it is essential to explain the features, or describe the workings, of a particular article, direct advertising is being used by Italians with much success.

Illuminated signs and motion pictures have not been taken up in Italy. Window displays, as the United States understands this form of advertising, are unknown in Italy. It seems as if window advertising might prove particularly successful, inasmuch as the Italian likes to see what he is buying, and the more attractive the display, the better the chance for getting his interest and decision to buy.

The modern advertising agency, with its complete service, as Americans know it, does not exist in Italy. Generally speaking, the newspapers and periodicals receive their advertising direct.

From a report of the Italian Discount and Trust Company.

Merriitt Will Guide "Laco" Advertising

The advertising of Lockwood & Brackett Co., importers of "Laco" castile soap and olive oil, Boston, Mass., will be in charge of Arthur H. Merriitt, a director of the Franklin P. Shumway Co.



One box sells another box by this method. The script slogan is used here, too, as on everything else.



All through the steel strike—

Bill Jones said "Hold your horses, boys!"

BILL JONES used to be a steel worker himself—until he became a Methodist preacher at Steubenville, Ohio.

When the steel strike came, Bill Jones saw at once the dangers of inflammatory appeals—the dangers of arson, of rioting, of sabotage. He began to preach the doctrine of "Hold your horses." He preached it with all the eloquence, all the persuasiveness at his command.

He succeeded so well that now they are calling him "*the greatest steadying influence in the whole district.*"

Yet, Bill Jones would be the first to tell you that there's

nothing astonishing in what he did. He is just one among thousands and thousands of church men and women who stand for progress while opposing radicalism—men and women of sane, rational outlook who want to make the world a place of real comfort and happiness for themselves and their fellows.

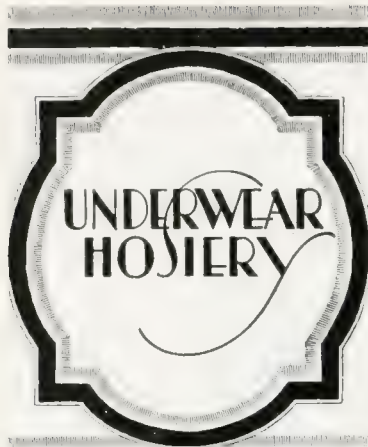
300,000 of these substantial, intelligent, kindly folk read the CHRISTIAN HERALD every week. It entertains the whole family—it keeps them informed of every phase of world activity. And for their daily needs, it puts them in touch with the best the market has to offer.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*

NEW YORK CITY



The Underwear & Hosiery Review

320 BROADWAY

NEW YORK

SALES MANAGEMENT

A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information. Single Copy 25c \$2.50 a year.

SPECIAL OFFER. Send one dollar for four months trial subscription and FREE assortment of Salesmen's Bulletins describing plans used by notably successful salesmen to overcome such objection as "Not interested," "Come back later," etc. Money back on request.

The Dartnell Corporation, 1270 Brooks Bldg., Chicago

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

We specialize in house to house distributing of Advertising Literature and Advertising Samples

We solicit your account

JAMES T. CASSIDY

286 North Front St., PHILADELPHIA, PENNA.

Write for our paper "FACTS"

THE JEWELERS' CIRCULAR
New York, has for many years published more advertising than have the seven other jewelry journals combined.

Topeka Daily Capital

Sworn government report for 6 months ending Apr. 1, 1919

35,247

Arthur Capper Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

Otis Elevator Man Joins Goodrich Company

Frank P. Hammon, for nineteen years connected with the Otis Elevator Company in their New York and Philadelphia offices, has been appointed Office Manager of the Goodrich General and Factory Offices at Akron, Ohio.

Advertising Attracts Tourists

The Minnesota Ten Thousand Lakes Association reports, that due to extensive advertising during the past year, tourists from other states spent \$6,000,000 in this State during 1919. The number of visitors was three times as large as in 1918.

Evening Classes in Typography Held in College of the City of New York

The College of the City of New York is to hold classes for three courses of evening study in the following subjects: Proofreading and Copy-reading; Cost-Finding and Estimating and Topography and Advertising. The classes are to be conducted by Arnold Levitas.

Alexander Brothers of Philadelphia Hold Annual Banquet

The annual banquet of the Alexander Brothers, makers of leather products in Philadelphia, was held recently. A feature of the banquet that received much comment was a menu card originated by C. M. Kembrey, assistant advertising manager.

Chicago and St. Louis Teachers Advertise

Under the direction of the Advertising Committee of High School Teachers, the men and women of Chicago's schools have under way a newspaper campaign to impress the public with the importance of paying teachers higher wages. St. Louis educators are making a drive for the same reason in a similar manner also.

Clever Booklets

Yawman and Erbe Manufacturing Company, makers of Y and E filing systems, have patented two booklets for direct mail advertising which are as clever as they are original. Each folder in colors depicts a Y and E file open, and as the inserts are movable the first impulse is to see what is filed within. And, under each tab or file pocket is well told in detail the many features and advantages of the system.

Reports on Markets for Gloves Ready

A series of manuscript consular reports relating to markets for gloves in Latin-American countries has been prepared by the Latin-American Division of the Bureau of Foreign and Domestic Commerce. Application for loan copies of the series should be addressed to the bureau or its district and co-operative offices.

The reports describe the material, style and quality of glove preferred in the various Latin-American countries, and give statistics showing quantities and values of imports. Lists of dealers are also available.

Important Publications for Advertising in Argentina

To answer the numerous inquiries which he has received regarding the market, Consul Wilbert L. Bonney, at Rosario, Argentina, has sent a report to the Department of Commerce in which is included the important papers for advertising. They are as follows:

The great dailies of Buenos Aires (*La Nación* and *La Prensa*) have a wide circulation and a large advertising patronage. They are freely used by foreign firms introducing goods into Argentina. They may be consulted in some of the libraries of the large cities of the United States.

The *Review of the River Plate*, published weekly in English, at Calle Mitre 427, Buenos Aires, gives current information relative to industrial and agricultural conditions, and is used by many large foreign firms as an advertising medium. It can probably be consulted at the office of the New York agents (Donnell & Palmer, Whitehall Building, 17 Battery place).

The British community in Argentina maintains two daily newspapers, The Buenos Aires *Herald* and *The Standard*, both of which are freely used by local firms and importers for advertising purposes. These papers give intelligent attention to the livestock and farming interests as well as to commercial subjects.

The *River Plate American*, Charles P. Stewart, publisher, 404 Pasaje Guemes, Buenos Aires, a weekly journal in English, began publication January 1, 1919, with a representative class of advertising and promises to become an important factor in promoting American trade interests.

The leading daily paper and advertising medium of Rosario is *La Capital*, an excellent paper reaching surrounding territory and interior cities. It was founded in 1867.

The *Anuario Kraft*, Calle Cangallo 641, Buenos Aires, covers the Republic minutely. It is a directory giving names of commercial firms and individuals classified conveniently, with sketches of the Provinces and Capitals.

There is also a British directory published by the Standard Directory Co., Cangallo 685, Buenos Aires, in which will be found the names of practically all the American and British firms represented in Argentina, and the names of some 1,500 landowners, breeders and planters.

La Gaceta Rural, Calle Chacabuco 145, Buenos Aires, reaches a large rural clientele and is used as an advertising medium by many dealers in agricultural goods.

The Special Agents Series and other publications of the Department of Commerce will be of great assistance to an understanding of the market, especially No. 43, Markets for American Hardware; No. 85, Markets for Drug Products, etc.; No. 116, Markets for Machinery and Machine Tools; No. 163, Paper and Printing Machinery; and monographs dealing with lumber, shoes and leather, furniture, electrical goods, and other subjects.

"GIBBONS KNOWS CANADA"

An Appreciation of William Woodhead

By CARL HUNT

The good that is in us lives on after we pass that mysterious station which we call Death. We know that it is only a station—that it is not a terminal either, so far as the thought concerns the individual who passes on, or the good influence which he has, in his life-time, engendered.

William Woodhead believed in the public service value of business and the profession of advertising. He believed in the Associated Advertising Clubs of the World because this Association represented, in his opinion, the highest idealism and the best thought that there was in the business.

To him, business was not sordid, not ugly.

He knew that business could be beautiful, inspiring.

Full many a business transaction is a sermon of surpassing beauty and power. We have, all of us, seen many such. We see them every day of our lives.

This is true because the basis for success in business is service, and real service must of necessity be based upon genuine interest in the other fellow—upon love, if you please.

Every straight business man is a preacher, employing deeds as the chief medium of his expression, rather than words.

Some people live for what they can get out of life. Others live for what they can put into it, and these are the salt of the earth.

Through his contact with this and other organizations, William Woodhead put forth a worthy effort to make business better, more inspiring, more

worthy of public confidence, more in the interest of the public which is served by business.

All this he did at a sacrifice, especially when he was president of this Association. His presidency was at a time when his own business demanded heavy toll from him, yet he went through with his Association work. He did not falter. He did not complain.

And let us all be thankful that he lived to witness some of the fruits of his labor, for he saw, during the war, what titanic service for good emanated from this Association—how it helped the Red Cross and other good causes, how it helped to whip a nation into the habit of unified, patriotic thinking, how it helped to save the world for democracy.

The work he did for the upbuilding of the Association counted in the war emergency. He had helped to build a better, stronger organization, and his energies were thus projected forward into a period when the Association was put to the test.

Now, how can we best honor the memory of William Woodhead?

We can take up his torch. We can carry it on.

Each of us hope to live so that when we pass that mysterious station of life and are no more on this earth in body, others will, indeed, take up what we have started, and will carry it on and on.

We have much reason to be thankful for, William Woodhead. Let us honor him, therefore, in a practical way,

Accountant for Advertising Agency

Man to take charge of active set of general books and handle all auditing. Must be thoroughly competent. This offer is extended to those only who have had several years' experience. See

Mr. Collins, Blackman-Ross Company, 95 Madison Avenue, New York City.

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We represent all Student Publications

THE various courses of instruction given in the colleges offer an opportunity for technical advertising and demonstration. The merits of textiles, food products, sewing materials, chemicals, etc., can be forcibly presented to the students while they are in class.

COLLEGIATE SPECIAL ADVERTISING AGENCY

Incorporated
503 FIFTH AVE., N. Y.
Established 1913

COLONIAL COVER

IN
BRIGHT RICH
COLORS

FOR
The Best Grade of
Booklets

Made by the Mill That Will
Peninsular Paper Co.
YPSILANTI,
MICH.

Introducing Miss Ramsay

To gladden the hearts of Mr. and Mrs. Robert E. Ramsay, a baby girl arrived at their home in Elmhurst, L. I., last Sunday, February 1.

Beatty Leaves Mesta Machine to Direct Defiance Advertising

Wesley M. Beatty, publicity manager of the Mesta Machine Co., Pittsburgh, Pa., left his position on January 30 to accept the managership of the Defiance Machine Co.'s advertising department in Defiance, O. Mr. Beatty is succeeded by F. J. Wigle, who has been instructor of trades in McKeesport, Pa., public schools.

S. Reid Warren Rejoins Ware Bros.

S. Reid Warren, recently with the Keystone Publishing Co., Philadelphia, has rejoined Ware Bros. Company, to undertake the direction of their promotion work. Mr. Warren, who was formerly with Ware Bros. Co. for five years, has been associated with Philadelphia publishing houses for about seventeen years.

Lehmann Now Represents "Hearst's" in West

George A. Lehmann has been appointed a western representative for *Hearst's Magazine* with headquarters in the Chicago office of that publication. Mr. Lehmann was formerly space buyer and representative for Johnson, Read & Company of Chicago.

Cooke Connects With Green, Fulton, Cunningham

Frank S. Cooke, advertising manager of the Denby Motor Truck Company, and formerly automobile editor of the *Detroit Free Press*, has joined the advertising agency of Green, Fulton, Cunningham Company.

Bradfield Agency Incorporates

With a capital of \$10,000 the Bradfield Company, advertising agents, have begun business with offices in the Kresge Building, Detroit. Incorporators of the firm are Harry C. Bradfield, Frederick A. Vollbrecht and Alfred D. Kelley.

Michigan "Ad" Clubs Will Affiliate

Affiliation of the score of advertising men's clubs throughout Michigan will be effected during the summer. Plans have already been perfected for a gathering of advertising men in Detroit in April, at which plans will be laid. The Kalamazoo Advertising League is responsible for the suggestion, which has met with approval in Detroit and many other cities.

Keough Acting Manager of American Writing Paper Company's Advertising Department

Edmund F. Keough, of the Advertising Department of the American Writing Paper Company, has been appointed Acting Advertising Manager to succeed Fred M. Webster, resigned.

Mr. Keough has had several years' experience in advertising and sales promotion work. He was formerly engaged in publicity work with a number of important newspapers in various parts of New England and New York State. His principal connections have been with the New England Westinghouse Co.; Phelps Publishing Company, Springfield; and El-dredge Electric Manufacturing Company, Springfield.

New Production Manager For Matteson-Fogarty-Jordan Co.

H. W. Wolf has joined the staff of the Matteson-Fogarty-Jordan Co., Chicago, as production manager. For seven years, he had a similar position with the Gundlach Advertising Company of the same city. Mr. Wolf returned early in the fall of 1919 from Siberia where he was a sergeant in the American Expeditionary Forces.

R. L. Fitzwater Is Elected Vice-President H-O Co., in Charge of Sales

The H-O Company of Buffalo, through its vice president and general manager, Henry P. Werner, has announced the election of R. L. Fitzwater of Philadelphia, as vice president of the company, in charge of sales. Mr. Fitzwater began his new duties on February first.

Mr. Fitzwater was born thirty-nine years ago in St. Louis County, Missouri. He is the son of a farmer, and was brought up on a farm. While a young man, he entered a retail store in Philadelphia, and later became a missionary salesman for Proctor & Gamble, subsequently being promoted to a regular salesman, travelling all over the East and Middle West for the same house. He was made Philadelphia sales agent of the Cotton Seed Oil Department, and later became assistant to the manager of the Philadelphia office of Proctor & Gamble.

In 1916 he was engaged by the Wholesale Grocers Sales Company of Philadelphia, to assist in its organization, and was made secretary, treasurer and general manager of the combination, which included twenty-four Philadelphia and Camden, New Jersey, wholesale grocers. His position with the Wholesale Grocers Sales Company blazed new trails, but he developed it into large proportions.

He made some signal successes in accounts featured by the Wholesale Grocers Sales Company, including Purity Oats, Sunkist Marmalade, Whitehouse Vinegar, Holland Rusk, Douglas Oil and many others of equal importance.

He was married to Miss Adah Potter of Camden, N. J., in 1905, and is the father of two children, Adah and Richard, Jr.

The announcement fulfills predictions recently made of new and aggressive management of the H-O Company's affairs. On July 1, 1919, Henry P. Werner became vice president and general manager—and now with the addition of Mr. Fitzwater, it is expected that unusual progress will be made in the affairs of the company, which has been among the nation's leaders for so many years.

Checker for Advertising Agency

Young man or woman for active assistant to head of Checking Department. This offer is extended to those only who have had more than a year's experience in actual checking work. See

Mr. Collins, Blackman-Ross Company, 95 Madison Avenue, New York City.

How the Fertilizer Business is Capitalizing Education

Some "Food" for Thought Among Industries Where the Prospect Has to Be Thoroughly Educated

By CHARLES A. WHITTLE

Editorial Manager, Soil Improvement Committee of the South

THE sale of fertilizers has come to be one of the great businesses of the land, and is destined to grow with almost mathematical definiteness as the natural cropping power of the soil is reduced with each successive harvest.

The growing deficiency of plant food in the soil by no means automatically enforces a proportionate amendment from commercial sources. It is quite far from being easy of accomplishment.

To begin with, the farmer whose soil has lost its power to produce crops profitably is loathe to admit it, choosing rather to believe that it is unfavorable weather, poor seed, or some other perversity rather than the real reason, that is, run-down fertility.

Then nearly every farmer believes that he knows how to rebuild his soil fertility by home methods. He believes that somehow, by some legerdemain, he can have his cake after he has eaten it. Therefore he is resentful and unwilling to face the necessity of buying food for his plants. He is prejudiced against fertilizers. He entertains curious notions about their effect on his land, believing somehow that it will harm the soil, and that once fertilizers are used they must always be used.

Obviously, then, when prospective customers are of this sort, the highest type of salesmanship must be employed to get a hearing, to force open the unwilling mind and to lead the stubborn will to a sale.

Not only prejudice is in the way, but ignorance. The average farmer does not know what soils contain, and what the crops require as food. Nitrogen, phosphoric acid, and potash mean little or nothing to him. He may have heard of them, but more than likely he has relegated them to the limbo of "bookish nonsense."

WHAT THE SALESMEN HOLD

So by a sort of natural order or matter of course the fertilizer salesman accommodated himself to the customer, and sold "guano" or his

brand of fertilizer rather than so many pounds of this and that kind of plant food mixed in a definite proportion.

Several years ago far-seeing fertilizer men took stock of the industry, its trend, its faults, its future. The result was a determination to assume an obligation to help to educate the farmer in the proper use of fertilizers. Out of this determination grew the Soil Improvement Committees. To these committees were given funds to carry on educational work. In setting about their mission the committees employed agricultural experts of marked ability and fitness. For six years these committees and their staffs have been engaging the problems involved with signal success, and the fertilizer industry is thoroughly sold to this branch of the work.

When the task of doing constructive work of an educational sort under the auspices of the fertilizer industry was faced by the Soil Improvement Committee, one of the first conclusions was that the farmer needed some simple and practical literature on the first principles of plant food. Literature of this nature was issued and offered to the fertilizer manufacturers for sale. It was bought by them and enclosed in their mails to their customers or prospective customers.

From time to time other forms of literature were issued, some primarily on how to use fertilizers, others on soil management, others on crops of various kinds. The distribution of this literature by the manufacturers brought the individual fertilizer company into contact with the fertilizer consumer in more constructive, helpful way than hitherto it had been possible.

MANY MEDIA USED

In their efforts to educate the farmer by use of publicity, these committees used bulletins, circulars, advertisements, folders, letter inserts, posters, postcards, stickers, syndicated articles and special articles.

At times the publicity assumed the nature of a campaign to get the farmer to realize a car shortage situation so that he might order his fertilizers early; or, again, it has taken the form of warning against fraud or harmful propaganda.

A very important work which the staffs have found to do is in connection with experiment stations and agricultural colleges. Information has been found lacking on which specific recommendations as to fertilizing certain crops and soils, or as to the amount of fertilizer that should be recommended for given soil types. To get this information the aid of experiment stations has been sought and readily obtained.

Again there may be information as to how to get results from fertilizers, but there is need of demonstrations to convince the farmer. The staffs of these committees have turned to the extension forces of the agricultural colleges and entered into cooperation whereby the county agent conducts fertilizer demonstrations on farms. Thus the farmer is shown clearly what he can expect from the use of plant food.

THE RESULTS

Has this educational work paid? Perhaps the best evidence is found in the fact that the fertilizer manufacturers have steadily increased their contributions to its support.

While the object of the Soil Improvement Committee is primarily to educate, and not to sell, it has been apparent that the committees were laying the foundation on which greater business of the future would be built, and that in fact some results are being manifested in increased sales.


The effort of the fertilizer industries to render service has brought about a sympathetic touch with other agricultural agencies such as the experiment stations, the agricultural colleges and national and state departments of agricultural. This has resulted in bringing about closer cooperation and better appreciation on the part of the fertilizer industry of the service it can help these agencies render.

Wherever there is ignorance there is suspicion. On suspicion the political demagogue will built. Eventually the educational work of the county agents, the agricultural colleges and experiment stations, the national and state departments of agriculture and the fertilizer industry will so far have dispelled this ignorance about plant food as to re-

Your Prospective Customers
are listed in our Catalog of 99% guaranteed
Mailing Lists. It also contains vital sug-
gestions how to advertise and sell profitably
by mail. Counts and prices given on 9000
different national lists, covering all classes;
for instance, Farmers, Noodle Mfrs., Hard-
ware Dirs., Zinc Mines, etc. This valua-
ble reference book free. Write for it.
Send Them Sales Letters
You can produce sales or inquiries with
personal letters. Many concerns all over
U. S. are profitably using Sales Letters
we write. Send for free instructive
booklet, "Value of Sales Letters."

Ross-Gould
Mailing
Lists St. Louis

Training for Authorship
How to write, what to write,
and where to sell.



Cultivate your mind. Develop
your literary gifts. Master the
art of self-expression. Make
your spare time profitable.
Turn your ideas into dollars.

Courses in Short-Story Writing,
Versification, Journalism,
Play Writing, Photoplay
Writing, etc., taught person-
ally by Dr. J. Berg Esenwein,
for many years editor of Lippincott's Magazine, and
a staff of literary experts. Constructive criticism.
Frank, honest, helpful advice. *Real teaching.*

Dr. Esenwein
One pupil has received over \$5,000 for stories and
articles written mostly in spare time—"play work," he
calls it. Another pupil received over \$1,000 before
completing her first course. Another, a busy wife
and mother, is averaging over \$75 a week from
photoplay writing alone.


There is no other institution or agency doing so much
for writers, young or old. The universities recognize
this, for over one hundred members of the English
faculties of higher institutions are studying in our
Literary Department. The editors recognize it, for
they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The
Writer's Monthly*, especially valuable for its full reports of
the literary market. Besides our teaching service, we offer a
manuscript criticism service.

150-page illustrated catalogue free
Please address

The Home Correspondence School
Dept. 37 Springfield, Mass.

ESTABLISHED 1897 INCORPORATED 1904



move danger from the unscrupulous politician in this field.

A great part of fertilizers are sold on long-time credit, payable, in fact, when the crop on which they are used is marketed. The planter and the local dealer join in making notes, but the collection of the notes and a resale are going to depend in no small measure upon how well the farmer runs his farm. The fertilizer manufacturer realizes that as the farmer prospers he will prosper. If the right kind and the right amount of fertilizers are used on a given crop, and the soil is properly handled, the farmers profits will be greatest.

Viewed from this standpoint alone, it is good business to so educate the farmer in the use of his fertilizers and farm practise in general, that he will be the better able to meet his notes and be a better customer by reason of his greater prosperity.

But the fertilizer industry has not confined its efforts to educating its customers through agricultural experts of its Soil Improvement Committees alone. It has conceived that the fertilizer salesman can be a great educational force also. Out of this conception developed the agricultural college short course for fertilizer salesmen which will be treated in a subsequent article.

"Times" Club Has a Dance

The first entertainment and dance of the New York Times Club, a society formed recently by employees of all departments of the *Times*, was held last Tuesday night at the Hotel Pennsylvania. Some 700 members were present. Hugh A. O'Donnell is president.

Sherman & Bryan Move

The advertising agency of Sherman & Bryan, New York, has moved its offices from 79 Fifth Avenue to the Cuyler Building, 116-120 West 32d Street. Announcement of the removal, made with "the desire to herd with our friendly competitors," was published this week in New York papers.

Moore Is Rose-Martin Production Man

S. P. Moore, for the past six months with Osgood Studios, New York City, has joined the staff of Rose-Martin, Inc., Advertising Agency, New York City. Mr. Moore, who will have charge of the production department, was formerly for five years with the *Public Ledger* in Philadelphia.

Evarts Shanklin Barnum Dies

Evarts Shanklin Barnum, in charge of the copy department of the G. M. Bassford Company, and formerly an associate editor of *Railway Age*, died Tuesday at his home in Ridgewood, N. J., aged 36 years. He was a graduate of Purdue University and was at one time engaged in railroad work.

Two New Men For Campbell-Ewald

Emmanuel G. Frank and William A. Moffett have joined the forces of the Campbell-Ewald Company, of Detroit, the former as copy writer, and the latter to take care of the bureau of publicity. Mr. Frank was advertising manager for six years of the Truscon laboratories. Mr. Moffett was city editor of the *Detroit Free Press*.

Hughes Leaves Car Advertising Co.

Thomas Hughes, for five years associated with the Broadway Subway and Home Boroughs Car Advertising Company as their western representative, has severed his connections to accept a responsible position with the Williams Sealing Corporation of Decatur, Ill., taking charge of their interests for the present on the Pacific Coast.

A Campaign For Stratford Clothes

Greig & Ward, Chicago, are negotiating for newspaper space for Cohn, Rissman & Co.'s Spring campaign on "Stratford Clothes." Papers in 50 cities are to be used.

Henry Richard Davis Has Gone

Henry Richard Davis, secretary of the Providence Journal, and an official of the company for sixty-six years, died last Sunday afternoon. He would have been eighty-one years old next month.

So closely was Mr. Davis's life interwoven with the history of the *Journal* that the observance of his eightieth birthday last March was regarded as an anniversary of the newspaper. In 1904 his associates published "Half a Century With the Journal," a volume dedicated to him as "the one person most intimately associated in the minds of the majority of the *Journal's* friends with their recollections of the paper.

Miss Kennedy a New Member of the Happy "A. & S." Family

Miss Marie Kennedy, known to the advertising profession through her connection for six years with *Printer's Ink*, has become a member of the happy and growing ADVERTISING & SELLING family. Recently, Miss Kennedy was at the New York headquarters of the McJunkin Advertising Company.

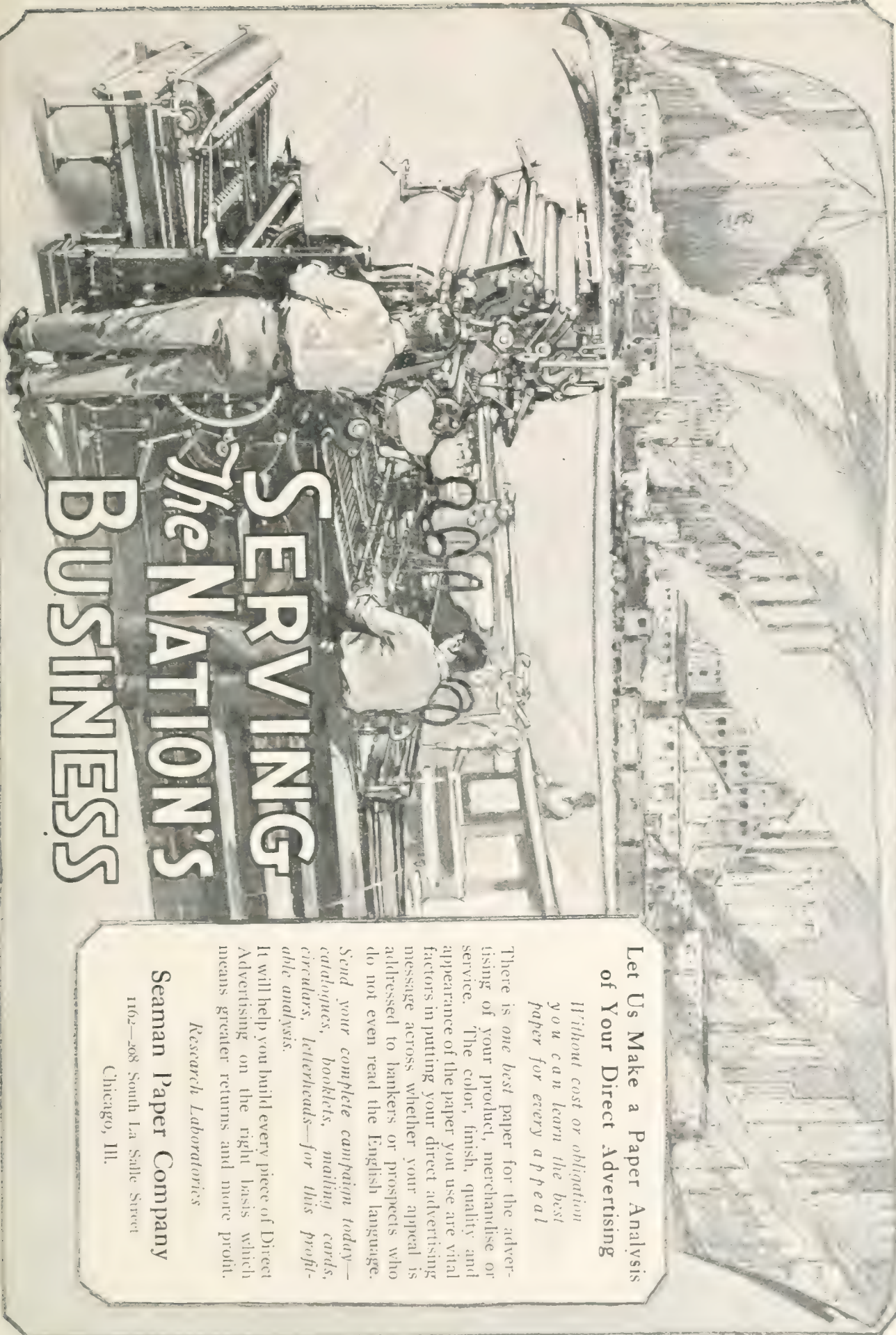
By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST



SERVING The NATION'S BUSINESS

Let Us Make a Paper Analysis of Your Direct Advertising

*Without cost or obligation
you can learn the best
paper for every appeal*

There is *one best* paper for the advertising of your product, merchandise or service. The color, finish, quality and appearance of the paper you use are vital factors in putting your direct advertising message across whether your appeal is addressed to bankers or prospects who do not even read the English language. *Send your complete campaign today—catalogues, booklets, mailing cards, circulars, letterheads—for this profitable analysis.*

It will help you build every piece of Direct Advertising on the right basis which means greater returns and more profit.

Research Laboratories

Seaman Paper Company

1102—208 South La Salle Street
Chicago, Ill.

3 Reasons For Outdoor Advertising

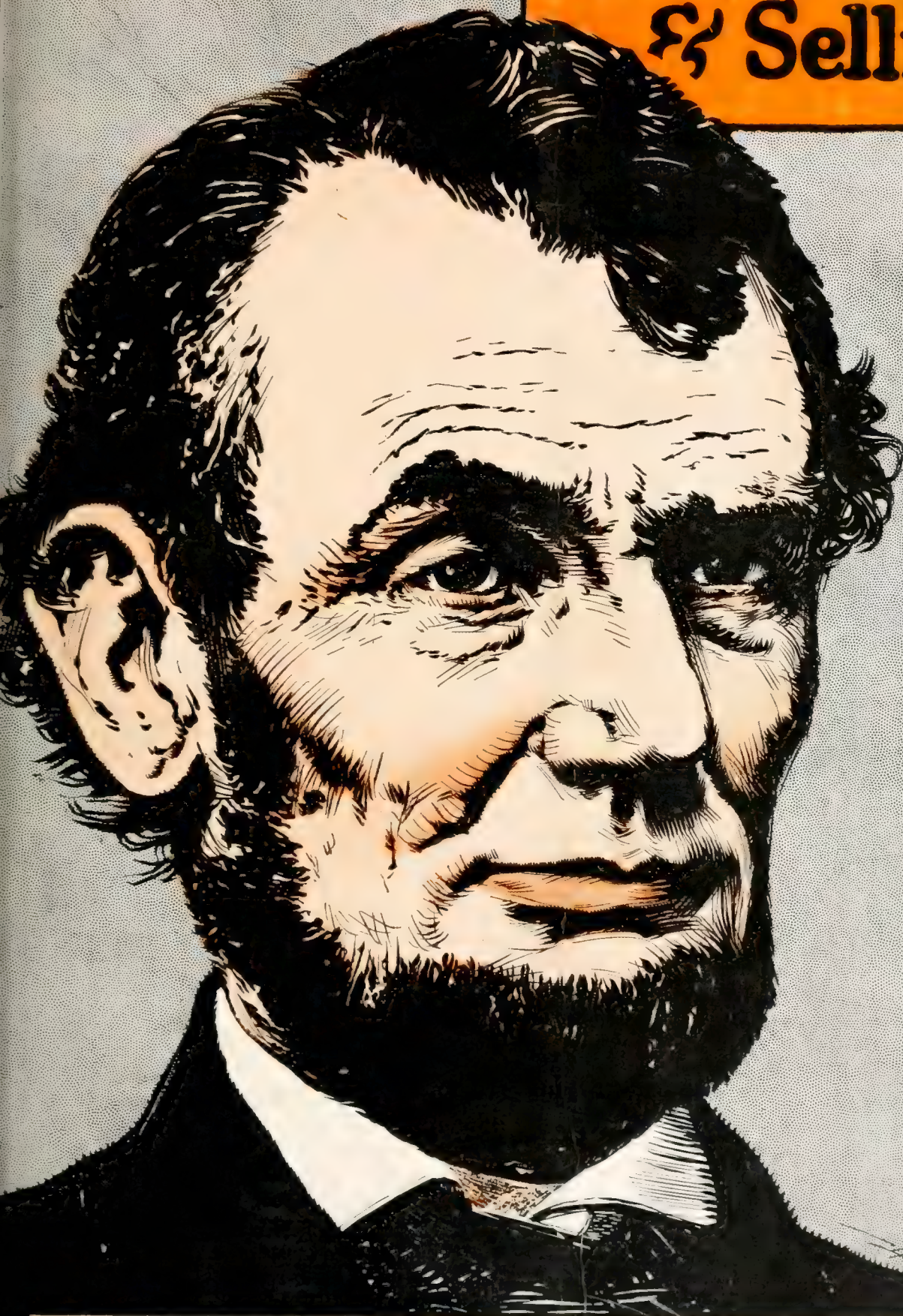
- 1—Your Product**
- 2—Your Message**
- 3—The Consumer**

Thos. @sack & Co.

Chicago

New York

Advertising & Selling



"The Rail Splitter As a Copywriter"

FEBRUARY 14, 1920



"Indian Business" (Monthly, Calcutta, India), says:

"The Official American Trade Directory, a publication which is quite the biggest thing of its kind in the world and typical of the land of its production,—the land of big ideas."

MEMBER Audit Bureau of Circulations

4,400 Pages, 9 x 12—Price \$15.00



THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

5,500 Advertisements by 2,200 Advertisers

Never equalled by any other Trade Publication of any kind

11th Edition (1920), Nearing Completion

Circulation (99% Paid), Approximately 80% American, 20% foreign.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

BOSTON	CHICAGO	SAN FRANCISCO	TORONTO
Allston Sq.	20 W. Jackson Blvd.	433 California St.	91 Const. nce St.

Foreign Agencies—Cable Address "Thomreg"

MEXICO — "The Aztec Land," Gante 14, Mexico, D. F.

PORTO RICO—E. W., 15 Condale St., Santuce.

CUBA—Braulio Corral, Galiano 84 Altus, Havana.

BRITISH WEST INDIES—Modern Supply Agency, San Fernando, Trinidad.

COLUMBIA—A. Z. Reyes, Box 864, Bogota.

ARGENTINE — Libreria de J. Menendez, Bernardo de Irigoyen, 186, Buenos Aires.

ENGLAND — Otto Popper, 24 Railway Approach, London, S.E.

FRANCE—A. G. Hostachy, 8 rue d'Enghien, Paris.

ITALY—F. Serimaglio & Co., via Cesarea 8, Genoa.

SPAIN—La Union Hispano-Americana, San Bernardo 78, Madrid; Br. at Barcelona.

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THOMAS' REGISTER OF AMERICAN MANUFACTURERS in the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70 000.

More than 20,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. **They all want it, order it and pay for it**, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

In 1920 Will Reach 25,000—20,000 U. S. and 5,000 Abroad

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

For 119 years, *News Value* and *Journalistic Merit* have been characteristic of articles appearing in *The Evening Post*.

What THE EVENING POST Syndicates

The Evening Post *Publishes*

This in itself will be a guaranty of copy quality and reader interest, as no better evidence of the merit of an article is needed than its acceptance for publication in the columns of the *Evening Post*.

The following are offered, subject to previous sale in your city:

Mark Sullivan on Politics—

Keen observation, careful analysis, forceful writing, and a wide knowledge of men and affairs, make Mark Sullivan the one man to write the story of the political battle now raging.

2500 words weekly by mail, and one or two mid-week dispatches of 1000 to 1200 words by night press rate collect, or by mail, at your option

May Lamberton Becker's—Weekly Book Column.

For the Game's Sake—Lawrence Perry's Weekly Sporting Feature.

Financial Service—Daily—Weekly—Annual Review.

Four literary Interviews, H. G. Wells, Daisy Ashford, George Moore and G. K. Chesterton, by Joseph Gollomb.

Ray Stannard Baker on Industrial Unrest.

A series of 18 articles, painting the great struggle between Capital and Labor, in bold splashes of black and white, with the shadow of Bolshevism hanging over all. His clean cut tracing of cause and effect has aroused the greatest interest among thinking people of all classes.

Articles about 2000 words each. Series now running. Second serial-rights offered.

The Homemakers (Prudence Bradish).

Articles on The Training of Children. A weekly feature for the home page.

Homes to Meet All Incomes.

Practical house-plans that combine attractiveness and economy. (Once a week).

The Spring Fashion Forecast. (Release February 25).

MARK SULLIVAN *Services are closed in the following cities*

Atlanta Constitution
Baltimore Sun
Birmingham News
Boston Herald
Buffalo Times

Cincinnati Times-Star
Cleveland Plain Dealer
Des Moines Register
Detroit Journal
Lexington Herald

Louisville Courier-Journal
Minneapolis Journal
Philadelphia North-American
St. Louis Star
San Francisco Bulletin
London, England, Observer

Sioux City Tribune
Syracuse Herald
Worcester Evening Post
Wheeling Intelligencer
Youngstown Vindicator

RAY STANNARD BAKER *Service is running in*

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Boston Advertiser
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Chicago Daily News

Dallas Evening Journal
Detroit Times
Harrisburg Evening News
Indianapolis Star
London Times

Milwaukee Journal
Minneapolis Tribune
Oakland Tribune
Omaha Bee
Rochester Herald

Seattle Times
Springfield Republican
Washington Star
Worcester Telegram
Youngstown Vindicator

New York Evening Post

Second Serial Rights Offered.

For further particulars and samples of articles address

W. A. FROST, *Syndicate Manager the Evening Post*
20 Vesey Street, NEW YORK

Philadelphia

is the third largest market in the United States for
Automobiles and Accessories



Row upon row of Philadelphia's famous two-story one-family houses are being built with garages in the back basement, as shown in the pictures below.

In addition many vacant lots are being covered with group private garages like those in the centre bottom picture.

Giant public garages of the type in the opposite picture are springing up in the business section to take care of the machines of folks who motor down to business.

E. J., Cattell, Chief Statistician of the City of Philadelphia, reports that there are, within the city limits approximately 6,000 private and 1,000 public garages, and the many thousands of private and public garages in the suburban and country districts of Philadelphia.

It is also reported that there are in use in the city limits about 85,000 passenger cars and 16,000 trucks.

There are 400,000 homes in Philadelphia, and over 3,000,000 people live in the Philadelphia metropolitan district reached by The Bulletin.

Your own knowledge of the Automobile and Supply business can quickly visualize this concentrated market as a field in which your article may be advertised and sold.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The net paid daily average circulation of The Bulletin is larger than that of any daily or Sunday newspaper in Pennsylvania, and is the second largest in the United States.

January
Circulation **463,551** Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day. No prize, premium, coupon or artificial methods of circulation stimulation have ever been used by The Bulletin.



Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

FEBRUARY 14, 1920

Number 34

The Rail Splitter as A Copy Writer

Lessons Drawn From Abraham
Lincoln's Writings and Speeches
By A COPY MAN

NEITHER in method nor in temperament was Abraham Lincoln, rail splitter and sixteenth President of the United States, an advertising man as we understand that term today. Rather was he, in both method and temperament, a lawyer.

In his early days he pleaded cases before courts and juries of his own friends and neighbors in Illinois; in his later days he plead with the same effectiveness before the great jury of public opinion; and he won.

But, though he was not an advertising man or a copy writer, we of today who are engaged in the preparation of advertising copy may learn several lessons from this great lawyer, lessons which will help us in pleading our cases before our public in the newspapers and the magazines and the other media of advertising.

It is true that there is little in the actual words and phrases of the writings and speeches of Lincoln that is of much help to the writer of modern advertising copy; his language is that of a lawyer and a leader of public thought. His was a logical rather than a picture mind, though his logic was simple and human, and often made doubly effective by the introduction of an apt story, often of a humorous nature.

But in his methods there is a great deal that is worth the careful study of any man who writes advertising copy. In his messages and his speeches and his letters are

Lincoln's Power of Expression

THERE was nothing ambitiously elaborate or self-consciously simple in Lincoln's way of writing. He had not the scholar's range of words. He was not always grammatically accurate. He would doubtless have been very much surprised if anyone had told him that he had a "style" at all. And yet, because he was determined to be understood, because he was honest, because he had a warm heart and true, because he had read good books eagerly and not coldly, and because there was in him a native good taste, as well as a strain of imagination, he achieved a singularly clear and forcible style.

—R. W. Gilder, in *The Methodist Review*, Sept., 1901.

a number of advertising lessons which may fittingly be pointed out, and briefly illustrated with suitable passages, in this the Lincoln's Birthday number of ADVERTISING & SELLING.

First, then, his messages were always utterly simple. His was not merely the simplicity of one syllable words, for he used many rather long words; his was the simplicity of ideas. In ten words he gave an idea picture of Democracy that has never been equalled: "government of the people, by the people, for the people."

ONE IDEA AT A TIME

He always stuck right to the point he was making, never allowing his readers' or hearers' minds to be diverted for a single second or by a single sentence from the thought he was trying to give them.

Few indeed are the modern advertising writers who have learned this lesson sufficiently well.

He left no possible doubt as to his ideas on any subject he took up for discussion or presentation. Indeed, much of Lincoln's strength lay in the fact that he met arguments and questions squarely, often anticipating them—which is mighty important in writing advertising copy. Read but a single paragraph from his letter to Horace Greeley, and you will see how simply and yet how definitely he met an issue:

"If I could save the Union without freeing any slave, I would do it; and if I could save it by freeing all the slaves, I would do it; and if I could do it by freeing some and leaving others alone, I would also do that."

He thought every point through for his auditors or readers, presenting it in simple, complete form, often already mentally digested. Read the following paragraph from one of his early speeches in which he was making the point that in the counting of population for purposes of establishing representation in Congress it was unfair to include the slave count inasmuch as the slaves had no vote:

"Maine has 581,813, while South Carolina has 274,567; Maine has twice as many as South Carolina and 32,679 over. Thus each white man in South Carolina is more than double of any man in Maine. This is all because South Carolina, besides her free people, has 384,984 slaves."

APPLIED STATISTICS

Note the fact that he was not satisfied merely to give the population of each of the two states, leaving it to his hearers quickly to calculate the difference. No; he worked it out for them and stated it simply: "Maine has twice as many as South Carolina and 32,679 over." Not even content to let it go at that, he makes the further statement: "Thus each white man in South Carolina is more than double of any man in Maine." Then he tells the reason: "This is all because South Carolina, besides her free people, has 384,984 slaves." It is doubtful if one could find anywhere a better example of a simple, clearly digested statement than that, or a more effective use of figures to prove a big fundamental in a simple way. It is the sort of simple logic, simply stated, that would make remarkably effective advertising copy.

HANDLING THE COMPETITION

Lincoln realized the tremendous power of tolerance and justice toward his enemy or any one opposing him and invariably won friends by his fairness of attitude and of statement. Follow him as he speaks of his opponent, Douglas, in one of their great debates:

"Now, as ever, I wish not to misrepresent Judge Douglas's position, question his motives, or do aught that can be personally offensive to him. Whenever, if ever, he and we can come together on principle, so that one great cause may have assistance from his great ability, I hope to have interposed no adventitious obstacle."

Not only is this big-hearted; it is also big headed in the sense of being exceedingly shrewd. How much more effective than knocking! And here again is a big lesson for those of us who write advertising, if we are but broad-minded enough to learn it.

Lincoln used his equipment to the full, and used his spare time to improve himself and add to his fund of knowledge. In his early days he had few books but read them thoroughly. Here is the list: *The Bible*, *Aesop's Fables*, *Robinson Crusoe*, *Pilgrim's Progress*, a history of the United States, *Weems's Life of Washington*, and *Franklin's Autobiography*. Later he read the life of Clay and the works of Shakespeare and Robert Burns. A small collection of authors compared with our modern breadth of reading, but he learned much of life

and language from them, which is about all any of us can learn from books. It might be a good idea for those of us who make our daily bread by writing advertisements to go back and read over these books from which Lincoln learned so much. They were, in fact, practically his entire book education, for the aggregate of all his schooling did not amount to a whole year.

HE KNEW THE AUDIENCE

Lincoln invariably fitted his message to his audience, whether that audience was a bereaved mother, an unsympathetic Cabinet, or the Nation. He aimed at that audience and shot straight. His first and second Inaugural Addresses are still models of excellence for addressing the people of a great nation, while it is doubtful if any message since Christ's farewell to his disciples was better suited to the occasion or more fittingly phrased than Lincoln's farewell speech to the group of friends who gathered to see him off for Washington. Just 225 words—the length of an average form letter—but words that meant and really said volumes. Could a whole page of conventional phrases and honeyed words equal this single sentence: "To you, my friends, I owe all that I have—all that I am?"

Lincoln saw fundamentals clearly. Listen:

"Repeal the Missouri compromise—repeal all compromise—repeal the Declaration of Independence—repeal all past history—you still cannot repeal human nature."

Who but a master thinker could see so clearly amidst the turbulence of a hot political campaign? Yet what could be of greater value to an advertising man than the cultivation of this remarkable power of fundamental analysis? A study of Lincoln's thought processes is in itself an education in clear and fundamental thinking.

LOW BOILING POINT

Finally, Lincoln knew when to stop. He had a keen sense of when he had said enough. The lack of that sense among advertising writers is responsible for more poor advertisements than perhaps any other one fault.

Lest the present writer be accused of not heeding the moral he has just pointed out, he will close by giving an example of Lincoln's ability as an editor of copy.

According to Nicolay and Hay, Secretary Seward wrote the first draft of the closing paragraph of

Lincoln's first Inaugural Address. This is Seward's copy:

"I close. We are not, we must not be, aliens or enemies, but fellow-countrymen and brethren. Although passion has strained our bonds of affection too hardly, they must not, I am sure they will not, be broken. The mystic chords which, proceeding from so many battlefields and so many patriot graves, pass through all the hearts and all hearths in this broad continent of ours, will yet again harmonize in their ancient music when breathed upon by the guardian angel of the nation."

Following is the same paragraph as edited by Lincoln:

"I am loath to close. We are not enemies but friends. We must not be enemies. Though passion may have strained, it must not break our bonds of affection. The mystic chords of memory, stretching from every battlefield and patriot grave to every living heart and hearthstone all over this broad land, will yet swell the chorus of the Union when again touched, as surely they will be, by the better angels of our nature."

Ten words shorter and a thousand words more simple, human and effective!

Truly, are there not many lessons for us as advertising men in the methods and works of this great rail-splitter President?

Iowa Press Holds Convention in Des Moines

The convention of the Iowa Press Association held in Des Moines February 6 and 7, is said to have been the best in its history. Among the resolutions adopted by the editors were: That a school of printing be established at Iowa State College at Ames, Iowa, to teach the printing trade.

That economy be fostered in the use of print paper and that advertising rates be adjusted to suit curtailed space.

That a representative be hired to look after the newspapers' interests in the foreign field.

Judge Landis, of Chicago, F. W. Ayer, of Philadelphia, and several state and college officials addressed the meeting. Eugene J. Feuling of the *New Hampton Tribune* was elected president, succeeding C. H. J. Mitchell of the *Storm Lake Pilot-Tribune*. James C. Gillespie of the *Le Mars Sentinel* is the new vice-president, and George C. Tucker of the *Webster City Freeman-Journal*, treasurer. O. E. Hull of the *Leon Reporter* was re-elected recording secretary, and G. L. Caswell of *Denison* was re-elected executive secretary.

Buffalo Sunday Papers 10 Cents

The *Express*, *Courier* and *Times* of Buffalo, N. Y., have raised their Sunday selling price from 5 cents to 10 cents.

Putting Over the Paper Towel

Getting in Step with the Demands of a Progressive People

By H. W. BRIGHTMAN

Secretary, Northern Paper Mills.

EIGHT years ago we began to manufacture paper towels. Having been in the paper manufacturing business for a number of years we had foreseen some of the possibilities that existed for the sale of this type of merchandise and realized that it represented a profitable enterprise.

However, at that time we did not even dream of the tremendous development which was going to take place in the paper towel market. The demand today is enormous.

When we first began the manufacture of paper towels we realized that to successfully compete with other manufacturers and with the cloth towel then in such general use for commercial purposes we would have to produce a very high-class article.

Having once produced a towel that came up to the necessary standards of sanitation strength and absorptive qualities the next problem was to present it to the public in the most attractive and convenient form.

The old roller type paper towel has two decided disadvantages. It is exposed to the air and is liable to become dirty and germ laden. Being on a roller the user can tear off as great a quantity of toweling as suits the personal fancy. The inevitable result is a great waste.

THE FIRST STEP TOWARD DISTINCTION

To obviate these two disadvantages and to make the product distinctive it was decided to use a metal container or cabinet for delivering the towels. It was found that the most satisfactory method of doing this was to have the towels folded, with the folded halves interlocking. The towels are put up in packages of a hundred and fifty. Each package exactly fits into an attractive white cabinet, the towels being so arranged that they can be drawn from a slot in the bottom of the cabinet, one at a time.

Having produced a product and a method of presenting quite to our satisfaction, the next problem presenting itself was to market the towels. The most natural method of attacking the paper towel market was through the legitimate paper

trade channels, that is, the paper merchants.

In this we were unusually successful and to our paper merchants we owe no small part of our success. They have been loyal and always considered our interests and their own synonymous.

From 1911 to 1917 the business developed rapidly, expanding with a force that was surprising. During these years we had never branded our towels. They had been sold very largely under the personal brands of our many paper merchants.

In 1917 we came to the realization that, while our business had been singularly successful, we had barely scratched the surface of the possible towel market. There was a vast amount of prospective business to which neither we nor our paper merchants had any ready access.

In short there existed innumerable prospects who were not yet educated to the superiority of the paper towel for commercial and industrial uses. There existed as many more who were not acquainted with the points of superiority of our towels.

This latter was due to the fact that, our towels being sold under the personal brands of our many representatives, there was no opportunity to make the public as a whole acquainted with our product.

NEW METHODS NEEDED

It became self evident at this time if we were to develop the paper towel industry to its fullest measure some other method of getting new business than the one employed would have to be discovered.

Logically this meant advertising, so our advertising agents were called into consultation and we started to evolve an advertising plan.

About this time the war came down about our heads and of course from then on until the armistice was signed we were concerned only with doing our small share in helping to win. All plans for advertising were dropped until the business at hand was finished. Just as soon after the war as we could get our business back on a normal basis the

matter of advertising was again taken up.

After studying the subjects we found that we were confronted with four main problems.

First, to trade-mark our product so that it would be distinguishable.

Second, to present our advertising in such publications as would develop the maximum number of new sales prospects.

Third, to present our sales arguments in such a manner that not only new users of paper towels, but old ones as well, would become convinced that our brand of towels is superior to others, that is to get the prospect to *accept* our products.

Fourth, to convince our paper merchants that it would be more profitable for them to handle our nationally advertised, trade-marked towel than to handle the same towel under their own personal brand.

After considerable thought the name, Northern Fibre Folded Towels, was adopted. This name is descriptive and distinctive, yet lends itself well to display. The problem of the trade-mark was a stumbling block for a while, as it would be prohibitively expensive to trade-mark each individual towel. The plan of trade-marking the cabinet was finally decided upon. Since the towels are never used except in connection with the cabinet, this gave the opportunity to distinguish our product without due expense.

PICKING THE FIELD

When it came to the selection of advertising mediums we realized that one big future market lay in the industrial and commercial fields. Hotels, factories, offices, office buildings, stores, schools, apartment buildings, public buildings, etc., represented the bulk of the market. It was our problem to select the media which would thoroughly cover these fields.

For general publications we choose the *Saturday Evening Post* and the *Literary Digest*, with the first named carrying the bulk of the campaign. This selection was made after a careful review of the whole problem and on the advice of our advertising agents. We are convinced that our selection was a wise one.

We felt that we could not afford to neglect the so-called trade papers. For this reason *Factory* and *System* were added to the schedule. These two magazines thoroughly cover the industrial and commercial fields, they have a remarkable amount of influence and they lend themselves well to our product. *American*

What They Think of Northern FIBRE FOLDED TOWELS In Texas



LONE STAR PRIDE of progressiveness is almost as strong as pride of state. This is well attested by the celerity with which Northern Fibre Folded Towels have been adopted as standard towel equipment by some of the greatest Texan institutions.

Yet this is not unduly remarkable, for the dainty neatness, the wholesome cleanliness, of these "different" paper towels is instantly appealing to every person who recognizes the true value of sanitation.

Try Them at Our Expense

You have to use one of these towels to fully appreciate their superiority. A letter in your business stationery will bring you, gratis, a neat package of twenty-five towels and information as to where you can obtain a supply.

Northern Fibre Folded Towels are ideal lavatory equipment for hotels, schools, factories, offices, stores, or any place where towels are used. Delivered one at a time from an attractive white cabinet, they offer a clean towel for each pair of hands yet there is no waste. In entire keeping with the most modern lavatory equipment. Cloth-like and strong in consistency yet perfectly absorbent.

**NORTHERN PAPER MILLS
GREEN BAY WISCONSIN**

Towel Talk

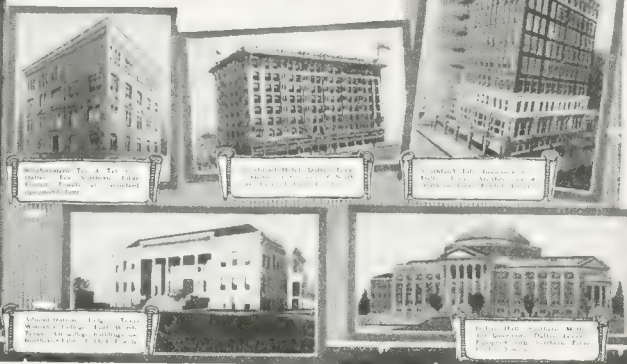
Paper towels have definitely supplanted cloth towels for commercial use, and Northern Fibre Folded Towels are recognized as the ultimate in paper towels.

Manufactured in a factory that is a model of sanitation. Made from the best grade of spruce pulp. They could not be more sanitary.

Very strong and durable. Soft to the hands. Preferred in the most satisfactory way folded.

Remarkably economical.

Sold only through legitimate trade channels.



A sample of the insertions used in the general magazines, including both sales copy and testimonials in the form of photographs of the institutions using the product.

School Board Journal and Buildings and Buildings Management were also included, as they cover two of the more important specialized fields.

When it came to the size space to be used we felt that in the majority of cases it would be necessary to use pages and double page spreads. We have always viewed advertising as a silent salesman. Considering the enormity of the market and the quality of our product, we realized that the character and sales ability of this salesman must be of the very highest standard. In pages and double-page spreads there is an opportunity to go into the subject of paper towels thoroughly and exhaustively. There is enough space for attractive display and yet be able to attack the selling problem from every angle, to break down prejudice and fully convince the sales prospect. With the use of smaller space this might be done but there would be none surely; there would always be the possibility of

failure. The use of small space in a case of this kind is a great deal like sending the office boy out after a hundred-thousand-dollar order. The office boy might get the order, but the chances would be all against him. And then besides why take this chance when a high-class salesman whose powerful selling ability has already been proved is available? It is simply a question of sound business. The size of the market and the quality of the towels is such that we feel that we should send out the best salesman possible to get the business.

In seeking *new* business and in convincing the prospect that Northern Fibre Folded Towels are the towels to buy—which after all is the primary object of the campaign—we have endeavored to show that paper towels for reasons of sanitation, cleanliness and convenience are far ahead of the old cloth towel, and for these same reasons we have attempted to show that our brand of fibre folded towels represents the

ultimate in paper towels. Their advantages have been brought out in simple, forceful statements that are convincing and bear the stamp of sincerity. No extravagant claims are made, but those claims which can be fully substantiated are played up. Considerable prominence has also been given to the fact that many of America's best known organizations have adopted our brand of product as standard lavatory equipment. This tends to inspire confidence on the reader's part and gives us considerable prestige.

Whether copy is designed for immediate results or merely for prestige we believe that there should be some way of making it at least partially pay its way. For this reason a special offer has been used in each one of our advertisements. A sample package is sent, gratis, to anyone who will write for it on their *business stationery*.

This serves a three-fold purpose. It enables the new prospect to become acquainted with our product, it enables us to judge, at least to a small degree, the effectiveness of the campaign, and it places an effective sales argument in the hands of our paper merchants.

LANDING THE PAPER DEALER

Returning to this matter of the paper merchant, naturally after a man had been selling paper towels for years under his own brand, after he had built up a big business. It was a hard job to get him to abandon this personal brand and handle ours.

We went at this matter just as we had gone at the advertising—by a well-planned campaign. A series of letters was sent out to all our representatives fully explaining just what we proposed to do and pointing out the benefits that would accrue to them. We simply laid the cards on the table and invited our paper merchants to look. Some of them at once saw the advantages. Others were more reluctant. Now they are all satisfied.

We have always followed the policy of handling all sales through our accredited representatives. This now became a big argument, as we were able to show that this advertising campaign would develop a vast amount of *new* business which they could not develop otherwise and from which they would profit, as every inquiry and every order is turned over to the Northern Paper Mills merchant in whose territory

(Continued on page 40)

The Men and Women Who Make Our Mediums

ARTHUR T. VANCE

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By JANE LEE

A LONG in the Fall of 1872, according to the W. K. family Bible, the stork left on a doorstep in Scranton, Pa., a bundle of squirming humanity, which when undone was found to contain Arthur Turner Vance! If you will figure back you'll find that makes him forty-seven years old, and those who know him will say he looks his age, for he happens to have very white hair, but if you shut your eyes and listen to his laugh, you'll swear he is only seventeen. And right there you can find the secret of his success—not only as an editor, but as a man with a host of friends. He has an ever-present sense of humor and a youthfulness of spirit that age can never dim.

It has been my privilege to work for this man for over eleven years, and if I do not know him I ought to. He is not a college man, and he is not a city man. To-day he agrees with those who know that New York is the smallest city in the world, and that the great, big, thinking pulsing world is found in the small cities and towns that many of us wot not of.

He didn't linger very long in Scranton, for his people moved to the Kansas frontier when that section of the country was the real wild and wooly West. From there they went to a small railroad town in Missouri made famous by frequent visits from the old Jesse James band of hold-up men. And I think it is one of the proudest recollections of Mr. Vance's younger days that as a small boy he held one of Jesse James's revolvers in his hands and shot a crow with it. He never told what the crow did to deserve such a death, but he still claims that the reason he is such a crack shot is due to his early training and association with men who knew how to handle a gun.

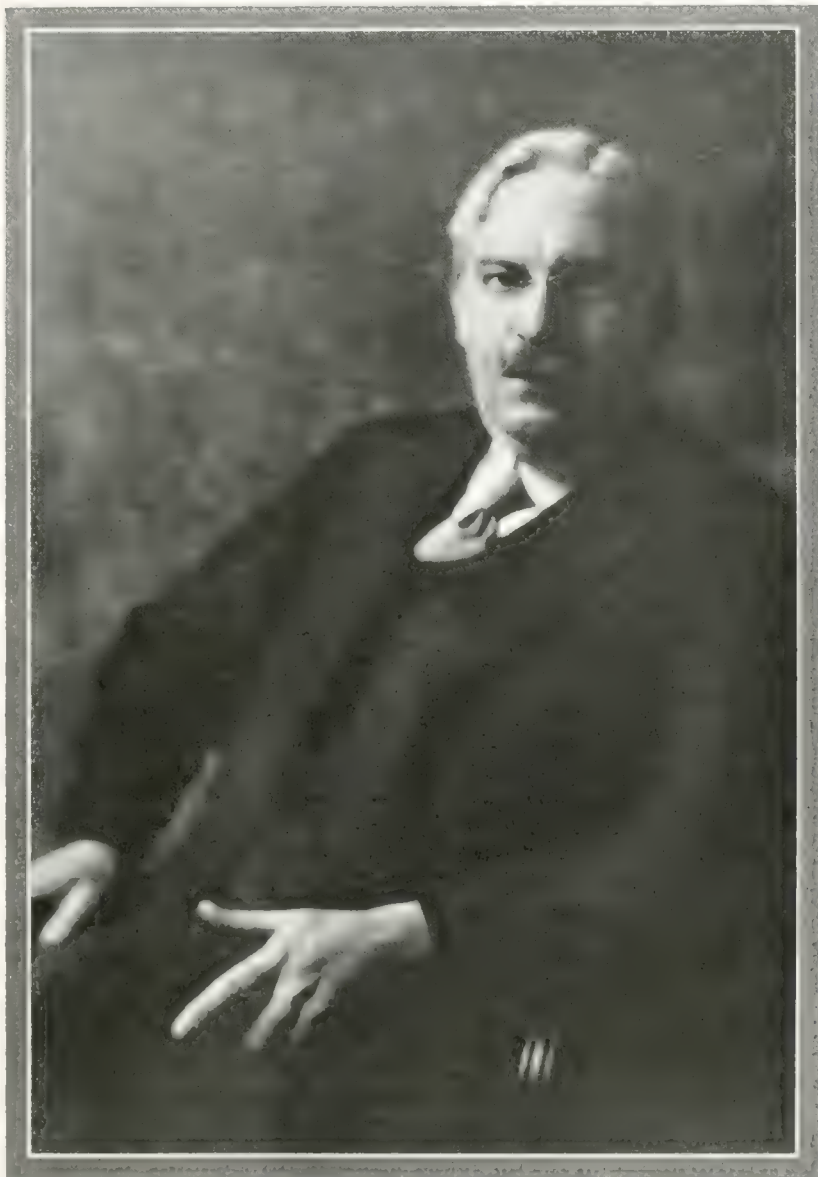
While he was in his early teens the Vance family moved to Binghamton, N. Y., and that is where he would tell you he came from if you were to ask him. He graduated from high school and went to work on a newspaper at the munificent

salary of five dollars a week. For that sum he had to turn out from three to five thousand words a day, and before he left the sheet he had filled every job from bill collector to city editor—the latter dignified title carrying with it the princely stipend of \$12 a week.

HIS FIRST MAGAZINE WORK

His first magazine work was on a little publication called *The Home Magazine*, which started out as a sort of philanthropic sheet and

ended up by trying to be one of general interest. He held the title of assistant editor, but the duties he found confronting him were to wrap up and address the magazines for mailing, to write more than half the inside matter, using as many noms de plume as there were articles, to edit, estimate, make-up and read proof. And between times he took dictation on a typewriter from the editor-in-chief, who never seemed to be able to get a regular stenographer to write letters to suit him. Most of this personal service to the editor was done at night—and for the combined day work and night work in this literary atmosphere he was paid \$15 a week. Then the magazine moved to New York and Arthur Vance moved with it as editor, getting \$25 a week in his metropolitan surroundings. But



ARTHUR T. VANCE

Photo by Arnold Genthe

The Home Magazine didn't live very long in the wicked city.

However, to-day in Mr. Vance's beautiful library filled with rare editions you will find the old issues of *The Home Magazine* in one of the most sacred places. And if you will open them and go through the pages you will find that the unknown-up-State boy who was editing it had the knowledge and the foresight to pick out such writers and publishers as Hudson Maxim, Morgan Robertson, James B. Connelly, Frances Perry Elliott, Joe C. Lincoln, Jack London, George Mallon, Eugene Wood, Arthur Guiterman, Paul Meylan, Gilman Hall, Harry Harrison Lewis, William McLeod Raine, Albert Payson Terhune, Anna Steese Richardson, W. T. Hornaday, Theodore Waters, R. A. Graef, and a host of others whose names are now familiar to the public.

These people will tell you with great pride that the first story they ever sold was printed in *The Home Magazine* when Arthur Vance was its editor. And the struggle of that editor to pay salaries and to pay authors even the paltry sum asked in those days was no small one.

Books which were sent in for review represented 25 cents each when sold to second-hand shops—advertising for railroads in those days was paid for in tickets, which of course could be sold at scalpers' rates, and at the end of the week all such things were done to meet due-bills. But Arthur Vance still contends that "them was the happy days!"

HE STARTS A LIBRARY

Just a word about that beautiful library I mentioned. It represents many and many hard-earned dollars, but the first edition ever put on the highly polished shelves, and to Mr. Vance the most precious, he stole many years ago. It is a copy of Robinson Crusoe. Way back in the days when Arthur Vance was a little country boy he lived in Kansas where books were a rarity—certainly not a necessity. Of course he went to Sunday-school—especially just before Christmas, when he and all the rest of the boys attended two or three—and the minister in charge of one of them lent him a copy of Robinson Crusoe to read. He promised to return it, but he pored over it and reread and kept on rereading it until it all but fell to pieces and then he was ashamed to take it back, so he kept it and started his library with it!

In 1901 he went over to *The Woman's Home Companion*, then

Just a Few Words About Jane Lee

WHEN we read over the accompanying "story" of the life of Arthur T. Vance we said: "One of the best of the series so far and we have had several good ones." But shouldn't our readers know something about the author of this excellent story? Who is Miss Lee? We asked our mutual friend B. A. Mackinnon to tell us who she is and he wrote this down: "You have all heard of the youngster who defined a true friend as the fellow who knows all about you but still likes you. Well, judged on that basis, Jane Lee is a true friend of Arthur Vance, for if ever there was an editor's right hand man who knew him insideout, Jane is the man. She brings to her job a rare combination of gifts; she has her full share of the well-known intuition of her sex, and in addition she possesses an almost masculine point of view, an uncanny ability to reason things out and a lively sense of humor.

Jane Lee is a mighty good mixer who is half-fellow-well-met in any kind of society. She can pull the high-brow stuff south of Eighth street and can appear at ease in a Paquin gown in a Park avenue duplex apartment. Her literary judgment is as keen as anybody in the publishing business, and if you don't believe this, please remember that she has survived eleven years with Arthur Vance.

When Jane's eagle eye lights on a short story, God help the author if sincerity doesn't pervade every sentence. If he tries to "fake" or put something over, Jane can spot it instantly. As a serial-cutter she is there with both hands. She does it with such adroitness that authors come and thank her for lopping off dead wood. What a coupon-cutter she'd make. As a friend, she's loyal; as a worker she's indefatigable, and as an all-round good sport, Jane Lee has few peers—or should it be precesses."

edited and published in Springfield, Ohio, but before long he persuaded the owner that the only place in the world to edit a magazine was in New York, and succeeded in moving the editorial offices to that city. The printing, however, was carried on in Springfield. I think this was the first case on record where a magazine was edited a thousand miles from the print-shop and managed to get out on time. He stayed with that publication for seven years, and in spite of that fact its circulation somehow grew from 300,000 to 700,000. What he did to it from an editorial standpoint is another and quite a bigger story.

GOES TO PICTORIAL REVIEW

In 1908 he came to *Pictorial Review*. He took in hand a struggling sheet, mostly known for its fashions, and at the end of ten years' hard work—for no success is easy—

he has made it one of the leading women's magazines of the world, with the largest circulation of any woman's magazine published in America. And he made that success because long years ago he realized that women had brains—were thinking, intelligent human beings, and that they were sick and tired of being preached at and talked down to. This idea he had carried out in every department of the magazine—fiction, special articles, departments, and all.

So much for the man in business. At home his life is quite as interesting and quite as distinct. His pleasures are the simplest possible. He has played tennis all his life, and, in spite of his most generous waistline, he plays a bully good game. The one great joy and relaxation of his life is his boat. He owns and loves a sixty-foot power-boat and is commodore of the Port Washington Yacht Club. Incidentally he lives in Port Washington, Long Island, the year round—no cooped-up city apartments for him! Lately (and I hate to set this down, for it means that old age is creeping on him unawares) he has had an attack of what he terms "the hoof-and-mouth disease," better known as the game of golf. He calls it that, for he says all you do is hoof around all day and mouth about it all night.

HIS CHILDREN HIS GREATEST TREASURE

He has a grown son a graduate of Lehigh University, who is now a mining-engineer in British Guiana, and a beautiful daughter just out of school. And if you should ask Mr. Vance what is the greatest thing in his life he would answer without a moment's hesitation, "My children."

I think those of us who know him intimately can best sum up his whole nature and his whole success to those of you who do not know him so well, by telling you his motto in life. It is quite unique, but Arthur Vance is exactly like no one else in the world. His motto—and incidentally he lives up to it—is just this simple little thought, "I'd rather have the other fellow do me than do the other fellow any time." This, however, does not mean that he is an easy mark, for he knows what he wants and what to pay for it. But it is his proudest boast that in all his twenty-five years of editing there is no one who can say that Arthur Vance ever took an unfair advantage of him.

'Nuf said.

New York Advertising Situation

STATEMENT SHOWING THE USE OF SPACE BY LEADING
RETAIL ESTABLISHMENTS DURING YEAR 1919:

Evening Newspapers

	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Abraham & Straus	—	125,381	69,100	—	98,983	—	—	293,554
Altman	156,622	158,223	154,759	155,397	158,117	152,711	151,610	1,087,439
Arnold, Constable	750	375	105,221	104,722	96,703	—	92,194	399,965
Best	135,171	134,090	132,688	—	133,271	—	—	535,820
Bloomingtondale	151,146	206,984	117,836	89,927	34,620	—	—	600,513
Bonwit Teller	70,784	80,456	79,364	72,477	80,331	—	10,171	393,583
Gidding	—	8,240	17,981	11,769	44,196	7,056	21,664	110,915
Gimbel	352,078	597,286	528,285	128,015	567,391	—	—	2,173,055
Hearn	348,773	339,017	233,189	224,731	225,677	212,789	2,089	1,586,265
Loeser	1,825	148,387	72,871	38,849	120,863	34,753	390	417,938
Lord & Taylor	349,795	—	260,792	69,123	321,311	400	36,767	1,038,188
McCreery	378,248	42,671	270,094	322,437	382,364	46,428	29,001	1,480,243
Macy	317,179	395,045	421,167	378,965	—	260,148	138,251	1,910,755
Oppenheim, Collins	229,557	222,415	229,611	32,364	—	2,326	—	716,473
Franklin Simon	104,625	106,573	41,779	52,547	104,742	—	24,554	434,820
Stanley & MacGibbons	10,181	1,245	82,062	220	45,933	—	—	139,641
Stern	219,798	9,605	210,527	149,520	208,089	12,125	83,383	893,047
Stewart	3,290	85,588	95,763	—	70,299	—	—	254,940
Worth	198,845	199,257	200,276	—	—	194,862	—	793,240
Wanamaker	343,351	342,048	413,600	—	431,317	354,726	27,222	1,913,164
Total	3,372,018	3,204,395	3,746,055	1,831,063	3,124,207	1,278,524	617,296	17,173,558

Morning Newspapers—Six Days, Excluding Sundays

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus	840	—	—	888	—	885	2,613
Altman	64,418	66,959	44,896	81,284	44,160	65,900	367,617
Arnold, Constable	400	2,735	2,785	—	795	88,569	95,284
Best	53,137	1,175	—	53,805	—	17,349	125,466
Bloomingtondale	45	328	—	5,987	1,230	—	7,590
Bonwit Teller	3,764	—	7,110	18,463	4,305	17,086	50,728
Gidding	10,844	14,093	46,224	46,954	300	43,088	162,403
Gimbel	62,008	23,341	—	135,115	—	54,499	274,963
Hearn	9,263	8,897	5,604	2,840	4,780	8,106	39,490
Loeser	640	—	—	540	640	660	2,480
Lord & Taylor	27,210	—	14,842	94,374	12,109	11,084	159,709
McCreery	17,735	—	6,425	68,922	24,962	13,878	131,922
Macy	125,839	—	44,823	75,603	149,017	144,882	540,164
Oppenheim, Collins	13,033	11,909	—	12,460	—	—	37,402
Franklin Simon	73,465	500	105,838	125,936	32,933	54,529	393,201
Stanley & MacGibbons	1,475	246	—	650	—	—	2,371
Stern	76,631	13,279	16,878	87,371	16,020	—	210,179
Stewart	750	—	—	7,041	—	—	7,791
Worth	5,440	5,200	—	—	—	13,618	24,258
Wanamaker	7,122	3,575	349,923	—	301,765	309,226	971,611
Total	554,059	152,237	645,348	818,233	593,106	844,259	3,607,242

Sunday Newspapers

	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus	44,480	113,120	44,768	79,945	46,626	60,070	389,009
Altman	73,455	73,058	77,023	75,003	77,937	76,707	454,083
Arnold, Constable	—	84,015	84,165	5,643	79,355	4,054	257,232
Best	15,107	15,788	—	92,197	—	156	123,398
Bloomingtondale	57,924	130,206	—	96,427	13,800	—	298,357
Bonwit Teller	15,759	—	75,879	97,972	29,129	79,905	298,644
Gidding	18,658	19,122	24,724	23,612	21,626	21,304	120,136
Gimbel	209,302	204,441	—	229,062	—	166,087	808,892
Hearn	135,356	134,594	67,289	16,344	8,665	112,679	474,927
Loeser	48,250	99,020	43,475	78,177	54,204	61,654	384,780
Lord & Taylor	135,341	—	105,244	142,765	51,111	39,220	473,681
McCreery	180,553	—	134,897	185,881	124,615	6,655	632,601
Macy	127,663	130,638	119,816	42,806	126,166	121,651	668,830
Oppenheim, Collins	84,974	78,361	—	75,013	—	—	238,348
Franklin Simon	59,608	1,458	134,583	172,613	59,611	140,158	568,121
Stanley & MacGibbons	8,398	10,143	—	8,312	200	—	27,053
Stern	94,863	45,702	84,458	106,828	76,844	1,890	410,585
Stewart	10,304	—	15,904	77,820	17,674	—	121,702
Worth	78,252	42,230	642	522	660	45,420	167,726
Wanamaker	—	—	—	—	—	—	—
Total	1,308,337	1,181,806	1,013,017	1,607,032	788,223	937,700	6,927,105

MEMBER A. B. C.

THE NEW YORK GLOBE

180,000 A DAY

JASON ROGERS, Publisher

Backing Up Salesmen From Inside to Aid Him Get and Hold Trade

Helpful Plans That Win Good-Will and Increase His Influence With Customers

By SAUNDERS NORVELL

Part II. Concluded from last week's issue.

WHEN no sales manager can possibly do business without what I used to call a "tickler." By that I meant a contrivance by which my stenographer or secretary brought up papers at a future date. In the case of new accounts, a memorandum should immediately be made in the "tickler" to look up that merchant and see if he buys any goods in the next thirty days. If not, he is to receive a treat in the form of Letter Number "Three," enclosing a stamped envelope and politely asking him if the goods of his first order were received promptly and if they opened to his entire satisfaction. A follow-up system of this kind often surprises the retail merchant. He can not understand how the sales managers of large houses have such wonderful "memories"!

I made it a custom for years to dictate to my stenographer a memorandum of the date of the call of a customer or a prospect and then very brief notes of our conversation. I would place this memoranda in the "tickler" and have it come up in thirty or sixty days. Then I would write a letter to this merchant, referring to his visit, recalling the subject of our conversation, and asking him certain questions. Such letters led to correspondence—to personal contact and *naturally* to sales.

Copies of all these letters were sent to the salesmen, and naturally a salesman was impressed when he found a constant running fire of correspondence between the head office and his customers. He naturally thought if the "old man" could keep so busy he would have to get *busy himself*! Naturally, these letters, when skillfully written, made a very favorable impression upon the minds of the merchants.

THEY NEVER WROTE CUSTOMERS

I remember the case of a salesman who resigned his position with us and went with another house. Afterwards he wrote me a letter, asking to be taken back, and the

reason he gave was that the house he was with never wrote him any letters and never wrote anything to his customers. "Why"—he said to me afterwards—"I could send them a beautiful order and they never wrote me a line about it nor did they write a line to the merchant, thanking him for the business!"

If a salesman is ever trained under a sales-managing system, such as I now outline, he will certainly never be satisfied with any other method. I know this from experience.

GIVING THE MAN ENCOURAGEMENT

The art of sales managing is to get the best possible results from salesmen of average ability. In order to do this, the average salesman must be told in a general way what to do. He is not expected to follow instructions like a parrot, but he is given certain general plans and ideas that have proved to be successful. If the salesman is intelligent, he will try these plans, and when he finds they "pull," he will use them for his selling ground work.

To illustrate: In opening a new territory a salesman was provided with a notebook, giving a list of his towns and customers, their previous purchases and any information about them that would be of value to him. He was instructed to *make his best towns first*, calling on the customers *we had*, and then, when he had made the rounds of the best trade, on his second trip to work towns where we had no business and call on merchants who had never bought from us. Our reason for this plan was because a new salesman is naturally nervous. If he should start out working his towns just as they came he might do very little business and become so discouraged that he would be ready to throw up his job; but if on his first trip he visits customers who are friendly to the house and sells goods, he is encouraged. He feels that he will succeed, and this gives him strength to go ahead on his second trip to tackle the new ac-

counts. Experience leads me to believe that this is a very important suggestion and should be used by all sales managers in sending out salesmen on their first trips.

DOUBLE UP SALESMEN IN DECEMBER!

When we found it necessary to change a salesman at the end of the year, it was customary with us to send out the new salesman who was to take the territory, on the *first of December*, and have him make a month's trip with the old salesman. This custom, while rather expensive, had several advantages. The new salesman usually derived the benefit of an introduction to the trade through the old salesman, who of course had friends. Then he learned all the methods of the old salesman and all the peculiarities of the trade. In following this plan it naturally was only done where the old salesman had been successful. If he had not been successful, it would be better to have the new salesman start out "on his own hook," otherwise the unsuccessful salesman may be a hindrance instead of a help to the new man.

WHAT ABOUT NEXT YEAR?

Another plan that we followed was to send salesmen we desired to continue with us in the new year a letter about November first stating that we wished them to represent us and asking what their plans were for the new year. This drew the fire of our salesmen, and if any salesman was dissatisfied or intended to quit, it brought matters to a head in the month of November, giving us plenty of time to arrange for his successor.

It is unfortunately true that when some salesmen know they intend to resign at the end of the year they let up in their efforts, and I have even known of several cases where a salesman intending to resign to go with a competitor has devoted the last two or three months of his time with his old house to taking future orders to be turned over to his new house to be shipped the

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



Kellogg and Collier's

Kellogg Toasted Corn
Flake Co. has chosen
Collier's as the back-
bone of its 1920
national advertising
campaign.

"Watch Collier's"

following spring. Any practice such as this should not be indulged in when a new salesman is placed on the territory before the end of the year. Of course, where a salesman has decided to go without a competitor, especially where he is to travel in the same territory, the sooner he is asked to check up his account, the better.

When the November first letter to salesmen is sent out, those who intend to continue the following year usually reply promptly. Those who are quietly "laying low" with the idea of quitting delay their reply. Sometimes it is necessary in order to have a definite understanding, to invite some of these gentlemen to headquarters to talk over matters.

Where it is necessary to make a change of salesmen in a territory it is generally better to make this change in November or December instead of waiting until the beginning of a new year. Many merchants take their annual inventory during the Christmas week, and they often place heavy filling-up orders in January. If a new salesman has had an opportunity to make his "getting-acquainted" trip in December, he has a much better opportunity to collect some post-inventory orders on his January trip. If you get your men out in December they have a much better start for the new year.

DON'T LET 'EM GO WITH GROUCH

It is of the greatest importance that salesmen should start out the new year feeling right. All little differences between them and the house should be ironed out. Many houses have salesmen's conventions during the holidays. Often these conventions are conducted on a very elaborate scale with smokers, banquets, and other entertainments. These things are very good when they are well-handled. It must be remembered, however, that one sore or Bolshevik salesman traveling around night and day with all the others can tear down a lot of good work done by the sales managers. Look out for these disgruntled men! Look out for these men with bad livers! They do not help a convention. The spirit of the convention should be that of the old lady who only had two teeth but who thanked the good Lord that they hit!

When a salesman starts out on his first trip he should be instructed to keep a carefully posted notebook. In this book he should enter all the questions that come up in his

travels about the business or the goods, about which he is not clear. If the salesman does not travel at too great a distance it is an excellent idea to have him return to the house after his first trip and spend a day or two going over his troubles with his sales manager.

FEBRUARY THE ZERO MONTH

In most lines of business the month of February is the zero hour of business. It is the four o'clock in the morning, the time of the lowest vitality, the zero hour when so

Des Moines Advertising Club Organizes Bureau to Conduct Work of Americanization — Plans to Have Others Established Throughout the Country

At a meeting of the Advertising Club of Des Moines last week a movement to combat the Red menace was launched, which, if carried out according to the plans formulated, will spread to every other advertising club in Iowa, and later will be taken up by the Associated Advertising Clubs of the World.

Through a bureau a campaign of publicity is to be conducted which will teach America to Americans, and through them educate the foreigners. Besides awakening Americans to conditions as they exist, it is also planned to point out a remedy for conditions. A part of the plan is to organize similar bureaus in other advertising clubs, first in the state of Iowa and later throughout the entire United States. At all times it is proposed to have the bureaus co-operate with other agencies organized for the same purpose.

A committee of thirty-six members headed by C. A. Baumgart was named to form the new bureau and to work out plans for the campaign.

Sherbow Addresses Detroit Adcrafters

Benjamin Sherbow, known far and wide as an expert consultant in typography, author of "Making Type Work" and "Sherbow's Type Charts," journeyed all the way to Detroit especially to address on Wednesday, February 4, the members of the Detroit Adcraft Club and the thirty or more students taking the club's advertising course. His lecture was entitled "Advertising Typography," and was illustrated by many lantern slides showing a number of "before and after" specimens of typography, examples of the usual run of advertisements rearranged and reset in accordance with Mr. Sherbow's well-known principles of plain, simple, easy-to-read typography, and demonstrating how the printed word may be made more attractive and inviting, and therefore more effective.

Atlanta Strike Cuts Newspapers

The three Atlanta newspapers appeared in abbreviated form this week because of a walkout of the pressmen on the *Journal* and the *Georgian-American* due to demands which the publishers claim are provided for in an unexpired contract. The papers issued a joint statement saying they had agreed mutually to limit their space to the maximum ca-

many patients cross the Great Divide. February is usually the poorest month in the year for the retail trade. In January, after the retail merchant has taken his inventory, he fills up the gaps in his stock. There is very little retail business at that time. Then the salesmen call on their second trip and usually the orders are short. February is the month in which the new salesman on the new territory should be called home to have his tires pumped up.

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capacity of the other under the conditions, and for that reason no advertising appeared in any of the Atlanta papers last Sunday, excepting funeral notices and such advertising as appeared in sections printed previous to Saturday afternoon.

Parsons and Weissberger Address Triaders

Tonight, February 14, at the Advertising Clubhouse, the Triad League of New York University and a large outside attendance will hear Professor Frank Alvah Parsons and President Harry Weissberger, of the Advertising Artists, speak on their favorite subjects. Professor Parsons is scheduled to give in his inimitable style a talk on "Art in Dress," telling about clothes and colors and how they express themselves. Mr. Weissberger's lecture, in conjunction with lantern slides, will be on "Art in Advertising."

Edward Henry Clement

Edward Henry Clement, who for twenty-five years was editor-in-chief of the *Boston Evening Transcript*, died last Saturday of heart disease at his home in Concord, Mass. He was in his seventy-seventh year, and had been ill but a short time.

Mr. Clement began newspaper work in 1864 as a reporter of the *Savannah News*, and later, after leaving the position of editor, he was with the *New York Tribune* as night and city editor, serving from 1867 to 1869. He was associated with the *Newark Daily Advertiser* as managing editor, and for a time before joining the *Boston Transcript* he published the *Elizabeth Daily Journal*. He was made editor-in-chief of the *Transcript* in 1881, and since his retirement in 1906 he was engaged in literary work, contributing to various publications.

2,500 Newspapers Said to Have Suspended

Victor Rosewater, of Omaha, appearing this week before the House Post Office Committee as spokesman for the American Newspapers' Publishers' Association, said that the present "excessive and onerous" second-class mail rates had caused the suspension of 2,500 newspapers since July 1, 1918. Representatives of the Southern Publishers' Association, the Periodical Publishers' Association, and George E. Hosmer of the National Editorial Association, with a membership of 4,500 country weeklies and small city dailies, also appeared before the committee.

The Crowell Publishing Company

is pleased to announce
the appointment of

Mr. Lee W. Maxwell

as Vice-President and
General Business Manager;

and the appointment of

Mr. Frank Braucher

as Advertising Director
of The American Magazine
Woman's Home Companion
and Farm and Fireside



Here, in the heart of Kipling's India, the tourist stumbles across three Singer sewing machines going full blast.

American Trade in India

**Make Haste Slowly Is the Cue
For Work in the Orient**

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Modernizing of the Orient," etc.

WE are accustomed to think of the Oriental as a passive, slow-moving, dreamy creature, satisfied with his own antiquity, standing aloof from the modern world with its aggressive desires and achievements, turning his gaze into his soul.

It is therefore, with genuine surprise that the Westerner, who today sails "East of Suez" finds virtually the entire East coming with a rush into the Western world.

While riding on the back of a camel on the edge of the Sahara Desert not far from old Biskra, I heard a whirring overhead, and looking up I saw an aeroplane of the French army, wheeling over the black tents of the Bedouins. The Moslem pilgrims are no longer obliged to go to Mecca by camel caravan, but are whirled there by express trains, while the electric light is said to burn above the tomb of the Mohammedan prophet at Medina.

I found the Gaekwar of Baroda in India installing cinematograph machines through the rural sections of the native state of Baroda, and going incognito to sit in a back seat and watch the expressions of the Indian cultivators, as they witnessed the modern methods of farming on the prairies of Kansas and Nebraska.

China is not behind. The land which we have so long connected with an antediluvian people, remote from our civilization as in the days of Marco Polo, has now established

a parliament, accepted Western business methods in many port cities, developed reformers, revolutionized her school system, and even reports the doings of suffragettes in Peking.

Japan in her victorious conflict with Russia was very largely responsible in starting this change which has reached the Orient from Tokyo to Morocco, and Japanese progress in all forms of enlightenment is the order of the day. A single intimation of this is revealed in the fact that 98 percent of the male population and 97 percent of the women of Japan can read and write.

Among all Oriental countries, India is perhaps farthest away from the United States as far as intimate knowledge of conditions in that great country is concerned. Here is a land of marvelous opportunity with a population of 315,000,000—as large as Europe without Russia, and increasing at the rate of 250,000 per month. The land is a melting pot of racial mixture, there being 41 races and 21 languages and dialects in every day use. Its annual commerce with Great Britain alone amounted in normal times before the War to more than \$400,000,000.

India has over 40,000 miles of railroad, which carry yearly 350,000,000 passengers, and 65,000,000 tons of goods and merchandise. Here modernity is at work, as evidence is found in India's big cities equipped with modern conveniences, street railways,

telegraph, telephone, electricity, sanitation, hotels and commercial houses, and with a slow but certain acceptance of the chief business and educational appliances of the Western world.

All this vast land is ruled by Great Britain, and under pre-war conditions, with not more than 100,000 British troops and about 1,500 civil servants and school teachers.

Political unrest has been evidenced in India in different sections and this probably is inevitable amongst a people ruled over by another nation. The concessions to East Indians given by Great Britain in the Legislative Councils and Assemblies, and the willingness shown to share more and more the Government with the natives has proven the wisdom of the British colonizer. Just at present there is a rather serious difficulty in the Punjab, brought about by what seems on the surface to be a somewhat radical move on the part of a British military officer in firing into a group of natives who were suspected of revolutionary and disloyal tendencies. In this, as in other East Indian troubles, there will doubtless be a settlement in which the native population will gain somewhat more of consideration on the part of the British.

NEW TRADE ROUTES

The War has had its results in India and among them have been the new trade routes opened and the export and import activities, by which the United States has revealed her interest in this old country.

Previous to 1914, despite the fact of the presence of our diplomatic and consular officers in that country, an American traveling in that part of the world first got the impression that Indian trade was for the Briton only. In the past decade, however, German commerce and propaganda have increased notable in India.

Since the war the United States and Japan have been coming to the front in Indian trade. According to a recent London report the place of the Central Powers has been taken by the United States so far as iron and steel, machinery, hardware and instruments are concerned. Japan has taken the trade heretofore held by the Central Powers in such articles as electrical accessories, copper, paper, glassware, textiles, beer and clothing. The bazaar trade in cheap,

(Continued on page 30)

When You Think *of* New Orleans Think of New Orleans **STATES**

EVENING

SUNDAY

Because:-

**Large Circulation
Concentrated in the City
Proper—Your Profitable Market**

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in The States and center your efforts on the city itself. Excellent opportunities for the distribution of the commodity. Population responsive to advertising. High per capita purchasing power.

**Want More Information?
We'll Gladly Furnish It.**

WRITE

ADVERTISING DIRECTOR

A Trade Paper Campaign That Sold 5,000 Pianos and 10,000 Phonographs

Effective Planning Behind the Steger Publicity in the Business Papers

An authorized interview with

CHARLES E. BYRNE

Director of Advertising, Steger & Sons Piano Manufacturing Company.

WHEN ADVERTISING & SELLING requested some definite concrete facts regarding the results produced by the 1919 trade journal advertising campaign of the Steger Institution, a general statement, regarding the success of that striking series of announcements, was contemplated. However, definite information was desired and accordingly a sincere effort was made to dig up some concrete facts.

The results were, to say the least, surprising. So remarkable were the returns that they proved conclusively how unlimited are the possibilities of publicity in trade publications. It was found upon investigation that over 155 high-grade piano-merchants and 280 responsible phonograph-dealers were attracted by the confidence-inspiring Steger prestige announcements and induced to apply for appointment as Steger representatives. By tabulating the orders, it was discovered that over 5,000 Pianos and 10,000 Phonographs were sold for cash. Of course, the annual output of the Steger Institution is much greater than those figures would indicate—covering 18,000 Player Pianos, 12,000 Pianos and 30,000 Phonographs—and is at present heavily oversold. It is quite likely that the sales produced by this campaign were far more than 5,000 Pianos and 10,000 Phonographs—but as only directly traceable returns are to be considered—that decisive record is the answer, including as it does only those dealers who became interested in the great Steger Lines primarily through the trade journal announcements.

It is true that the trade magazine publicity was accentuated and augmented in various ways. Reproductions of the beautiful display pages—in many instances, veritable works of art, pictorial, typographical and otherwise—were mailed to dealers to be framed and displayed in their store windows and warehouses, in order to interest music-lovers. Furthermore, these displays were reproduced by progressive dealers in their local newspaper ad-



CHARLES E. BYRNE

vertising, programs and other media.

In conjunction with this campaign a system of efficient Dealer Service was maintained by Steger & Sons, comprising national magazine and local newspaper advertising, electrotypes, catalogs, instruction booklets, folders, leaflets, form letters, moving picture slides, window cards, outdoor and electric signs, house organ literature, bulletins to salesmen, financial cooperation and personal counsel in merchandising and selling.

Just as a slight evidence of the powerful influence of the Steger Sales Course alone, the following bulletin to Steger salesmen is interesting:

**SHOW YOUR CUSTOMER THE STEGER
FIRST AND YOU WILL SELL HIM
AT THE START**

The little incident narrated below strikingly illustrates a few simple points in salesmanship, that the piano-merchant and salesman should always bear in mind. It is part of a report, recently turned into the office by one of our wholesale traveling men. He narrates the incident as follows:

"While in a city in Ohio, calling on the Winton Piano Company, I had the following experience, selling a piano:

"I was waiting for Mr. Winton, the proprietor, to return from luncheon when a customer and his wife came in and in-

formed the bookkeeper that they were Doctor and Mrs. A., from a neighboring town. They had written the Winton Piano Company a week before, stating they would call to look at a piano. They said that they were ready to buy an instrument, but that their time was very limited.

"The bookkeeper, instead of greeting and interesting them immediately in the instruments, wasted considerable time looking through the files for the correspondence. He searched and searched in vain. The Doctor and his wife grew rather uneasy and at last began to manifest signs of impatience at the delay.

"Finally after searching without avail, for about fifteen minutes, the bookkeeper started showing them the pianos, beginning, however, with the Thompson Line, the most moderately priced pianos on the floor. Mr. Winton, the proprietor, came in soon, was introduced to the people and after talking with them for a few moments, took up matters where the bookkeeper had left off and attempted to interest the Doctor and his wife in the Thompson Piano.

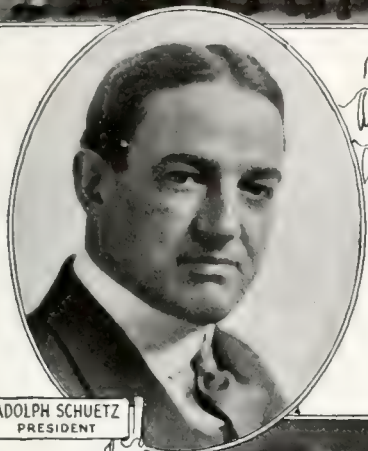
"The Doctor's wife did not find the particular design in a Thompson case that suited her. They were rapidly losing interest in the Winton Piano Company and its instruments. I realized that something had to be done. I motioned to Mr. Winton that I desired to talk with them for a moment and informed him on the side, that I could play the piano and would gladly assist him in making this sale, if he so desired.

"From the moment the people entered the store, I knew they could be interested only in the finest instrument, and their appearance justified an attempt to sell them the most expensive piano in his stock, namely, 'Steger & Sons.'

"After I was introduced to the couple, I casually asked the Doctor if he were not a graduate of one of the Chicago Medical Colleges. He said 'Yes.' He was a graduate of Northwestern University. I informed him that I had a brother-in-law, who was a professor of this college. The Doctor knew him very well, as he had been in many of his classes. Of course, this formed a rather personal acquaintance, but it really had no bearing in making this sale. They were quite ready to buy from anyone who could show them what they wanted.

"I started by taking these people through the stock, showing them only Steger & Sons Pianos. The Doctor and his wife manifested great interest in the Steger style 25 in a mahogany case. I showed them the construction of the instrument, demonstrated its wonderful tone-quality, gave them a talk on the reliability of the great Steger & Sons Institution, that backed it up, and in every way convinced them that they were getting 'the most valuable piano in the world.'

"Mr. Winton stood aside and absorbed all that I was saying. Before I had finished my sales-talk, the Doctor's wife was convinced that this was the instrument she wanted. Nothing else would suit her, only a Style 25 Steger & Sons Player Piano. Knowing that Steger & Sons Pianos and Player Pianos are sold at uniform fixed prices, I informed them of that fact and suggested that Mr. Winton would quote them. He did so. The deal was immediately closed and the people left



ADOLPH SCHUETZ
PRESIDENT



EDW. A. SCHUMAN
VICE PRESIDENT



CHAS. SAVAGE
TREASURER



R. D. TALLMADGE
SECRETARY

A Reminiscence

By AD. SCHUETZ

AS we study the above picture, we think—Is it possible there are none in the group but employees of The Sterling Engraving Company!

It takes us back about seventeen years when the company was organized and we were worrying about what it should be named.

We did not worry long. Our interest in the firm was genuine; our knowledge of photo-engraving was sound and pure; the quality of our work we intended to be of one kind—excellent. In the word "Sterling" all these ideas are embodied. Hence "Sterling" was the logical name.

Have we lived up to our name?

Ask any of our ever increasing clientele. They know.

But we smile as we think of the slogan we chose:—

"The Most Progressive House in the City"

How nerry we must have been! The smallest house calling itself the most progressive—but as we look again at the illustration above, we cannot but feel that that slogan was more than prophetic—it stated an actual fact.

So now, having shown that we are an up-to-the-minute concern, and ever truthful, we must revise that slogan by adding the word LARGEST, as we are now—

"The Largest and Most Progressive House in the City"



THE STERLING ENGRAVING CO.
200 WILLIAM ST. NEW YORK 10TH AVE. & 36TH ST

satisfied and with the firm conviction that they were getting one of the finest pianos made.

"That evening I went to the theatre with Mr. Winton. During our conversation, something was said that gave me an opportunity to advise Mr. Winton that he was selling his pianos the wrong way.

"I told him that he should start at the top and if necessary, work to the bottom; that he should start with Steger & Sons Grand and Upright Pianos or Player Pianos and, if the party should be unable to buy these instruments, there always would be a chance to get down to a more moderate grade. He readily admitted that it was the best policy for him to follow.

"I am sure that Mr. Winton will profit by following that policy and that it will assist him in handling future customers. It is a very valuable idea that had never occurred to this progressive dealer."

POWER OF INDUSTRIAL MAGAZINE PUBLICITY

A young man recently decided to engage in the manufacture of a certain product. His capital was limited. He wanted to bring his proposition to the attention of 10,000 dealers in his industry in the quickest, most effective and most economical way. Somebody had suggested that he use a striking folder and had prevailed upon him to obtain a dummy and quotations. The entire cost of paper stock, printing, engravings, folding, addressing, stamping and mailing amounted to \$450.00, not including the postage.

As a certain excellent trade journal covered the 10,000 dealers like a blanket, it was suggested that he hold the folder in reserve for a while and publish a page announcement in the magazine at the cost of \$100.00. He liked the idea.

Sometime later he submitted the proof of the advertisement. It was as interesting as a tombstone, as unattractive as a red flannel shirt and as anaemic as so many trade journal announcements, that are hurriedly dashed off to fill space.

The copy was the familiar story about quality unexcelled. It was set in old fashioned job printer style with a stock border and antique decorations that Noah undoubtedly used. No illustrations were visible. He did not regard them as necessary. When he asked for an opinion regarding the announcement he was told that it would not prove profitable.

Then it was suggested that he consult an experienced advertising man, as he would a specialist in any other line, and secure the benefit of a selling idea, well presented in clear, concise, forceful, brief copy,

dressed up in artistic form with appropriate type and a suitable, beautiful illustration of his product.

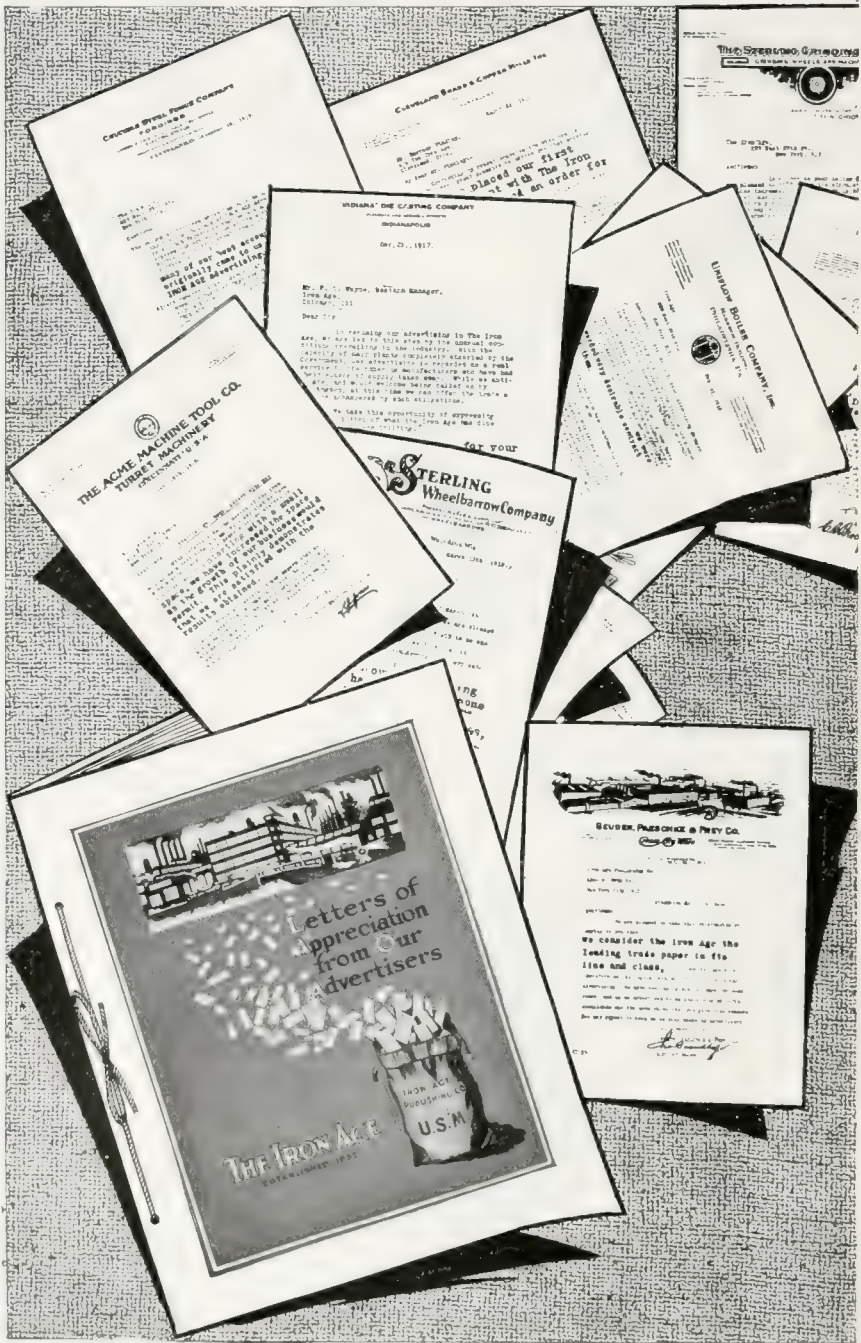
He followed directions and when his announcement appeared in the trade magazine, made 10,000 dealers take notice.

RESULTS THE TEST

Whenever business men inquire as to what kind of advertising is the most satisfactory and therefore preferable—whether magazine, newspaper, trade journal, direct-by-mail, billboard, catalog, moving picture or any other medium—the statement of a man who made a great success applies very effectively. "I do not

employ men because I like their looks," he said, "but solely because of their ability to produce results." In order words, that form of advertising, which has been found to be the most reliable medium for building up a particular business, should be favored, because it represents a straight line between the man, who is spending the money, and results.

Some kinds of business can employ many forms of advertising with success. Advertising is certain to be profitable if the logical media to fit a specific business are used and supported with carefully thought out, tested selling-ideas, properly



presented from the standpoint of space, copy, type and illustrations. Billions of dollars are made through well-directed publicity. Millions of dollars are wasted by men who do not understand it. They fail to avail themselves of its sales-producing power, by neglecting to secure the counsel and cooperation of advertising experts.

It is to the interest of the magazine publisher and his readers, as well as the advertiser to have high class advertising that is carefully planned to attract attention and to sell. How often have you read an announcement that looked as if it

were prepared in about five minutes by some busy executive, who never studied even the first principles of salesmanship on paper? Did it impress you favorably? That is the kind of trade journal advertising that does not pay. Compare it with the advertisements that gripped your attention and forced you to respond favorably.

NEW VALUE OF ANNOUNCEMENTS

Advertising is news—vital, important information that offers the reader some necessary benefits or service. Therefore, it should be presented as news—in the most appealing, impressive and vivid style

—so that it will burn its message indelibly into the mind of the reader like the powerful, electric flash of lightning.

The widespread realization of the possibilities of well-directed publicity is reflected by the wonderful advertising pages that frequently appear in the trade magazines. These journals are read by progressive business men, alert for information of value to them—who realize that the spirit or character of a commercial institution usually is indicated by its public announcements.

Much trade journal publicity is not planned for immediate results but rather to build prestige—and after all, what is more profitable or brings greater dividends than high grade institutional advertising properly backed up by a real business organization?

If the publishers of trade magazines would encourage and urge their advertisers to use attractive, sales-producing announcements instead of shoddy displays, they would inspire greater faith in the pulling power of their publications, by producing better results and at the same time add to the appearance of their pages.

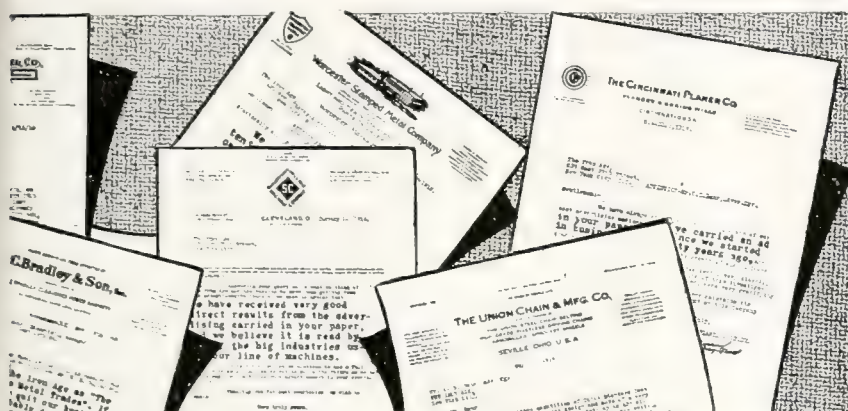
Experience proves that when various forms of advertising are found profitable for a business—for example, trade journal, direct-by-mail, magazine, newspaper and poster publicity—they increase the effectiveness of each other immeasurably and their power, as a combination, is all the greater.

To obtain success in trade journal advertising, the reliability of the advertiser must be unquestioned, the merchandise must be right, the sales proposition must be fair and reasonable and the publicity must be consistently maintained, in order to keep the name before the trade. Institutional advertising, without constant repetition, is not institutional advertising.

Every newspaper, trade journal or magazine has a personality, that either possesses or lacks character—and the pulling power of every publication depends upon the degree of confidence its readers place in its reliability and integrity. A self-respecting magazine, that enjoys the confidence of 10,000 readers, who place implicit faith in its utterances, is more valuable from an advertising standpoint than an irresponsible journal with 100,000 circulation.

METHODS ADOPTED IN TRADE PAPER CAMPAIGN

Trade journal—as well as all



The Decision of the "Industrial Supreme Court"

The Supreme Court of the technical advertising world has handed down a decision on the value of advertising in The Iron Age.

The best medium the manufacturer can use in advertising and selling his commodities to the machinery, automotive, farm implement, shipbuilding, railroad, iron, steel, foundry and other metal working fields is The Iron Age—"The World's Greatest Industrial Paper."

No other publication is so closely watched for industrial news and so constantly used, day after day, as a reference book in the actual buying of raw materials, machinery and equipment.

That is the gist of the straight-forward, unbiased opinion of the highest court, where the judges are the advertisers themselves—advertisers in all branches of the metal working lines.

This decision is final. The advertisers who render it are familiar with all industrial publications. They know which one is best.

Arguments, charts, statistics are all of no avail if offered in contradiction to the decision of the advertisers. *Theirs* is the last word.

The documents in the case are the letters we have received from these advertisers. They have been reproduced in our booklet "Letters of Appreciation from our Advertisers." If you are face to face with the problem of "finding the right medium" for selling the metal working industries, write us and tell us frankly what your difficulties are. We will then be glad to send you this booklet, with definite, constructive advertising suggestions.

THE IRON AGE

THE WORLD'S GREATEST INDUSTRIAL PAPER

239 West Thirty-ninth Street

New York, N. Y.

CHARTER MEMBER A.B.C. AND A.B.P.

other forms of well-directed advertising—can be made to produce profitable results. Experience covering many years of steady use, month after month, in all the trade papers of the music industry establishes the truth of that statement.

In the Steger campaign, all of the Steger lines have been featured at different times. The method of illustration has been varied, so as to make all announcements original, different in artistic presentation but harmonious to the extent that they always have projected the quality appeal—namely, musical and constructive excellence, service to dealers and financial strength. The co-operation of the best artists has been secured to present the sales-ideas in the most striking manner. A distinct style of copy has been employed in each announcement to bring out some definite thought. Page space always has been used. There has been no “splurging” in space.

The advertisements have been conservative, consistent and care-

fully thought out months in advance of publication. No “last minute” announcements have been published.

The Steger Institution—with over 40 years of experience in piano-making—long ago foresaw the great demand for phonographs and promptly decided to manufacture them. Considerable preliminary study was given to the plan of publicity presentation. The phonograph was developed and perfected. It was determined that the advertising should be original, self-respecting and constructive to represent worthily the artistic and musical supremacy of the Phonograph. The vast number of high-grade representatives appointed and the great volume of sales indicate how satisfactorily the merchandise, the sales-proposition and the advertising were united.

When a campaign in business magazines of a particular industry brings to the surface directly traceable cash sales of over 5,000 Pianos and 10,000 phonographs, the returns afford an opportunity for reflection. Furthermore, if advertising is news, calculated to create prestige, the influence of this series of announcements should produce thousands and thousands of sales in years to come.

This Steger campaign is another proof that advertising, properly directed, helps to make it easier and more satisfactory for the consumer to buy, simplifies distribution, lowers costs and tends to standardize quality.

The Truth About the Beech-Nut Case and Regarding Most Big Business Investigations by the Federal Trade Commission

The following is from an address made by Hon. W. B. Colver of the Federal Trade Commission, at a meeting of the American Specialty Manufacturers' Association, held at Atlantic City, N. J.:

“One of your members, the Beech-Nut Packing Company, has undertaken, in the general interest, to contest the question of resale price maintenance. The contest is being carried on expeditiously and in a generous and friendly spirit by the Beech-Nut Packing Company, and the Commission seeks to meet the issue in the same spirit. Neither party seeks so much to win as to secure a final and definite dictum of the court which shall clear up, so far as possible, the mooted question.

“It is such contests as these, undertaken in such fair and impersonal spirit as this has been, as will clear away, bit by bit, the twilight zones in the business world.

“You can't issue a complaint unless you issue it against somebody, and there comes the hardship. Now, we could either select some small timid, little fel-

low, and then go ahead with a great show and hullabaloo, and make a ruling against him and the practice, and slap the law down hard and fast. Or, we can take a big, rich, square-dealing, fair-dealing concern that will play the game and play it straight; whose business name and business fame is so good that the issuance of a complaint against it won't hurt it; it is impregnable to slander.

“Selecting a concern like that assures us of two things; assures us first that we are not putting a hardship on something that we yet don't know about, on somebody who cannot afford it. And in the second place, that the concern cited will be so strong and its counsel will be so able, that every last shred of argument, of proof, of testimony on the other side, will be fully presented before us.

“Now, that may be wrong, or it may be right, but we feel that that tremendous power, and not only power, gentlemen, but responsibility—a responsibility that bears very heavily on the men who are trying to execute the law—that that great power, that tremendous responsibility ought not to be used in gunning for sparrows. We ought never to shoot that gun at any trivial matter, and we try only to find representative concerns—big concerns. It may be for that reason that we have in some quarters a feeling, and it has been said that we object to the size or we like to fight the big fellow. There is something in us that doesn't like mere size. I have told you the truth—the reason why we like the big man. The reason we ask the big man to come in and defend is because we want to know all that can be told on that side of the case, and the big man can afford to have a learned counsel that can explain it to us. We don't pick him out because he is big and because we want to hurt him, but because he is big and keeps us from hurting the little fellow. Now that is another view of picking people for mere size, and it is true.

“It only remained then, for us to find somebody who was big-hearted enough and big-pursed enough and had learned counsel to begin with us, and go through the long and tiresome case. And when we get to the Supreme Court, how about this thing? Nobody is going to win a victory or get licked. We just want to know what is the law, and then we will all go back to bay, and the spirit in which the contest has been carried forward has been this spirit.

“It is pleasant, it is delightful, it is altogether a bright spot in the day whenever we have to pick up, in the routine, this particular matter. Because in it we are always sure we will never find sharp practice or pettiness, or the withholding of all the facts, but we know the cards are on the table, and that case at least is going forward in an orderly way—without passion, without prejudice, and nobody is trying to win it except we are all seeking light, and we are going to the only place where the manufacturer can get, and that is the Supreme Court.”

Gaylor of the “Albany Journal” Dies

James H. Gaylor, city editor of the *Albany Journal*, died Wednesday in Albany, N. Y., of pneumonia, aged 36 years.

Keeping Up With The Times

A FACT A WEEK

Remember when you used to pick blueberries?

Remember how at first you picked a few berries from one bush and then moved to another, and so on through the morning?

Remember how finally you learned, by experience, or by the advice of some older boy, that you would fill the pail faster if you thoroughly finished one bush before you moved to the next?

When you come to the advertising blueberry bush in Washington, pick it clean.

It's a two-paper town, and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

Getting Over an Idea to Young America

How the Movies Have "BEVO" by the
Winchester Repeating Arms Company

By LAFAYETTE DORLAND

TWO years ago the idea of creating a boy and girl organization to give our youth of under eighteen the splendid training and glorious sport provided by rifle shooting was evolved as a novel feature of the advertising plan of the Winchester Repeating Arms Company. With the Y. M. C. A. and Y. W. C. A. to care for their general physical welfare, the Boy Scouts and Campfire Girls and summer camps to train them in the art of "roughing it," in the great outdoors, our young people still lacked a definite organized training for that almost universal instinct for the use of the gun. With the lesson taught by the great war of the patriotic value of a competent, widespread knowledge of the use of firearms as a fundamental of good citizenship, it seemed that here was an important field for service to our youth that had been neglected. To fill this gap the Winchester Junior Rifle Corps was organized.

The first essential of such an organization, of course, was that this important training be provided in such a way as to provide absolute safety. The cardinal principle of the Winchester Junior Rifle Corps was made that of training the boy and girl in the use of firearms in such a way that safety in their handling would become an instinct. As the supervised swimming of camp and gymnasium means fewer drowning accidents, so the early training in the safe use of firearms is bound to result in fewer accidents through ignorance in later life.

With the development of this new organization there arose the problem of getting the idea it represents over to the young people of a nation in mass. The field is the world of boys and girls, millions of them. In what manner could the unquestioned appeal of such an organization to the instincts of the boy and girl best be carried to them?

The use of attractive printed advertising, telling in simple style the story of this new society and the attractive honors in the form of medals and diplomas it offered to each member as he or she qualified as marksman, sharpshooter and expert rifleman, was a fundamental way of attacking the problem. And, of

course, such a campaign, spread over the country, backed by the interest of dealers in this new organization, the work of the field organizers and the enthusiasm of members themselves proved effective. Rapidly the membership grew to the more than 40,000 now enrolled.

A GRAPHIC METHOD OF PORTRAYAL NECESSARY

Yet the appeal of the printed word to the young mind is limited. Some more vivid, some graphic flashing of the message upon the mental screen was needed to cover more completely the broad field lying open to this new idea.

What could be more vivid or graphic than the moving picture? What more universal method could

be adopted of reaching the boy and girl field in its most favorable moment than the "movies"? To visualize the idea of an organization so as to make it stand out as a real, living thing—here was the way to impress upon a vast audience the meaning of the W. J. R. C. to them.

Now, the picture method of teaching—and advertising, is a specialized form of teaching humanity in the mass—has long been in use in our schools and in the homes. Its rapid development from the printed illustration through the stereopticon slide to the motion picture attests the success it has achieved. An abstract idea will not make a quick or lasting impression on the average young mind. But the concrete, the graphic presentation, embodied in the picture form, carries a power for permanent impression that grows stronger with the increased vividness of the presentation.

This unique adaptation of the educational power of the photo play satisfies most fully the canon laws

I AM pleased to announce the election of Charles J. Boyle of my New York Office, and Arthur F. Thurnau, Manager of my Chicago Office, as Vice-Presidents of my organization. Both Mr. Boyle and Mr. Thurnau have been associated with me for over ten years.

Herman G. Halsted has been for some years (and, of course, continues) a Vice-President of our company.

I am also pleased to announce the addition of Mr. F. L. Weare to our organization. Mr. Weare has represented publications for a great many years, and has had experience such as should be valuable in his new connection.

Our staff now includes the following men:

HERMAN G. HALSTED
CHARLES J. BOYLE
ARTHUR F. THURNAU
CORNELIUS A. REGAN
RICHARD R. MAMLOK
D. PEYTON BEVANS
S. L. SCHMID
FRED C. COLEMAN
HERBERT L. HASKELL
STACEY BENDER
MAX BLOCK
HERBERT W. MOLONEY

N. FREDERICK FOOTE
F. L. WEARE
JOHN M. HERTTEL
F. C. MERRILL
GILBERT FALK
OWEN H. FLEMING
HARRY W. BROWN
WILLIAM M. MESSITER
WILLIAM E. SEIP, JR.
PAUL FRANK
CHARLES R. SANDERSON
JESSE BLOCK

JOHN KELLY

Paul Block INC.

New York
Boston

Representative
Detroit
Chicago

of advertising. No surer way to get and to hold attention could be devised. It is given involuntarily. The movie fan, moreover, is in a good frame of mind to be favorably impressed and interested in the idea set before him. All that remained was to set before the boy and girl a film that would fix that interest and stir the blood with the desire to bring this pulsing life of the out of doors, this thrill of rifle mastery, into their own lives by becoming members of this great Winchester Junior Rifle Corps.

THE MOTION PICTURE DECIDED UPON

So it was decided to use the motion picture to carry the idea of this great organization to boys and girls

everywhere. Thereupon the Winchester Company set about the task of turning this abstract idea into a concrete visualization, instinct with real life.

It was no easy task the Winchester Advertising Staff had set itself. There was nothing thrilling, *per se*, in the idea of sending in a membership blank to enroll in an organization despite the splendid benefits to which such procedure was the open sesame. But many an exciting adventure and many a joyous thrill are bound up in the everyday activities of the W. J. R. C.

To combine these qualities into an interesting plot that would set forth

the whole idea of this organization in true perspective, yet in unbroken, continuity was the work of months of patent drafting and revising of scenario. Gradually it took shape until "The Winning Shot," a play with a thrill and a kick to it, was evolved and ready for the photographer.

"The Winning Shot" is a real story. Furthermore, it is a boy and girl story. There is no heavy villain to be dragged off-stage in the last scene. But there is a lot of wholesome fun, there are moments of tense interest and a succession of scenes that will appeal to the young people as irresistibly good sport.

Through all is woven the woof of the W. J. R. C. organization so skillfully that the whole basic idea stands out as the last gleam of the lantern flickers out.

REAL STARS USED IN PRODUCTION

The filming of "The Winning Shot" is another detail that was carefully attended to. Four photoplay stars, Andy Clark, as Bill, the hero; May Collins, as Ruth, a girl W. J. R. C. member who competes with Bill in the thrilling climax, and Frank Bond and Matilda Barron, as Bill's father and mother, play the leads. But the real boy and girl atmosphere pervades the whole production through the natural "acting" of some threescore of real boy and girl members of the W. J. R. C.

The scenic backgrounds used were also selected with a view to artistic setting which makes this production a really beautiful bit of movie photoplay.

The plot itself centers around the career of Bill Andrews, a typical healthy American boy, from the night when he reads of the W. J. R. C. organization in a boy magazine and coaxes his parents into allowing him to join until he proves his training in marksmanship by winning a thrilling three-cornered match for his unit by his deciding bull's-eye. Incidentally it takes the spectator on an interesting tour through W. J. R. C. National Headquarters, where the course of a membership application is followed from start to finish. It carries us with Bill through his early lessons in shooting to the highest expert rifleman honors presented at a finely staged W. J. R. C. meet which culminates in the challenge that leads to the thrilling climax where Bill outshoots the boy and girl representative of two rival units and becomes the hero of his own unit and every boy and girl in the audience.

Special care has been taken to

50%

GAIN

IN ADVERTISING FOR MARCH

MUNSEY

depict the valuable training in self-reliance and in outdoor craft which are a part of the W. J. R. C. life. Manliness and womanliness are fundamentals for the boys and girls of this organization. With all the fun and sport woven into this film these essentials remain dominant throughout.

"The Winning Shot" was shown twice at the Caldwell matches, once in the big outdoor theater and once indoors. A large audience saw each performance.

DISTRIBUTION PLANNED

Plans are now being completed for placing the film before the entire nation. To reach the territory to be covered the country has been divided into eight districts. Into each of these reproductions of the film will be sent for exhibition throughout the district.

The Winchester Junior Rifle Corps film is specially adaptable to showings in schools and church auditoriums as well as in regular moving picture theaters because of its educational value and appeal. It makes a delightful diversion that can be used in connection with a variety of educational topics.

It is planned by the Winchester Company to have these films in nation-wide operation during the next few months.

Massengale Agency Reaches Its Silver Anniversary—Buys Building

The Massengale Advertising Agency, of Atlanta, which celebrated its twenty-fifth anniversary on Thursday, February 5, this year, purchased the Walton building, Cone and Walton streets, it was announced by St. Elmo Massengale, president of the company. The price paid was \$300,000, and hereafter the name is changed to the Massengale building. The agency will remodel two floors for its exclusive use, while the other floors will be rented out for offices. The building is nine stories high and one of the newest of the downtown office buildings in the city. The Massengale Agency is said to be the first advertising agency established south of Philadelphia, and now numbers among its clients many concerns that are internationally famous.

Hopewell Roger's Wife Deceased

Mrs. Hopewell Rogers, wife of Hopewell Rogers, business manager of the Chicago *Daily News*, died February 4 at the Michael Reese hospital in Chicago.

Perley is Secretary for Rankin Company

Myron E. Perley, formerly of Perley, Bertsch & Cooper, advertising illustrators of Chicago, has been elected a director and secretary of the Wm. H. Rankin Company.

American Federation of Arts Disclaims That Pennell Was to Campaign Against Billboards

The American Federation of Arts, through Secretary Leila Mechlin, denies that it engaged Joseph Pennell to make a campaign against Billboards. In the New York *Post* of December 20 and in a story reprinted in the *Literary Digest* on January 17 Pennell is quoted as saying that he had instruction from the society to inaugurate such a campaign.

Floyd Short and Partners, Inc., Begin Business

Organized on February 1 in Chicago, Floyd Short and Partners, Inc., have

started a general advertising and merchandising agency at 30 North Michigan avenue, with a branch at 209 Grand avenue, Milwaukee. Floyd T. Short, Gridley Adams, Robert E. Fowler and Henry M. Weinstock, the members of the concern, are men "experienced in sales and advertising policies."

"Halifax Herald" Is Hit Hard By Fire

Although a fire which broke out in the plant of The *Halifax Herald*, Ltd., Halifax, Canada, last Sunday night did serious damage, the publication of the *Halifax Herald*, the *Evening Mail* and the *Atlantic Leader* was not interrupted this week.

Only forty-nine
newspapers of
20,000 in the U. S.
publish art grav-
ure supplements.

There's but one
in Brooklyn—the
Standard Union.

And not a cob-web
on any one of the
forty-nine.

The Man You Want to Reach



HE'S a buyer, this man you want to reach. And if your product is marketed in the field of engineering, he is a purchasing engineer.

Yes! Engineers Buy!

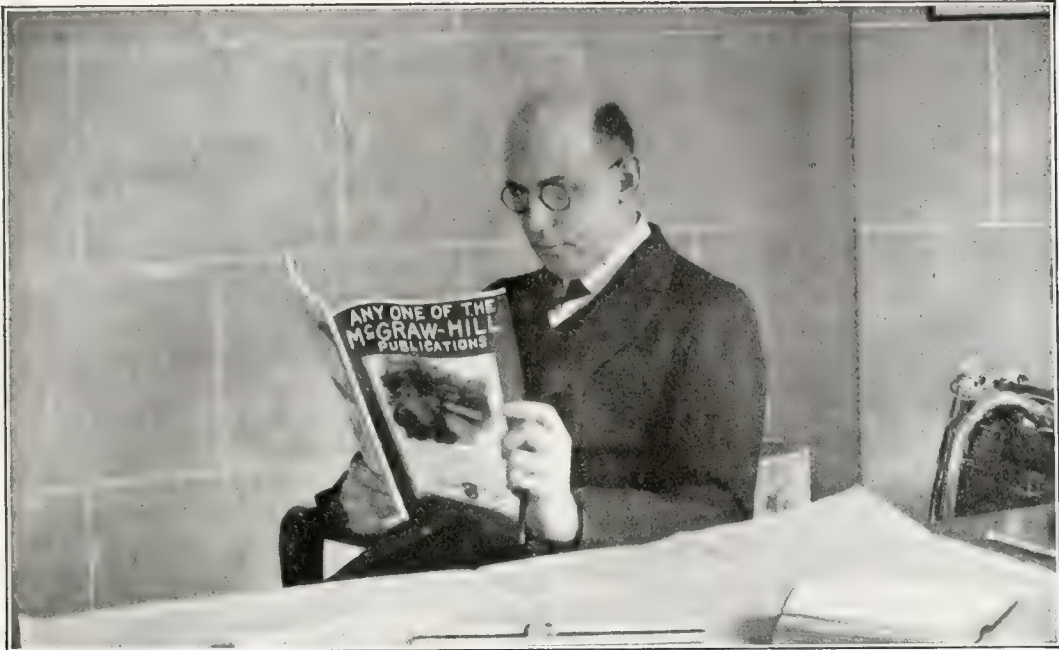
The men who are responsible for the purchase of electric motors for a New York subway construction job are engineers; and engineers buy transformers and trucks; pinions and paint; locomotives and lathes; mining machinery and milling cutters; switches and stokers; food for the equipment—hungry industrial mining and construction markets the country over.

Coal Age Power
Electrical World
Journal of Electricity
Electrical Merchandising
Electric Railway Journal
Ingenieria Internacional

When you see a new cement mixer going by on a freight car, a truck load of new wire rope on its way to the job or a dozen barrels of lubricating oil en route to somebody's stockroom, you can bet that when the order was placed the man who said, "We'll take this kind!" was an engineer.

The 11 McGraw-

And How to Reach Him



THAT deciding man is eminently reachable. He has learned to look to the publications of a great national institution—the McGraw-Hill organization—for professional leadership. When his technical journal arrives he takes time to look it over. And as he looks in its editorial pages for up-to-the minute news of engineering progress, so he turns to the advertising pages for his market news.

Picture a motorist at the automobile show and you have visualized the purchasing engineer's attitude toward the market pages of his technical journal.

The motorist goes through the exposition systematically, looking at each exhibit in turn, paying special attention to the cars he likes best and taking care to miss no new developments in any of the other makes. The engineer misses mighty few advertising pages of his technical journal. Those pages reach him because he can't afford to miss them.

37,000 advertisers are reaching 186,000 such readers through the Eleven McGraw-Hill Technical Journals.

MCGRAW-HILL COMPANY, INC.,
Tenth Avenue at 36th Street, New York

American Machinist
Engineering News-Record
Engineering and Mining
Journal
Chemical and Metallurgi-
cal Engineering

Hill Publications

Maclay and Mullally Open Offices in Boston

Maclay and Mullally, Inc., 198 Broadway, New York, have opened an office at 246 Washington street, Boston, Mass. Harold F. Glendining is the manager, and Homer M. Snow the assistant manager.

W. H. Gutelius, Editor, Dies

William H. Gutelius, editor and publisher, died Tuesday at his home, 34 Gramercy Park, New York, of heart disease. He was in his sixtieth year and had been ill for three weeks. Before purchasing the *True American* published in Trenton, N. J., and which he used to support Wilson for the presidency, Mr. Gutelius had been managing editor and

publisher of the *Pittsburgh Times*. He had also been managing editor of the *Philadelphia Press* and of the old *Chicago Record-Herald*. Mr. Gutelius is survived by a wife and six children.

"Los Angeles Saturday Night" a New Journal

Beginning March 6, a newspaper to be called the *Los Angeles Saturday Night* will be published in Los Angeles, Calif., once a week. James B. Bloor will be the editor; Fred C. Veon, general manager, and Walter R. Crusoe, business manager. Presented weekly in from sixteen to twenty-four pages, in a form 16 inches wide and 22 inches long, will be a complete synopsis of the important events and movements of the previous

seven days, and such matters as directly effect or interest California and its metropolis.

Vanderhoof in Chicago Places Advertising for Almonds, Bread and Candy

Vanderhoof & Company, Marquette Building, Chicago, are again sending out full page copy for the Associated Almond Growers of Paso Robles, California, to Sunday newspapers in selected cities in the middle west and southwest. They are also placing advertising for the Century System of Bakeries of Chicago in media reaching the central western states. Schedules for Bunte Brothers, Chicago candy manufacturers, are being made up by this agency also.

Gray Resigns from Des Moines "Capital"

Ernest R. Gray, who has been connected with the Des Moines *Capital* for eleven years, has resigned to associate himself with Eugene McGuire, who was formerly classified advertising manager of the *Capital*, in the opening of the Banker's Exchange. Mr. Gray entered the employ of the *Capital* as a clerk and has held positions of office manager, auditor, and for the last ten years has been acting as assistant to Lafayette Young, Jr., the business manager.

Kennedy to Head Farm Bureau Department of Paper

Wallaces' Farmer, of Des Moines, Iowa, has secured the services of Carl Kennedy, who has been head of the Polk County farm bureau since its organization three years ago. Mr. Kennedy will take charge of a new farm bureau department in which he will cover state, county and national farm bureau activities.

Hamilton Agency Adds Two Accounts and a Solicitor

New accounts announced by the J. R. Hamilton Advertising agency, Hearst Building, Chicago, are Lloyd Manufacturing Company, Menominee, Mich., manufacturers of wicker baby carriages and wicker furniture, and Borg & Beck, Chicago, manufacturers of automobile clutches. Newspapers and women's publications will be used for the first account and automotive publications for the latter. William S. Eddy recently joined the staff of this agency as solicitor.

Isaac Newton Stevens

Isaac Newton Stevens, sixty-one, principal owner of the Pueblo (Colo.) *Chief-Tain*, died in Philadelphia of pneumonia Wednesday. He played an important part in the free silver campaign of 1896, and was widely known in banking and legal circles.

Kling Obtains Dart Truck Advertising —Sends Tractor and Electric Schedules

The Leroy A. Kling Advertising Company, Consumers' Building, Chicago, has secured the advertising account of the Dart Truck Company of Waterloo, Ia., and will send out a schedule shortly to trade and farm publications. Orders are being sent out by this agency for the Plowman Tractor Company of Waterloo, Iowa, and for the Globe Electric Company of Milwaukee, Wis.

There Are a Lot of Blind People With Perfectly Good Eyesight

They are simply not observing.

One of the real problems of the Advertiser is to so make and place his appeal that the unobservant, consciously or subconsciously, will absorb it.

The wide popularity of posting among the big advertisers is due to the fact that its bigness and compelling coloring forces itself upon the casual observer, and registers 100% upon a class both large and difficult to reach.

"Nordhem Service"

includes not only the details of posting, but a wide experience in the application of the proper designs for particular products.

IVAN · B · NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays
in the United States & Canada

8 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

Photo-Engravers Want More Money and Rush Work Extra

The Michigan Association of Photo-engravers, at its recent special meeting January 28 at Lansing, Mich., announced to newspaper publishers and advertising men using the service of members, that in the near future the International Association of Photo-engravers will adopt a new price scale, providing for extra charges for rush work. Photo-engravers complain that they are deluged with work at certain times, followed by a lull. In order to make a more uniform demand on the services of their workmen, the employing engravers are putting through a scale charging the customer for the overtime necessary for rush work. A committee of the Michigan association will place this recommendation before the International Association at its convention in Cleveland in June.

Voorhees, Agriculturist, Now With "Pennsylvania Farmer"

John H. Voorhees has joined the editorial staff of *Pennsylvania Farmer*, Philadelphia. He is a son of the late Prof. E. B. Voorhees, Director of the New Jersey Agricultural Experiment Station and a graduate of Rutgers College. After graduation he concentrated on farm management, soil fertility and crop production, and was a frequent contributor to the agricultural press.

In 1913 he went to the New Jersey Agricultural Experiment Station as a teacher in soil fertility and also conducted experiments. He came to *Pennsylvania Farmer* from Cornell University, where he was Assistant Director of Agricultural College Extension work.

Gardner, "Vaporub" Manager, Resigns

Richard B. G. Gardner, advertising manager of the Vick Chemical Co., Greensboro, N. C., who manufacture Vick's "Vaporub," resigned his position January 1, to take effect March 1. Mr. Gardner, who is at the New York office, plans an outing "far South" before getting into "harness" again.

Gundlach Space Buyer with Sweeney and James

Harry Snyder, formerly space buyer for the Gundlach Advertising Company, Chicago, has become space buyer for Sweeney & James of Cleveland, Ohio.

John Ponzini, Publisher, Dies in Orange, N. J.

John Ponzini, editor and publisher of three Italian weekly newspapers in Orange, N. J., died of pneumonia last Monday in his forty-ninth year.

"Buster Brown" Will Marry "Mary Jane"

Richard F. Outcalt, Jr., son of Richard F. Outcalt, the cartoonist, and the original of the "Buster Brown" cartoon and advertising character, is to be married soon to Miss Marjorie Elizabeth Filer of Chicago.

Publishers Establish a School

So great has become the demand for more typesetters in the South, that the Southern Newspaper Publishers' Association has established at Macon, Ga., a well equipped school to teach the operation

of typesetting machines. The pay for operators on this machine runs from \$30 to \$75 weekly but in the South there are only about half enough to fill the bill. The school was established by Eugene Anderson, president of the Georgia-Alabama Business College at Macon, but is financed by daily newspapers of the South, members of the S. N. P. A. The school has been in operation since January 1st and already has an excellent enrollment of students.

Southern Dailies Erect Buildings

The Huntsville *Daily Times*, at Huntsville, Ala., will erect a ten story office building. The first two floors will be occupied by the *Times*. The *Morning Tribune*, of Tampa, Fla., plans to put up a seven story building.

The Advertising of Two Doctors

The Chicago office of Nelson Chesman & Company is enlarging the schedules of Dr. J. E. Canaday of Sedalia, Mo., and Dr. Van Vleck of Jackson, Mich. These are medical accounts going to mail order publications and weeklies.

Murray Leaves Bethlehem for Bosch

Arthur T. Murray has resigned as president of the Bethlehem Motors Corporation to become president of the American Bosch Magneto Corporation. Hiram F. Harris, formerly general manager of the Republic Motor Truck Co. and general manager of the Bethlehem's Allentown plant, succeeded Mr. Murray as president of the company.

MAY
1900

THE VOICE OF
THE THEATRE
FOR A SCORE OF YEARS

MAY
1920

Theatre Magazine

Will Publish a Wonderful Issue
for Its 20th Birthday,
May, 1920

This issue will be an event no less important in the history of magazine publication than in the history of the theatre!

HERE are a few of the bright dramatic and literary lights that will shine in this May issue: Julia Marlowe, E. H. Sothorn, Blanche Bates, Mrs. Fiske, Channing Pollock, Roi Cooper Megrue, Avery Hopwood, Rupert Hughes, David Belasco, Daniel Frohman, Louis De Foe, R. H. Burnside, James L. Ford, Augustus Thomas, Ned Wayburn, J. Hartley Manners and many others.

And then there will be pages and pages of pictures in color and duotone, making a valuable illustrated story of the stage for twenty years!

Moreover, it will be an assemblage of advertisers of leading products. To be among them is to class your product with those that lead. Begin your campaign now, but whatever you do,

BE REPRESENTED IN THIS BIRTHDAY ISSUE!

The Last Forms close April 1st

Western Representatives
Godso & Banghart

Pacific Coast Representative
E. Andrew Barrymore

New England Representative Charles K. Gordon

Theatre Magazine

6 East 39th St., New York

Critchfield & Company Elects New Officers

Owing to the recent deaths of B. W. Barton, vice-president and general manager, and W. M. Smith, secretary of Critchfield & Company, the board of directors announced this week the election of the following officers: H. K. Boice, president; C. H. Porter, chairman of the board of directors; W. A. Pritchard, vice-president; P. W. Fowler, vice-president and secretary; M. B. Hart, treasurer; J. E. Woltz, vice-president in charge of sales; H. M. Alexander, vice-president in charge of merchandising; Scott S. Smith, vice-president in charge of Minneapolis office.



H. K. BOICE

H. K. Boice New President Critchfield Co.

H. K. Boice, whose election to the presidency of Critchfield & Company is announced this week by the board of directors, for the past nine years has managed the New York office of the concern, and who through his rare advertising ability has risen steadily to success.

Starting with Critchfield & Company in 1909, Mr. Boice was connected first at the Chicago headquarters as a copy man. Soon he became acting head of the copy department, then in charge of the statistical bureau, and before coming East he was a service man, and an assistant to the late president, Mr. Barton.

Previous to his affiliation with Critchfield & Co., which in those days was Long, Critchfield & Co., and later on, the Taylor, Critchfield, Clague Company, Mr. Boice had obtained prominence as advertising manager for Joseph T. Ryerson & Son, the big iron and steel merchants. Notably he brought about a close relationship between the sales and advertising departments, and edited and published for that large firm a monthly trade organ circulated in the iron and steel field.

In New York since April, 1911, as director of Critchfield & Company's eastern business, Mr. Boice's work has been devoted to all branches of advertising. His statistical work in Chicago has given him an important insight to marketing conditions in the Middle West, and had fitted him specially well to as-

sist Eastern advertisers in merchandising there. His success through a complete understanding of automobile, agricultural, steel product, in fact of all advertising, made Mr. Boice a very valuable man, and in 1918 he was elected a vice-president of the company.

No Change in Dodge Brothers Policy

Definite assurance that there would be no change in the policies of Dodge Brothers, Detroit automobile manufacturers, as a result of the recent death of John F. Dodge, president, was given to dealers at a meeting in the Blackstone Hotel, Chicago, during the automobile show there. The assurance came in the form of a letter from Horace E. Dodge, now head of the business, read at the meeting by George C. Hubbs, assistant general sales manager.

C. R. Larson and Staff a New Agency in New York

C. R. Larson and Staff have opened a general advertising agency at 20 Vesey Street, New York. The officers of the company are as follows: C. R. Larson, president, was formerly manager of *Contracting*, and previous to that with McGraw-Hill Company. E. B. Loveland, vice-president, was with R. R. Johnson Advertising Company, of Milwaukee, Wis., the E. B. Loveland Printing Co., and, of late, advertising manager of the Mine and Smelter Supply Co. William T. Morris, treasurer, is ex-president of the Thos. Morris Iron Works, and Secretary, J. Greenfield, has been with the McGraw-Hill Co., and more recently with the B. J. Sweetland Advertising Agency as manager. The Larson agency has already signed several contracts with technical companies.

"Globe-Democrat" Man Goes to John Ring, Jr., Advertising Company

Jesse Blythe resigned as assistant city editor of the *Globe-Democrat* on February 2 and joined the staff of the John Ring, Jr., Advertising Company, as manager of their research department.

While writing special newspaper articles on industrial conditions, Mr. Blythe last summer visited and inspected more than sixty large plants in Detroit, Cleveland, Kansas City, Toledo, Akron and other cities, in order to analyze conditions and obtain data for his articles. Mr. Blythe has long specialized on industrial subjects, thereby securing a fund of knowledge along such lines which, together with his wide personal acquaintance among executives of leading industries in St. Louis and the Middle West, will be of inestimable value to him in his new work.

"Teamwork" is Published for the McGraw-Hill Family

To supplant the house organ, *Ideas*, which was discontinued last October, the McGraw-Hill Company has started an attractive monthly called *Teamwork*. With many photographs, all the news of the big organization and articles pertaining to the sciences with which the company is identified, are to be published. An innovation is a plan of the editors to assign a space in each issue to a department of the concern to advertise itself. The Business staff of the *Engineering News-Record* had the first advertisement as a reward for suggesting the name, *Teamwork*, first. The

other prize winners will have the space in the following months, and after that it will go to the department which contributes the most personal items.

Addition to Copy Staff of Johnson, Read and Company

William Kaval, formerly advertising manager of the Bull Tractor Company, Minneapolis, Minn., after two years of war service in the Navy, has become a member of the copy and plan department of Johnson, Read and Company, Chicago.

Former Advertising Manager of Wilson & Company Heads Sales and Advertising of Indian Packing Corporation—New Interests Secured

Walter U. Clark, formerly advertising manager of Wilson and Company, has been appointed general sales and advertising manager of the Indian Packing Corporation, Chicago. Mr. Clark, previous to his connection with Wilson and Company, was western manager of the Holland Publishing Company, Dallas, Texas.

The Indian Packing Company, who operate plants at Green Bay, Wis., and in Providence, R. I., recently secured the interests of the Polk Canning Company at Greenwood and Du Pont, Ind., and they expect to enter into the canning of pork and beans, catsup and vegetables on an extensive scale.

Hamilton Resigns to Go with International Magazine Company

William T. Hamilton, Jr., vice-president of Van Patten, Inc., of New York and Chicago, resigned February 1, 1920, to become associated with the International Magazine Company. Mr. Hamilton was advertising manager of *Cosmopolitan* prior to his connection with Van Patten, Inc.

Nordberg Is Now With Thos. E. Wilson & Company

Ralph Nordberg, formerly with the Barnes-Crosby Company, of Chicago, is now in the advertising department of Thos. E. Wilson & Company, sporting goods manufacturers of Chicago.

Advertising Man Rescues Three Lives

Henry T. Stanton, secretary of the J. Walter Thompson Company, of Chicago, was injured recently in rescuing his three children from his burning home in Winnetka, Ill.

Tobacco Merchants Association Will Convene

After a lapse of almost four years since the First National Convention of Tobacco men it has been announced by President Charles A. Eisenlohr of the Tobacco Merchants Association that a national convention of the tobacco industry is to be held at the New Willard Hotel, Washington, D. C., Wednesday and Thursday, May 19 and 20, 1920.

F. J. Ross Company is Formed

Incorporated this week with a capital of \$100,000, the F. J. Ross Co. is to engage in advertising work in New York. C. C. Marsh, D. D. Wever and G. W. Geiling, 42 Broadway, are named as the organizers.

Franklin and the News-Times



Franklin uses the *News-Times* *exclusively* in the South Bend territory because the *News-Times* Dominates in Northern Indiana and Southern Michigan. The *News-Times* carries twice as much automotive advertising as the other medium in the field.

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

AMERICAN TRADE IN INDIA

(Continued from page 14)

showy goods has been largely captured by Japan.

The primary reason for the increased shipments of American manufactured goods to India has been the inability of the established British exporters to supply the market owing to war conditions. Our improved shipping facilities have contributed largely to the expansion.

AMERICA SUCCESS IN INDIA

There is no doubt but that American competition in India has come to stay. A determined American effort is being made to secure a large share of the trade of this valuable market in steel and steel work, machinery of all kinds, including machine tools, mill stores and hardware, canned provisions, motor cars, lorries and cycles, and lumber.

Japan now occupies the second place in India's import and export trade. It is in Great Britain's staple trade of India, namely, cotton yarns and piece goods, that the most serious inroads have been made, and these are the lines in which Japanese competition in the future is expected to be most permanent and persistent.

These new trade conditions in India are brought out rather explicitly in a Blue-book presented to the British Parliament in December last by T. M. Ainscough, British Trade Commissioner in India. It is a work intended to arouse Britishers rela-

tive to the need of adopting new methods and giving more thorough-going attention to their trade interests in this vast Empire.

"Before the War," says Mr. Ainscough, "there were practically no American merchant importers of high standing in India. The last few years, however, have witnessed the opening of a few large firms, which are already doing a considerable trade. For instance the United States Steel Products Export Company and the branches of Grace Brothers have established themselves in India. The latter are already doing business on a large scale, both as regards imports, exports, and the management of local industries. Much greater facilities than in the past are being given by American banks and shipping companies to the export trade, and every effort is being made to study the requirements of overseas buyers. Similarly American manufacturers and merchants have recently adapted themselves to the requirements of the Indian market in a most remarkable way. In the motor-car trade for instance, the policy of standardization of cars and spare parts, the personal attention given to importers by representatives and mechanics, and the allowances for advertising and general propaganda work have had a most favorable effect on the sales. American houses are often much more generous in their agency terms than their United Kingdom rivals. In the pro-

vision trade the type of container used, the attractive labels and get-up, and the general care given to packing has gone a long way to account for the phenomenal expansion in the business.

AMERICANS THERE TO STAY

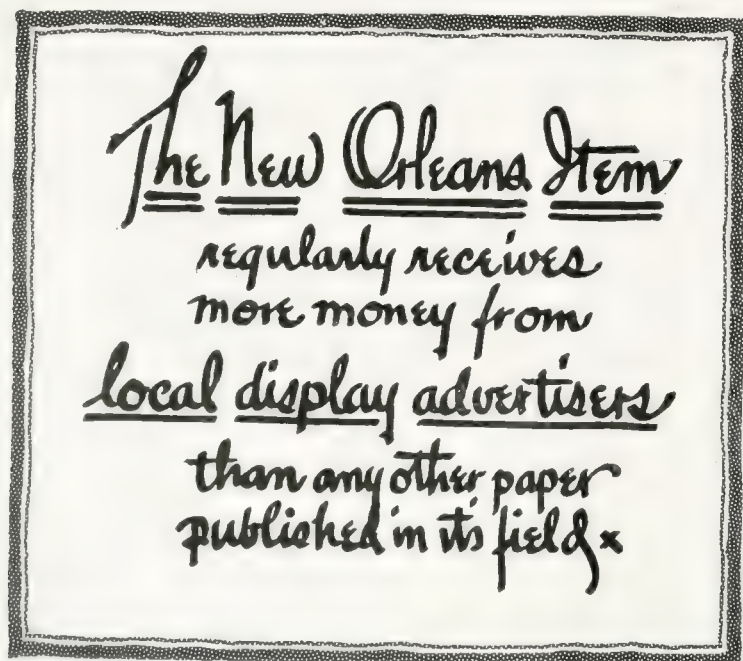
"The broad general fact is that the circumstances of the War and the relative measure of exhaustion of Great Britain after four years of conflict, and of the United States, with a comparatively brief experience as a combatant, gave the latter a greater advantage in industrial and commercial activity, of which she has taken the fullest opportunity in the Indian market. Her competition there has come to stay." "It is impossible," says Mr. Ainscough, "even to estimate the probable future success of American firms when the usual United Kingdom suppliers, now hampered by labor troubles and difficulties of all kinds, are in a position to quote normal prices and deliveries, and when the usual channels of trade are opened up."

The Trade Commissioner sums up the more immediate lesson of the situation from the British point of view:

"Many United Kingdom makers and export houses, prior to 1914, considered that it was a waste of time and money to leave London, as they were able to secure all the orders they wanted from purchasing agents at home. This policy, although not progressive, was understandable so long as we retained the virtual monopoly of the market. India today must be considered as a highly competitive market, and requires to be treated with as great and painstaking attention as any other market where we may be struggling to secure a fair share of the trade. Assuming that our industrialists are in a position to quote competitive qualities, prices and deliveries, the only way successfully to meet American competition is to be actively represented by a trained staff in India, whether by the maintenance of the exporters' own branches and distributing organization, or by the employment of energetic agents aided by salesmen and experts from the home works."

THE JAPANESE COMPETITION

The large expansion of Japanese activity in India has been principally through travellers and business men from the Island Empire of the Far East. In 1911 there were only 32 male Japanese in India. Today the number exceeds 2,000. One finds



The Chicago Evening American

is now

Chicago's Leading Evening Paper

with a daily average net paid circulation during January, 1920, of

400,920

which is 10,201 more than the daily average January circulation of the SECOND evening paper—The Daily News

How Chicago Made the Change

THE CHICAGO EVENING AMERICAN
Daily Circulation January, 1920

STATE OF ILLINOIS, }
County of Cook, } ss.

J. N. Eisenlord, Circulation Manager of THE CHICAGO EVENING AMERICAN, does solemnly swear that the actual number of copies of paper named, printed and sold during the month of January, A. D. 1920, was as follows:

1....Holiday	9....401,566	17....388,371	25....Sunday
2....395,854	10....382,742	18....Sunday	26....408,586
3....380,447	11....Sunday	19....407,311	27....415,778
4....Sunday	12....409,658	20....404,700	28....416,757
5....401,657	13....406,800	21....406,188	29....413,101
6....402,074	14....405,485	22....406,502	30....412,728
7....402,402	15....403,997	23....401,814	31....394,798
8....401,635	16....406,871	24....388,579	

Total for month	10,466,401
Daily average	402,554
Allowance and deductions	1,634
Net daily average sold	400,920

All exchanges, service, excess print copies and allowances made for copies received late and lost in transit are deducted in determining the net paid circulation.

J. N. EISENLORD

Subscribed and sworn to before me this 2nd day of February, A. D. 1920.

GUY A. SMITH, Notary Public.

The AMERICAN has 85,985 more circulation than it had a year ago—the News has 4,154 more circulation than it had a year ago.

From January, 1919, to January, 1920, inclusive. The AMERICAN gained over 27% in circulation. The News gained a trifle over 1% in circulation.

There are three evening papers in the United States with a circulation exceeding 400,000 and two of these are Hearst papers.

The New York Evening Journal, 687,624 circulation.

The Evening Bulletin, Philadelphia, 457,569 circulation.

The Chicago Evening American, 400,920 circulation.

Mark carefully the comparative circulations during the last week in January:

Daily average circulation, Evening American, 410,291.

Daily average circulation, The Daily News, 388,709.

Daily EXCESS of American over News during period named—21,582.

THE CHICAGO DAILY NEWS
Daily Circulation January, 1920

STATE OF ILLINOIS }
County of Cook, } ss.

Hopewell L. Rogers, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named, printed and sold during the month of January, A. D. 1920, was as follows:

1....Holiday	9....400,542	17....369,507	25....Sunday
2....398,129	10....372,437	18....Sunday	26....400,967
3....370,326	11....Sunday	19....404,371	27....387,803
4....Sunday	12....406,867	20....400,073	28....397,277
5....404,644	13....403,199	21....382,088	29....394,794
6....403,713	14....401,573	22....397,342	30....386,630
7....403,444	15....400,624	23....368,004	31....364,780
8....401,803	16....388,331	24....365,857	

Total for month	10,175,125
Allowances for papers missed	16,422
Total sold, net	10,158,703
Daily average sold	390,719

This circulation is divided as follows:

City and suburbs	369,837
Outside city and suburbs	20,882
Total circulation	390,719

All "exchanges," copies used by employees, unsold and returned papers are deducted in determining the net paid circulation.

HOPEWELL L. ROGERS.

Subscribed and sworn to before me this 2nd day of February, A. D. 1920. (L.S.) Henry C. Latshaw, Notary Public.

This phenomenal forging into first place among Chicago's evening papers by The Evening American is one of the greatest achievements of American journalism!

—the 45-year-old Daily News making way for the 20-year-old Evening American is a faithful reflection of Chicago's progressive, youthful energy —another proof that "Youth Must Be Served!"

For, Chicago, YOUNG Chicago, made this change of its own free will!

Chicago, PROGRESSIVE Chicago, has decided that it prefers the AMERICAN as a NEWS-paper. This preference is indicated in increased home (carrier) circulation—in increased news-stand circulation—in increased City, Suburban and Country circulation—in every division of evening-paper distribution the circulation of the AMERICAN has increased more rapidly than that of The Daily News—most notably in the City of Chicago proper and in the 40-mile zone of which Chicago is the Buying Center.

As applied to a newspaper, "Gets it All and Gets it First!"—was bound to win; was sure to make

The Chicago Evening American

Chicago's Leading Evening Newspaper

Japanese retail stores in nearly every large town in India and even in the most remote parts of the countries Japanese workers will be found. The Japanese are taking a prominent position as general distributors in India of imports from all over the world and as shippers of Indian produce. In spite of complaints on the part of the people of India regarding the Japanese methods and practices, such as mistakes in drafts and documents, late arrivals of good, and complaints concerning the quality of second shipments, the Japanese organization abroad works as one unit and is devoted to the national Japanese cause. This national teamwork assists in keeping out competing interests.

It is thought that Japanese competition with Great Britain is likely to be most permanent and persistent in Great Britain's staple trade in India, that of cotton yarns and piece goods. The scale of working expenses of the Japanese, together with their individual industry presents a strong competitive element, while their willingness to live in remote sections, under conditions impossible to an Anglo-Saxon, and their understanding of the subtleties of the Oriental mind, make the Japanese formidable rivals of Great Britain and the United States in connection with Indian business.

SOME PRESENT FAULTS

Relative to the conditions which Britishers as well as United States traders must meet in India, the following paragraph quoted from the British Trade Commissioner in India is illuminating:

"There is a tendency among many of our British produce firms to take the line of least resistance. The social amenities are pleasanter at the ports, and the necessity of keeping a vigilant eye on conditions, prospects, and prices in the producing districts was not apparent in the past. In consequence, they (the British) have usually confined their activities to Calcutta, Bombay, Karachi, and Madras, and have relied upon their banians and brokers to keep them informed of local conditions up country. The result is that, speaking generally, the Continental firms, with their own depots and European traveling agents in the districts, are infinitely better informed on crop prospects and can make their own estimates with a reasonable degree of accuracy. The same scientific methods are now being adopted by the

Japanese . . . there are only two remedies open to the British houses. They must either perfect their own organization, discard the old ideas and methods, and make a bid for the trade in a manner in keeping with the times, or they should relinquish the business. Up to the date of writing (July 23) their sole efforts seem to have been directed to appeals to Government through the Chambers of Commerce for restriction on foreign competition, so that they might still go on undisturbed in the old inefficient haphazard way."

That the American manufacturer and trader may get an idea of the lines along which East Indian trade is now being developed particularly, we quote from the Commerce report of December 2nd Bureau of Foreign and Domestic Commerce for four months ending July, 1919, as compared with the corresponding period of the preceding year.

"The quantity of cotton-piece goods imported into India decreased by 218,000,000 yards or 50 percent to 219,000,000 yards and the value was less by 44 percent. The value of cotton twist and yarn imported decreased by \$6,156,123 to \$2,996,791 of articles imported by post by \$2,342,084 of woolen piece goods by \$1,069,332, of salt by \$1,745,452, of raw cotton by \$1,593,941 and of matches by \$924,960.

"Imports of wheat increased by \$6,798,177, sugar 16 DS and above by \$534,341, kerosene oil by \$3,129,160, lubricating oils by \$1,671,165, raw silk by \$803,946, motor cars and motor cycles by \$2,139,313, hardware by \$1,465,790, electric instruments by \$613,503, electrical machinery by \$1,286,378, jute mill machinery by \$916,631, sheets and plates (iron or steel) by \$3,729,362, and silk piece goods by \$1,222,789.

"Under exports the quantity of rice not in the husk shipped during the four months decreased by 692,574 tons to 155,711 tons, and the value by \$21,130,668 to \$7,588,172, while wheat showed a decrease of 269,899 tons to 2,701 tons in quantity and of \$11,881,772 to \$210,557 in value. The quantity of raw jute exported showed a decrease of 20,460 tons or nearly 15 percent.

MORE FIGURES

"The value of coffee exported increased by \$2,169,810, of cotton twist by \$10,612,215, of piece goods by \$5,172,765, of raw hides by \$7,414,924, of raw skins by \$10,925,294, of skins (tanned) by \$4,635,-

504, of hides tanned by \$3,821,500, and of seeds by \$24,588,153, while the value of barley decreased by \$4,940,471, of grain and maize by \$5,993,257, of castor seed by \$1,799,032, of black tea by \$1,709,115, of gunny cloth by \$6,744,816, and of gunny bags by \$2,245,728."

In order to break into successful trade with an Oriental nation like India, there are two things to be considered—the commercial and the mental qualifications. The latter is no less important than the knowledge of products and the export and import markets suggested above.

What kind of people inhabit this vast peninsula? What are their needs and points of view? How do they like to do business? What is the first thing for the manufacturer or exporter to undertake? These are questions which the American foreign trader must be prepared to answer by actual knowledge if he expects to do more than make a feint of trading with India. It is no easy task to get the mental viewpoint of the Oriental. These people are our antipodes in more senses than one. You may think you know an Oriental and be convinced that at last you have really discovered him when suddenly the next one you meet reveals characteristics that upset utterly all your previous calculations and estimates. The only way to be quite certain that you know an East Indian is not to meet another one. There are things however that we can know and important things for the trader to consider.

He must remember that approximately two-thirds of the population of India are Hindus and that the other one-third approximately are Mohammedans. Before living long in India he will find that customs differ between these two religious sects, and religion enters into trade as well as into every department of East Indian life. It would be an anachronism, for example, for a Hindu whose religion has taught him that a cow was sacred, to have anything to do with the trade of hides and skins. Therefore, Mohammedans and not Hindus are engaged in this latter industry. Among the Hindus a shoemaker occupies one of the lowest positions in the social scale. The Mohammedan on the other hand has no such prejudices, but the rules of the Koran relative to drinking spirituous liquors and the attitude toward the social problem have to be considered.

Advertise Now

New machinery and more paper permit bigger issues editorially, and because 1920 is the most interesting Presidential year in a generation we are making a greater Literary Digest than ever.

All through the year The Digest will be carefully gathering and reporting all the facts and opinions on all sides bearing upon the great problems and issues which are being discussed and which must be settled before the national election.

The great American public do not depend in such a critical campaign upon one report, or upon one editorial opinion, or even half a dozen. The Literary Digest is wonderfully equipped for this national news service, the unbiased presentation of all shades of political opinion. This service has been built up at great expense through many years of careful work and reaches into thousands of newspaper and periodical offices in all parts of the world. There is nothing like it and no service you could get for love or money that would take its place. It is indispensable to men and women in all the departments of the nation's life.

We predict a great increase in The Digest's public during the year 1920 and we are spending more than a million dollars in general advertising because we know that a Presidential year is always a big Digest year.

IMMEDIATE National Publicity

The Literary Digest

INDIAN EDUCATION

It must be remembered also that at the summit of East Indian society are educated and cultivated men, many of whom are getting a voice politically in the legislative assemblies and otherwise. Below these East Indians of intelligence and culture, without much of a middle class, are the ignorant and in many cases impoverished millions, over-ridden and kept down by their caste system and as impotent for great leadership as are the South American cholos and Andean Indians, or the coolies of China. In

this melting-pot also must be noted the Eurasians and Anglo-Indians, racial strains produced by mixed marriages between Orientals and Occidentals.

Then there are the Parsee merchants who have been called the "Jews of India." The American trader who has come in contact with these latter business men in Calcutta or Bombay has obtained a new idea of the ability of the East Indian to do business along practical and successful lines.

Methods of trade here as in all other countries where it is "always

afternoon," must be suited to the climate as well as to the customs of the people.

The following description is given by one of the representatives of Grace Bros (India) Ltd, concerning the purchase of hides and skins in this country:

"The hides and skins come into the bazaar from the railroad station in bundles, all assortments and classes mixed up, and although the buyer is permitted to assort the hides before they are bought, it is most difficult to bring the ideas of the seller down to the proper market level, and one has to talk for hours and hours in Hindustani till the seller is convinced that he cannot get another cent out of you. Talking is a great stunt in India, and it is marvellous how much time is wasted over it—and in this business it is the head Munshi, who has to do a lot of the talking and prepare the way for his "Sahib" (Sahib is the Hindustani title given to a European) who has neither the time nor the inclination to discuss what would have happened if —etc. This discussion must take place before business commences and the Head Munshi is very useful in this respect; it is furthermore a part of the latter's duty to make the seller understand that it is not at all likely that his Sahib will buy the hides or skins in question, but if the unexpected *should* happen which would mean that the Sahib is in a 'benevolent' mood at that moment, the seller may consider himself very fortunate.

"After all these preparations have been made the Sahib is asked to appear, and when he arrives he is welcomed by the 'Arrathdar' as a long lost brother, and is bombarded with questions by this 'gentleman' as to his own health, and that of his wife (he may not necessarily have one) and family, although the parties may have separated the day before as deadly enemies owing to the impossibility of being able to come to terms.

"A seat is offered to the buyer, but it would be fatal for him to commence talking 'shop' straight away, as in all probability it would increase the ideas of the seller by at least 10 percent, therefore, the Sahib has to wait till the 'Arrathdar' is ready to discuss the business in hand, and as the same is generally rather slow to take up the subject, a good amount of time is wasted. When eventually one does get down to business and the bargaining commences, 'Allah' (all hide dealers

You will reach a sympathetic audience

Too often the effect of United States advertising in foreign papers is neutralized by the anti-United States attitude of the medium.

LA NACION has always been strongly pro-United States. It has always stood for closer relations with this country. Its business policy and make-up follow the best United States publishing practices. It spends \$1,500,000 a year for paper through its United States Business Office.

LA NACION has the cable service of the Associated Press, the New York *Times* and the New York *World* and the feature service of the *Public Ledger* of Philadelphia. LA NACION spends from \$30,000 to \$50,000 a month for cable tolls.

LA NACION strengthens your advertising by working editorially to build up among its readers a better feeling towards this country.

LA NACION

Buenos Aires, Argentina
United States Business Office:
1 Wall Street, New York

A. EUGENE BOLLES
United States Advertising Director
120 West 32nd St., New York

JAMES A. RICE
58 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Bldg., Boston

are Mohammedans) is brought up to witness that a frightful amount of money is being lost, and the other side regrets this immensely, but on the other hand cannot help it as the Sahib will lose an equal amount or more; neither side believes a word of what is being said, but this is all part of the 'game.' Eventually, if the two parties come to terms, the departure of the Sahib takes place in the same ceremonious way as he arrived, and the 'Arrathdar' finally shakes hands with him and wishes him all sorts of good things; if, on the other hand, business does not result, the parting is not at all friendly, and the buyer has to wait till the next day, before he can approach the 'Arrathdar' on the same subject again."

A few rules for the American foreign trader or salesman doing business in India are suggested:

MAKE HASTE SLOWLY

First: Don't try to hurry the East Indian! Kipling's verse is apropos:

"It's not good for the Christian race to worry the Aryan brown,

For the white man riles and the brown man smiles, and it weareth the Christian down;

And the end of the fight is a tombstone white with the name of the late deceased

An epitath clear—"a fool lies here who thought he could hustle the East."

Second: Remember that the East Indians of the upper castes particularly are not lacking in intelligence. The Bengali-Brahmins are probably not surpassed by any nationality in intellectuality.

Third: Leave your religious prejudices behind when you enter into trade and commercial relations with India. Mark Twain once said that the great irreverence is 'the irreverence for another man's goods.'

Fourth: Get into touch with some American concern that is doing business in India and save yourself many an initial mistake. For example, although 85 percent of the Indian population is engaged in agriculture, the problems of farm machinery and the fertilization of land are very great ones. This is due in part to the conservatism of the inland cultivators who are slow to change, and also in certain parts of India to the small farms which do not lend themselves to modern implements especially such things as

steam-plows, tractors, etc. The fertilizing problem is made difficult because the manure in this country is used largely, and necessarily, so, for fuel.

Fifth: Have patience and be willing to lay firm foundations for the future. In India there seems to be a settled conviction that there is unlimited time for Providence to accomplish its purposes.

It is well for the American trader to note, however, that India is awakening very rapidly both as to economic and material progress. The urge of economic necessity is

upon her. The war has helped to break out a window for India into the wide world. She will never be content again to live merely on the shores of the Ganges. The United States has products and manufactures India needs and must have. Now is the acceptable time to enter Indian markets. For the study of India and India's wants only intelligent agents should be sent out; only men who can adapt themselves to customs strange and often mysterious. Already the United States has gone up to occupy some vast sections of the East Indian Empire.



FOREIGN
DEPARTMENT

The Corona Typewriter Company

has recently instituted a co-operative advertising campaign in South America. This is one of the first thoroughly comprehensive and carefully worked out publicity plans which has appeared in Latin America. The copy was planned, written and illustrated by special writers and artists connected with our

Foreign Advertising Service

In addition to the Corona Typewriter Company, we are serving the foreign advertising interests of

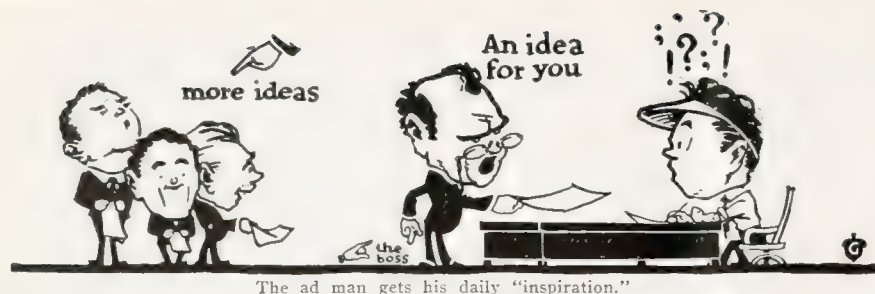
E. I. du Pont de Nemours Export Co. Inc.
Eastman Kodak Company
International General Electric Company
Worthington Pump and Machinery Corporation
Atlas Portland Cement Company
Miller Lock Company

We will be glad to correspond with manufacturers and others engaged in non-competing lines who are interested in Foreign Trade.

FRANK SEAMAN INCORPORATED

Foreign and Domestic Advertising
470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: Monroe Building
Monroe St., and Michigan Ave.
Associated with Mather and Crowther, Ltd., London, Eng.



Why There Are So Many "Job Tasters"

Isn't the Lot of the Average Advertising Man Made Unbearable by Reason of the Fact Advertising Is the One Industry Wherein Opinions Run Rampant

By H. M. B.

FROM back of me, the other morning, came the supercilious voice wafted across the intervening plush seats:

"We have a new advertising manager, you know, but I don't think very much of him."

Darwin never classified a species more appropriately than did that voice the user thereof.

He might have been the president of the concern—but I doubt it. Fact, he had all the ear-marks of the third assistant to the second ribbon measurer. So accord him whichever of these two positions you will.

Anyhow, he doesn't think very much of the advertising manager. 'Course not. Nobody ever did, ever does, or ever will. Why? Oh, just because, that's all.

Let's suppose for the sake of argument that the gentlemen who ventured the "don't like him" statement was the boss himself. Being the boss these are probably some of his reasons for the dislike.

Dated back a month or two the conversation went something like this (the boss doing the talking):

"Yes, Mr. Soandso, I want you to come here as Advertising Manager with complete authority and full responsibility. Do things your own way. The other chap we had got into a rut—no matter how we argued with him he would insist on sticking to his old-fashioned way of doing things."

THE NEW HEADLINE ARRIVES

(Few days later) "I like this layout and text, SoandSo. But why not do this? Instead of the headline you suggest why not start the ad off with: 'At last—the Very Thing Every Woman Wants.' Oh, by Jove, here is something even bet-

Many Advertisers Seem to Delight in Taking E. H.'s Advice

ELBERT HUBBARD said: "Take my advice—take nobody's

And it stuck with many American business men, especially advertisers.

They have a cold, their doctor says "take this." They gulp it down.

They get into a legal entanglement and the lawyer says "do this" and it is done.

They find production slacking, a specialist comes in and says: "You need this and so." "Thus-and-so" is ordered.

But the advertising man—he brings in a plan, or an advertisement—or other advice and the business man says: "Now I think we better do—the opposite."

And yet. We wonder whether this stinging indictment by H. M. B. is entirely justified, whether at least some of us don't need the boss' guiding hand, what do you think?

THE EDITOR.

ter: 'Don't Read This.' Isn't that great? Now they'll read every syllable. Just do that.

"You don't mean to say you don't like either one! How funny. Perhaps you don't quite realize that I know something about advertising myself. Have had something to do with it for some time now. However, have it your own way, young man."

Yes, multiply that one little scene by half a dozen just like it day by day. And if Mr. Advertising Manager has the soul of a cootie he will stick up for what he knows to be right, just as often as the crepe-hanging suggestions from the boss come at him.

No wonder the boss doesn't think very much of him. For no longer does the chief see his own glaring headlines topping the store announcements and stopping the trade.

It takes nerve to be a real advertising manager who will prevent the boss from committing commercial suicide. And, thank Heaven for such.

Now, let's suppose he of the would-be strident voice were an underling. Certainly, and by all that is holy, he *couldn't* think much of the advertising manager.

For the advertising manager doesn't even *think* in his language. And, oh dear, he couldn't even take a suggestion. "That fine idea I offered him the other day. Thought surely he was going to use it, he was that polite. But he didn't."

"And, oh, what a grand idea I gave him for a picture only yesterday. He told me it had been used before. I just don't believe him, the jealous thing."

Extreme cases, perhaps, but they'll serve to illustrate the thorny bed of roses of many an advertising manager.

The boss wants the ad man to be responsible—yet would wield all the authority himself. Whatever the advertising manager does, the boss would do it some other way.

Why, if the average advertising manager who wanted to remain a hundred percent *man* wasn't forever running afoul of the chief he'd dwindle into the veriest cut clerk and order boy in no time.

Shades of Benjamin Franklin, the school of international diplomacy is mere kindergarten compared to the school of the real advertising manager. Hounded by the boss, keyed up every blessed minute for the big ideas, catching issues, and weighed down with responsibility—and he welcomes it—his is a merry job.

And well he knows that the people "down the line" are hyper-critical of every word he writes. He smiles "thank you" at the minions who assail him with inane suggestions when what he should do is to ask in thunderous tones: "Back to your own job; what right have you even to *think*?"

Right now, maybe on this same train, he's working out the big plan for the next big spread, while all the time Mr. Supercilious is voicing the brainless thought: "I don't think very much of him."

Agency Vice-President Becomes Sales Manager

Larry P. Barr, of Detroit, who since his return from war has been vice-president of the Victor Breitsprank Company, advertising agents, has resigned to become general sales manager for the Fryac Manufacturing Company, of Rockford, Ill.

Critchfield & Company

Elect New Officers

OWING to the recent deaths of Mr. B. W. Barton, Vice President and General Manager and Mr. W. M. Smith, Secretary, of Critchfield & Company, the Board of Directors wish to announce the election of the following officers:

MR. C. H. PORTER
Chairman of the Board of Directors

MR. H. K. BOICE
President

MR. W. A. PRITCHARD
Vice Presiden

MR. P. W. FOWLER
Vice President and Secretary

MR. M. B. HART
Treasurer

MR. J. R. WOLTZ
Vice President in Charge of Sales

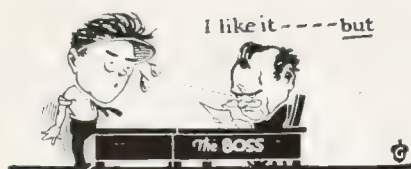
MR. H. M. ALEXANDER
Vice President in Charge of Merchandising

MR. SCOTT S. SMITH
Vice President in Charge of Minneapolis Office

Critchfield

& COMPANY

CHICAGO : NEW YORK : DETROIT : MINNEAPOLIS



The biggest little word in the ad world—"but."

Oh, you bosses who think you're so darned infallible simply because you're the boss, give your good advertising manager a show for his white alley by *letting him alone*. Of course, you're paying the bills—so you do when you pay your doctor, *but you don't write the prescription*.

You're a wonderfully able boss, no doubt. But probably, and more than likely, your advertising manager knows more about advertising in a minute than you ever will know. Yet you have him at a disadvantage—for, are you not the boss?

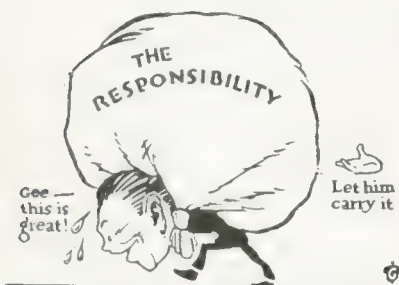
BREAK THE SHACKLES

And, please, *please*, PLEASE, call off that pack of dachunds who think you did them a great injustice when you didn't give them the advertising manager's job. How readily you heed them when they fawn in with a half-baked advertising idea—more readily, in fact, than you would listen to the man himself who has made the job his life's work.

"A prophet is without honor," etc. So is many a good advertising manager who is eating his heart out because of the shackles of the big chief's "ideas" and the little chief's lack of them.

To-morrow, today, NOW, walk right into his royal sanctum, if he has one, look him straight in the eye, and tell him that from this time forth for evermore his authority is to be as great as his responsibility.

He'll rise to the occasion—and so will the sales.



Carrying the whole burden is sometimes easier than half of it.

Six Point League Resolves to Abide by A. N. P. A. Recognition of Agencies

At a special meeting of the Six Point League held at the Advertising Club February 9, the following resolution was offered and unanimously passed:

"Resolved: That the members of the Six Point League recommend to their publishers careful adherence to the principles of agency recognition established by the A. N. P. A., and that when new agents apply for recognition, the information furnished by the A. N. P. A. be the basis of consideration. The above in no way to affect existing relations with advertisers and agencies."

The Six Point League has always stood for the betterment of newspaper advertising and the action taken at this meeting is an important step and one which will make it impossible for any new advertiser to secure agents' commission direct in future. It will also serve to regulate the recognition of new agencies and will prevent such recognition from being granted to any applicant not properly qualified to receive it.

Publicity Man Dies

Harold McGill Davis, publicity manager for the Sprague Electric Works of the General Electric Company, died on Monday at his home, 329 Seventy-third street, Brooklyn, aged fifty-nine years.

United States to Use Films in Buenos Aires Trade Exposition

The decisive battle for the South American trade will probably be fought within the next two years—maybe sooner. The year 1922 will unquestionably see some nation the acknowledged victor in that sector of the "war after the war."

Leading manufacturers of this country are determined that America shall be the victor. It is expected that the National Exposition of United States Manufacturers in Buenos Aires next November will accomplish a great deal toward turning the decision in Uncle Sam's direction. A similar exposition will be held in Rio de Janeiro in the Spring of 1921.

Industrial motion pictures will be a vital part of the exposition. American manufacturers will not stop at exhibiting their products at the exposition. They will supplement their display of wares upon South America's counter with films showing where and just how those wares are made.

Reports of American firms now using the motion-picture method of getting acquainted below the equator emphasize the value of industrial films in South America. Down there it is not merely a case of showing good samples and taking an order. Our chief rivals, England, Japan and Germany, are showing good samples. We in this country believe that Made-in-America goods are the best on earth, if for no other reason than that the conditions of workingmen here are better than in any other place on earth. Industrial films can show the factory conditions under which products of the United States are made. The ideal film for South American use should contain scenes showing how a factory's workmen live at home. Working and living conditions in this country are one of the biggest selling points we have.

No matter how good a sample looks the South American merchant will want assurance that, if he creates a local mar-

ket for a brand, he will be able to get future shipments of that product. South America is a long distance away and the reputations of many American manufacturers have not traveled that far—yet. A film showing an enormous manufacturing plant will impress a South American with the stability of an American industry—will assure him that the firm will continue to be in business for some years to come, ready to fill future orders or supply parts of any machinery which he purchases.

And, frankly, display, or show, makes a tremendous impression upon the Latin temperament. A film visualizing the large buildings housing an American industry, scenes of the executive offices and of the factories in full action will fill a prospective South American customer with a profound respect for the concern which is after his order. South American merchants are prosperous and like to do business with prosperous people. With motion pictures South Americans can be taken on a quick trip to this country to see what we've got up here.

The Rothacker Film Manufacturing Company of Chicago was recently appointed official cinematographers of the Buenos Aires Exposition. The company stands ready to be of every possible service to manufacturers who plan to exhibit films in South America.

"Confectionery Merchandising"—A New Monthly

A new magazine, by name *Confectionery Merchandising*, devoted exclusively to the interests of the retail distributors of confectionery, will make its debut with the June, 1920, number.

Paul J. Mandabach, who has been editor of *The National Drug Clerk*, has been appointed editorial director of the new paper. Earl R. Allured, former advertising manager of *Candy and Ice Cream* magazine, will act as advertising manager; P. A. Mandabach is business manager, and E. G. Hopkins will be director of the promotion department.

American Lead Pencil Company Elects Officers for its Sixtieth Business Year

At the annual meeting of the board of directors of the American Lead Pencil Company, held in New York recently, the following officers were elected for the coming year: Louis J. Reckford, president; Byron B. Goldsmith, vice-president; Sam J. Reckford, treasurer; John King Reckford, secretary; M. J. Leonard, assistant secretary; E. L. Ashton, assistant treasurer.

This year marks the sixtieth anniversary of the founding of the company, which occurred in the year 1860. Since that time the growth of the concern has been steady, and its trade marks are known throughout the world.

Leather Business Incorporated for \$50,000,000

Armour and Company have segregated all their leather properties and have organized a company in the state of Delaware with a capital of \$50,000,000, to be known as the Armour Leather Company. The company's charter is for the manufacture of leather and substitutes, and the gross volume of business is estimated at \$100,000,000 a year.



They gave metropolitan conveniences to a town of 200

SEVEN years ago Byron, Minnesota, was a sleepy little town of 200 souls. Today—though it's still a tiny village—Byron has an electric light plant, and concrete sidewalks, and macadam roads, and five famous model dairies with pure-bred cattle. There's a new High School, too, costing \$45,000 and offering special courses in agriculture, domestic science, and manual training.

And Byron folks will tell you that all these changes are due to their church—the only church in town. Members of eleven denominations worship there. Their church is not only a place of worship—it's the Headquarters of the Community Improvement League.

All over America today churches and church members are striving to do for their communities what the Byron church has accomplished. They are the Prophets of Progress. Whatever helps to raise the standards of living is interesting and important to them.

Three hundred thousand of these intelligent, energetic, prosperous men and women read the **CHRISTIAN HERALD** every week. In this unique magazine they find exactly what they want: ideas that guide them in civic betterment—entertainment for their leisure moments—information about every phase of world activity—and guidance in their choice and purchase of daily necessities.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*
NEW YORK CITY

Putting Over the Paper Towel

(Continued from page 6)

it originated to handle. Here, again, the special offer in all ads proved a big advantage. Each one of these requests for a sample package is personally delivered by a salesman. In this way personal contact is established and the chances of making campaign, but this impression is

Another method used to influence the paper merchant has been the use of photographic postcards. It is impressive to show the paper merchant the extent of our advertising campaign but this impression is soon lost. The man forgets.

Now, as fast as an ad is made up it is photographically reproduced on a postcard. This postcard is sent to each paper merchant a few days before the ad is scheduled to appear. This continually brings home to these men the size of our advertising campaign and impresses them with the fact that we are making a big effort to create new business from which they are bound to profit.

At this writing our advertising campaign is just getting into full swing. However, in even this short

time, the results have far exceeded our expectations. It is evident that during the next year a tremendous increase in our business will be effected. So sure of this are we that a large addition to our present factory has been started and is now well on its way to completion.

There is nothing mysterious or unusual about this advertising campaign. We simply arrived at the point where new business was needed, and a change in policy necessary to accomplish this end. We have studied the problem thoroughly and have gone about it in the most direct manner possible. We have followed those fundamentals of advertising which have proved themselves in the past and promise the best results for the future. We have selected those advertising mediums which seem best to suit our purpose and we have employed those arguments which seem to promise the best results. To us it merely appears to be good business policy. We have gone into it with our eyes open. We not only look upon this campaign as an immediate producer of business, but what is far more important we see in it a stabilizer of our industry, a business insurance that will tide us over periods of depression and keep our sales on an even keel. Results seem to justify our judgment.

Classified Advertisements

AGENCY WANTED—To sell or solicit (and advertise by card) meritorious Merchandise, Machinery, Mixtures, etc., especially if monopolized by Patent, on commission or buy and sell. J. E. Alden, 902 Post St., Seattle, Wash.

WANTED—Circulation Manager by daily paper in most rapidly growing community in Southeast. A good proposition for a man who will stick and knows how to build clean circulation. Box 230, care ADVERTISING & SELLING.

Salesman Wanted

A real opportunity is open for an experienced salesman of advertising with an Eastern publication.

The man we want has already made good and knows how to sell.

Send full particulars to Publisher, Box 245.

"Sales Manager" Moves Editorial Offices to Wakefield, Mass.

The Sales Manager—Monthly and kindred sales service publications have moved their editorial offices from 150 Nassau street, New York, to the Item Building, Wakefield, Mass. This change was made during the printers' strike, and proved so beneficial that permanent publication and editorial connections have been established in the New England city. Mary G. Hoche, secretary of the company, is in charge of the Wakefield office. Executive and business offices remain, as heretofore, in the Sun Building, New York.

American Advertising Exhibit in Norway

News has just arrived from Consul-General Marion F. Letcher that an advertising agency in Christiania gave an exhibit of American advertising methods in November, 1919. The exhibit was held in one of the halls of the Stock Exchange Building, and consisted of a series of displays of advertising signs and newspaper advertising taken from leading American publications.

Another Trade Complaint Against Colgate

The Federal Trade Commission has issued another formal complaint against Colgate & Co. on account of its price maintenance policy, now come to be known as the "Colgate Plan." The new charge is that the company is guilty of another act of unfair competition in that it guarantees purchasers of its products against subsequent declines in prices by promising and paying rebates to them in the event of such declines.

American Legion Advertising Men's Post to Handle Government Advertising in Illinois

Advertising Men's Post of the American Legion in Chicago has been chosen to handle the advertising campaign of the Bureau of War Risk Insurance in Illinois. The Post will raise the funds for the campaign—approximately \$30,000—prepare the copy and place the advertising. Newspapers will probably be used.

At the monthly dinner of the Post to be held January 12 in Chicago, H. H. Merrick of the Chicago Association of Commerce will be the principal speaker.

Americanization Campaign With Movies

In conference held January 10th between Secretary of the Interior, Franklin K. Lane, and leaders of the motion picture industry, plans for a country-wide campaign for Americanization thru motion pictures were discussed. The campaign will begin February 12th, Lincoln Birthday, and films showing his life and lives of other great men who were responsible in a great measure in building up this country to become the great one it is, will be shown.

New York "Post" Buys Real Estate

The New York *Evening Post*, Inc., has purchased a plot of ground, 255-265 West Thirty-third street, New York, directly opposite the Pennsylvania Railroad station. At present the *Post* has no intention of improving the property.

Viking Advertising Corporation Organized

The Viking Advertising Corporation was chartered in Manhattan recently by P. S. Van Bloehm, L. K. Herzog, and L. L. Straus, 560 Seventh avenue, with a capital of \$5,000.

Gossard Makes Up Lists This Month

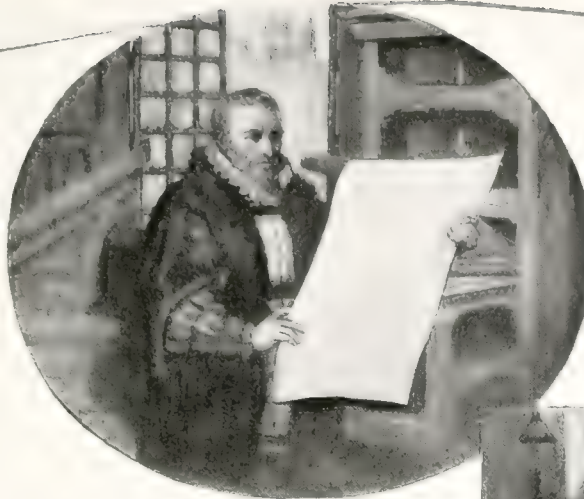
H. W. Gossard Co., Chicago corset manufacturers, will make up during this month lists for magazines and trade papers. E. J. Stowers is the advertising manager and the Chas. F. W. Nichols Co., 20 East Jackson Boulevard, Chicago, is the agent.

Allied Packers, Inc., Are Advertising

Advertising is being placed in newspapers and magazines, for the Allied Packers, Inc., 28 East Jackson Boulevard, Chicago, by the McJunkin Advertising Co. A national campaign is contemplated. G. T. Aldrich is in charge for the Packers.

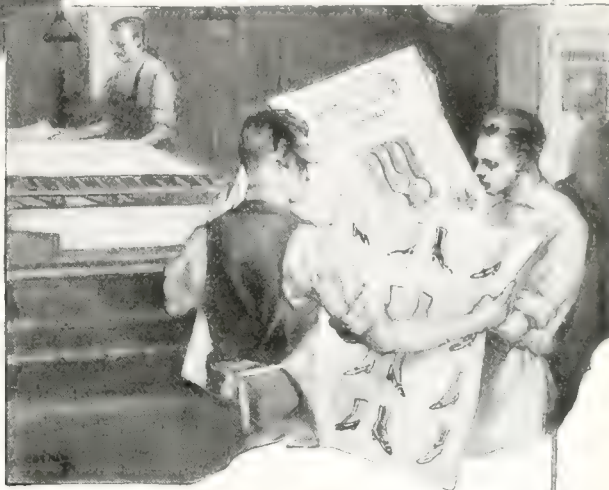
"Wooltex" Will Make Up Lists

The H. Black Co., Cleveland, Ohio, will make up lists during the spring months to advertise its "Wooltex Tailor Mades" using newspapers and magazines. The Geo. L. Dyer Co. handles this account, and H. J. Winsten directs for the Black company.



CHRISTOPHE PLANTIN was a 16th century printer. He knew and collaborated with the most learned men of his day. Notwithstanding that printing paper and presses as we know them were unknown to Plantin, his works were renowned for beauty and accuracy, and several were produced at the behest of royalty. His printing establishment at Antwerp is still maintained as a typographic museum and is a Mecca for all lovers of printing.

From Christophe Plantin to these men



THESE men are typical modern printers at work in a modern press-room. Between their shop and Plantin stretch over three centuries of printing, but these centuries are jeweled with names like De Vinne, Franklin, Caslon, Jensen, Bodoni and Aldus. The printer from whom you will order your next catalog has a background of men who strove to produce Better Printing. With the help of Better Paper these men will be part of the background of the printer of the future.

better
paper
better
printing

PRINTING is an art which is fostered by commerce. It is, nevertheless, an art, and the men who follow it are as proud of good work as Benjamin Franklin was when he printed with his own hands, from copper plates, the paper money for the Province of New Jersey.

Printing has thriven under the impetus which catalog and booklet advertising has given it. Better Paper has also helped to make Better Printing possible, and so has the fact that Better Printing pays.

Whatever the reason why Better Printing pays, it *does* pay, just as better window dressing or better counter display or better finishing of any merchandise pays.

So, because we knew that Better Paper meant Better Printing, we

standardized the manufacture of all grades of Warren printing papers which are now known as the Warren Standard Printing Papers.

These papers are sold on the basis of the better work they will enable the printer to do. Your printer wants to do better work. Examples of printing on Warren's Standard Printing Papers are to be seen in the Warren Service Pieces, Suggestion Books and Brochures which the larger print shops have on exhibit. These books are also in the offices of leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.

S. D. WARREN COMPANY, BOSTON, MASS.

Warren's

STANDARD

Printing Papers

GOTHAM STUDIOS INC^D.
111 EAST 24TH STREET
New York



Those advertisers who want art work that is a departure from the ordinary will find in Gotham a service which makes it a point to give a little more than is expected.

Martin Ullman
Managing Artist

"Gotham for art work"

Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.

Copyrighted

The Part Silver Plays in Finance and Industry.

A Brief History Which Will Be of Interest to All Business Men Showing the Important Part This Product Plays

By GEORGE H. WILCOX

President, International Silver Company

From an address before the National Wholesale Jewelers' Association.

"SILVER and Gold have I none" comes to us as an expression from the oldest history, and recalls to the most indifferent person the treasures sought after by mankind since time immemorial.

Gradually it began to be recognized as a medium of exchange, or as so-called "Money," it not being so cumbersome as wheat, meat, foods of any kind, etc., which are wealth. Logically it was necessary to have some standard as a medium of exchange, and silver was apparently conceded as the best for the masses.

For illustration, the first coin used by the Greeks represented the value of one ox. The Romans really were the first to generally use silver as money, and as they conquered nation after nation, their monetary system was extended, although it was very crude until Charlemagne in 800 standardized the coinage in his empire, and his plan as a foundation was gradually extended throughout Europe, being adopted by England, France, Spain and the other important countries.

SILVER WAS DEMONITIZED

When Albert Gallatin, Secretary of the Treasury under President Jefferson, worked out our coinage system, it was decided to use as a basis the theory that sixteen ounces of silver was equal in value to one ounce of gold. (This figures about \$1.29 an ounce for silver.) For international reasons the United States demonitized silver in 1873, and it has *not* been officially recognized since by the United States.

Demonitization did not, however, eliminate silver from the coinage system of the world. Today it is the chief mental currency of most civilized nations, although not a co-standard with gold. *It is simply a token money.* This does not fix its value, but makes its coinage greater than its metal value, illustrated by the daily market quotation made on Mexican dollars and Indian rupees.

The large demand, especially from China and India, for silver for coinage purposes, accounts to a

great degree for the present high price of silver, although the fact that there is much less being mined now is not an unimportant factor.

The war left the Allies with more than 600,000,000 pounds of copper products on hand, which, with the accumulation of producers, makes a surplus in the world's supply of nearly one year's peace demands. Silver is very largely obtained as a by-product of copper. We know there is now, and must expect for the immediate future, a great curtailment in copper mining, and there must therefore be produced much less silver unless other sources of supply are discovered or old mines reopened.

As stated, there is to-day, and will be for years, a great demand for silver for coinage purposes. The belligerent powers have already piled up war obligations of about \$50,000,000,000, or over double their pre-war debt. The gold reserve has, however, increased only about \$1,000,000,000.

WHY SILVER MONEY IS IN DEMAND

Paper currency has been issued against the gold reserve, but hard money (silver) is most strenuously demanded by the people in many nations by reason of their non-faith in paper money, and because silver is *always* of value.

It is a page of unwritten history that the insistent demand recently made by the British Government for silver was caused by the near approach to a mutiny in India because there was talk of India issuing paper instead of silver rupees, the natives insisting on having actual metal coin. The 263,000,000 silver dollars in the vaults of the United States Treasury represented the only idle accumulation of silver in the world, so it was wisely decided to put it to work. It was melted and furnished to England, and this action on the part of our Government saved what might have been a very serious trouble.

It is whispered in some circles, but only in a very faint breath, that it is the opinion of deep think-

ers the only solution of this war debt problem (except repudiation, which is of course unbelievable) is the remonetization of silver. This would be indeed a very bitter pill for financiers and political economists to swallow, and would put the price of silver immediately to at least \$1.20 per ounce.

The world's production of silver is something over 200,000,000 ounces per year, of which only about one-third is used in arts and sciences. The United States produces about one-third, Mexico about one-third, *normally*, and the rest of the world the balance. Just before the demonetization of silver, or, to be exact, in 1870, it sold at \$1.32 per ounce. Thereafter until recently there has been a steadily declining market, which reached its lowest level in 1915, when the price dropped to 46½ cents, which I think was the lowest price it reached.

This in brief is the history of raw silver.

SILVER IS TRADE-MARKED

Trade-marks are of undoubted antiquity. Ancient Babylon had property symbols, and the Chinese claim to have used trade-marks 1,000 years before Christ.

Because at that time in England such extensive frauds were being perpetrated by the makers of so-called silver, protection was deemed necessary, so Edward I in 1300 ordained that "No manner of vessels or server depart out of the hands of the makers until it be assayed by the warden of the craft, and further, that it be stamped with a leopard's head."

Further protection seeming to be necessary, in 1363 it was required that each silversmith should set upon his work his individual mark as "Assigned to him by the King," also that it must be marked by the surveyor, after being assayed, with the King's mark.

In 1675 it was decreed that all manner of silver vessels be assayed at Goldsmith's Hall, and if there approved as standard, striking thereon the "Lion and Leopard's head, crowned," or one of them, before being exposed for sale, and so there came into being "the Hall Mark."

HOW A WELL-KNOWN BRAND OF SILVERWARE STARTED

In the early '40s, about the time Elkington in England and Christofle in France were perfecting and commercializing electro plating, there was in Hartford, Conn., a

family by the name of Rogers, and in that family three brothers—William, Asa and Simeon. William and Simeon owned a small general jewelry and silver business. Asa was an odd individual—studious, visionary and interested in anything new. The process of "electro" silver plating was being talked of, and, as it was something new, appealed to him. He began to investigate the invention and experiment with the process; absorbed the necessary knowledge, became a silver plater in a small way, and in "1847" the three brothers formed a part-

nership for the purpose of developing silver plated ware.

Simeon ran the shop.

William did the selling.

Asa did the plating.

These boys were the exemplification of honesty and integrity. They made goods that were better than they claimed, and soon the wares made by the Rogers brothers obtained a very high reputation.

They were rather unfortunate in their business venture financially, had many misunderstandings, and in 1862 the three brothers, seeing failure staring them in the face,

LIFE

Due to the oversold condition of the 1st and 3rd issues of each month, LIFE requests advertisers making up new schedules to use the 2nd, 4th and 5th issues until further notice. (LIFE is dated Thursday each week).

It is our wish to keep all issues as near uniform in size as possible thus working to the advertiser's advantage in makeup of copy and position.

The above does not apply to the April 1st Easter Annual, July 1st Independence Number, November 4th Thanksgiving Number and December 2nd Christmas Annual.

Geo. Bee. Arc.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

formed a connection with the Meriden Britannia Company, all three entering its employ, and under certain hard and fast contracts electro silver plated wares were made by that company and stamped

"1847 Rogers Bros. A1,"

the manufacture of which has been

continued from those early days to now, and I hope will be for many years to come. My only excuse for mentioning this is that it serves to bring the history of silver plated wares from its conception, as we have followed it, briefly, to be sure, from the raw metal down and through all years to 1919.

Postal Committee Urges Publishers to Write Immediately to House Post Office Committee Endorsing "Fess Bill"

At Washington, February 10, the House Post Office Committee held a hearing of the Fess Bill, H. R. 10876. The case of the publishers was ably presented by A. J. Baldwin, chairman of the publishers Postal Committee, and representatives of the Associated Business Papers, Inc., and the National Association of Periodical Publishers were also present.

Briefly, the bill repeals the present progressive scale of second-class postal rates, and establishes the rates in effect the first year of the existing law. While the objectionable zone system is retained, the rates are a big reduction from the rates in the existing law.

The bill recognizes the present lack of adequate postal data on costs and therefore proposes a commission of Congress to make a thorough investigation of the entire postal situation. This, it is believed, will open a way to obtain just consideration for all periodicals and newspapers.

The Postal Committee therefore urges that all publishers write today to each member of the House Post Office Committee, expressing endorsement of the Fess Bill, without prejudice to the belief in the unsoundness of the zone system, and to ask the members to report the Fess Bill favorably.

The newspapers, farm papers, magazines and other publications are said to be in complete accord on the wisdom of this move.

Members of the House Post Office Committee are: Hon. Halvor Steener-son, Mississippi; Hon. Martin B. Madden, Illinois; Hon. W. W. Griest, Pennsylvania; Hon. Calvin D. Paige, Massachusetts; Hon. Harry C. Woodyard, West Virginia; Hon. C. William Ramseyer, Iowa; Hon. Archie D. Sanders, New York; Hon. Samuel A. Kendall, Pennsylvania; Hon. James W. Dunbar, Indiana; Hon. Cleveland A. Newton, Missouri; Hon. Guy U. Hardy, Colorado; Hon. Homer Hoch, Kansas; Hon. C. Ellis Moore, Ohio; Hon. John A. Moon, Tennessee; Hon. Thomas M. Bell, Georgia; Hon. A. B. Rouse, Kentucky; Hon. Fred L. Blackmon, Alabama; Hon. Edward E. Holland, Virginia; Hon. Eugene Black, Texas; Hon. Charles H. Randall, California; Hon. Henry M. Goldfogle, New York.

Manufacturers' Sales Agency, Inc., Organized in the South

An agency to direct sales, promotions and publicities called the Manufacturers' Sales Agency has been established at 913 Murchison National Bank building, Wilmington, N. C., with branches at Raleigh, Wilson and Newbern, N. C.

The manager, H. H. Ford, was for

some time assistant clerk of the General Purchasing office of the Panama Canal Washington, D. C.; as chief clerk of the General Headquarters of Engineers, A. E. F., France, and was associated with Elmer Helms, former advertising manager of Wanamaker's, New York. Associated in the firm are: H. C. Hester, of Raleigh, N. C., until recently editor of the *Raleigh American*, and in a like capacity with the *Rocky Mount Telegram*, and Associated Press; R. B. Hester, Jr., of Wilson, N. C., formerly with the Ingersoll Outdoor Advertising Service, but now with the Hester Outdoors Company, and Frank D. Perry, general sales manager of the Light and Water Supply Company, Newbern, N. C.

A feature of the new concern's service is that it is prepared to supply local traveling salesmen in addition to a general line of publicity.

Assume New Duties With the Crowell Publishing Company

The Crowell Publishing Company announces this week the appointment of Lee W. Maxwell as vice-president and general business manager of the company, and that Frank Braucher has been appointed advertising director of the *American Magazine*, the *Woman's Home Companion* and *Farm and Fireside*.

Barrett to be Advertising Head of Brill Brothers—Weiss Devotes Time to General Management

H. J. Barrett has become advertising manager of Brill Brothers, New York, succeeding Jacob Weiss, who held that position for the past ten years, and now leaves to devote all his time to his duties as general manager of the business. Mr. Barrett was with Churchill-Hall, New York advertising agents, for the past three years, and was formerly the editor of *Dollars and Sense*, a daily business feature widely syndicated among newspapers. He has been advertising manager of Hale Brothers, who operate a chain of department stores in California, and head of the Barrett Advertising Agency of Los Angeles. He is the author of "How to Sell More Goods" and "Modern Methods in the Office," published by Harper and Brothers.

Rose-Martin Agency Has Hotel Department—Adds to Sales Force

In order to improve service rendered to a number of hotel accounts, a new department specializing in the analysis of travel sources and the production of hotel advertising has been added to the organization of Rose-Martin, Inc., advertising agency, New York City.

Matthew Phillips has joined the sales staff of Rose-Martin, Inc. Mr. Phillips has been connected with newspapers in Boston and Mexico City.

Fred Dowd Heads National Graphic's Motion Picture Service

The National Graphic Sales Corporation has added to its other advertising motion picture activities a new department for the production and distribution of advertising and merchandising motion pictures for national advertisers. Plans are already underway for film sales campaign that will blanket the country for several large accounts. The new department, which will be known as the National Graphic Publicity Service, will be under the direction of Fred Dowd, well known in the advertising field and more recently identified with the production of motion pictures for business purposes.

Van Pelt Joins Hoyt's Service

Heber R. Van Pelt, who has been manager of the Detroit office of the J. Walter Thompson Company, has joined the staff of Hoyt's Service, Inc. Mr. Van Pelt has had three years' newspaper experience, following which he served for five years as assistant sales manager of the eastern division for Proctor and Gamble. When war was declared he had been with the Curtis Publishing Company a year and a half. He entered the Army and served as a lieutenant. After his discharge Mr. Van Pelt became connected with J. Walter Thompson Company, and now has taken up his work in the New York office of Hoyt's Service, Inc.

Salmons, Seldon Salesman, Sails South

Robert H. Salmons, vice-president of the Selden Truck Corporation, of Rochester, N. Y., in charge of foreign business, sailed today, February 14, for a trip of several months to the West Indies, including Cuba, Haiti, Santo Domingo, Porto Rico and Jamaica. Selden trucks are represented in some of these countries, and it will be Mr. Salmons intention to spread the "Selden gospel" where the trucks are not known.

"New York Tribune" Saves Paper

By transferring its book department, formerly published each Saturday, to the Sunday edition and incorporating it in the Magazine Section without increasing the size of that section, the *New York Tribune* has effected a saving of from two to four pages of white paper each week. This started with the issue of February 8.

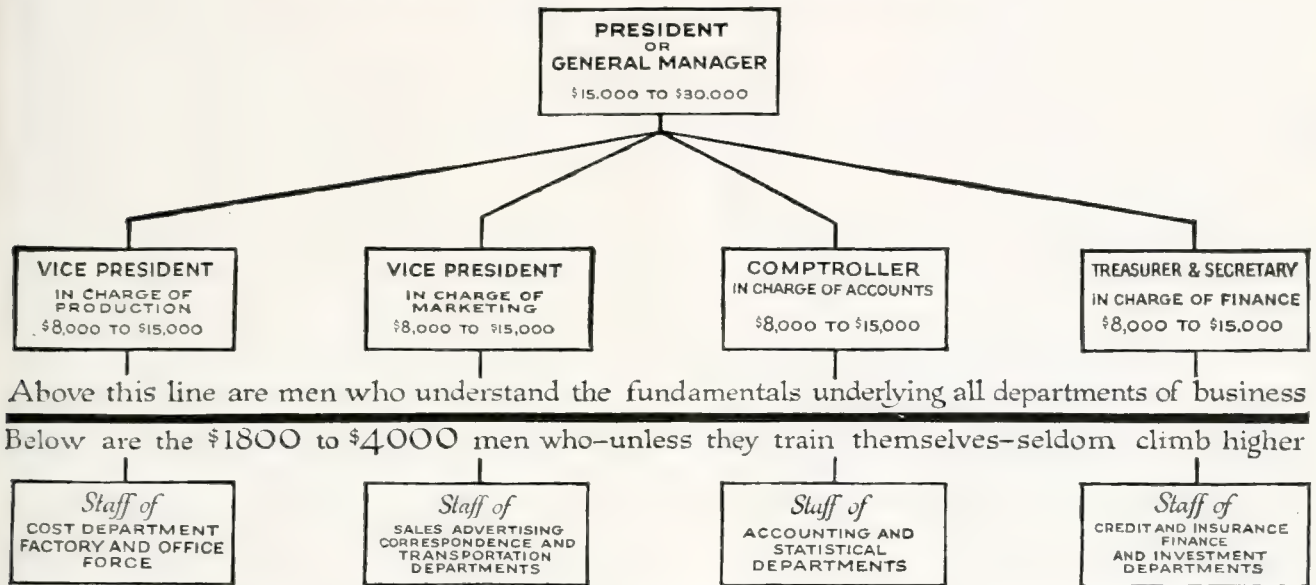
McGraw-Hill Will Run Next Meeting of Technical Publicity Association

The program of the fifth meeting of the Technical Publicity Association, to be held Thursday, February 19, at the Advertising Club in New York, has been placed in the hands of the McGraw-Hill Company. James H. McGraw, R. M. Feiker, L. W. Seeligsberg, J. Malcolm Muir and R. B. Lockwood of the company will speak on subjects which will bring out "How the Technical Publisher Serves His Field." Reservations for the dinner at 6 o'clock are to be sent to W. A. Wolff, Western Electric Co., 195 Broadway, New York.

Two New Members of the A. N. P. A.

The *Daily News and Herald* of Newburyport, Mass., and the *Pensacola Friday News* has been elected to active membership in the American Newspaper Publishers' Association.

Find *your* place and salary on this chart



Above this line are men who understand the fundamentals underlying all departments of business

Below are the \$1800 to \$4000 men who—unless they train themselves—seldom climb higher

DISRAELI, with no fortune but his own ability and ambition, handicapped by race prejudice, rose to be Prime Minister of England—the only member of his faith ever to reach that eminence.

"As a rule," he said, "the most successful man in life is the man who has the most information."

Old as that truth is, there are thousands of men who have never applied it to their business lives.

What advancement will the next few years bring you?

They would refuse indignantly to sign a contract to work for the next ten years at the same salary they are now receiving. Yet the end of the ten-year period will find most of them in the same position, or only a trifle ahead.

There is only one power in the world that can lift a man, and that is the power of added knowledge and training.

For years the Alexander Hamilton Institute has specialized in one thing: it has only one Course; its sole pur-

pose is to take men who know one department of business, and by adding to their equipment a knowledge of the other fundamentals shown on the chart, to fit them for higher positions.

The surest way to attract attention to yourself

THE man who is adding to his knowledge forces himself inevitably upon the attention of his superiors.

"When I learned that some fifty of our men had decided to take up the Modern Business Course and Service," writes the President of one great corporation, "the stock of this company rose several points in my estimation."

The stock rose in his estimation, because he knew that there were fifty men in his company who were directly in line for promotion to higher places, because they were developing the capacity to do larger things.

You, too, may begin now to move forward

THE Alexander Hamilton Institute deals in results, not words. Its advertisements are written in the living experience of the 110,000 men who are subscribers to its Course. Some of these men live near you; ask them.

No matter who you are, or what your position may be, there is knowledge in the Alexander Hamilton Institute's Mod-

ern Business Course and Service that will mean added power and income to you.

Are you already the president of a corporation? More than 20,000 of the 110,000 men enrolled by the Institute are corporation presidents.

Are you a would-be executive at the other end of the ladder? Men of every rank and earning power are numbered among the Institute's subscribers. It is not today's position that is the test. The test is—are you asking yourself: "Where am I going to be ten years from now?"

It is a question, not of place, but of ambition; and the capacity to decide.

Send for "Forging Ahead in Business"

110,000 business men who are following the Course are your guarantee that this Institution is worthy of your investigation also.

To make the investigation easy, a 116-page book has been prepared called "Forging Ahead in Business." It contains valuable business information, the result of years of experience in training men. There is a copy for you without obligation. Send for your copy now.

Alexander Hamilton Institute
296 Astor Place New York City

Send me "Forging Ahead in Business" without obligation.

Name *Print here*

Business Address

Business Position



Writing the Modern-Day Sales Letter

The First Step Toward Success Is in Tearing Away From Past Bad Habits

By CHARLES H. BAKER, Jr.

The Norton Company, Worcester, Mass.

IN this particular article it is my thought to cover only the type of letters which go out from a manufacturing concern. The field of selling and advertising through the medium of a postal campaign, form letters, circular letters, etc., is a fairly new development in that it has now reached the stage where it is so large and so specialized that it must be dealt with individually, and cannot be covered with justice in the discussion of dictated correspondence. Letter writing involves about 10% of correct theory and 90% practice.

A good sales letter was never such a paying investment in cold dollars and cents as at this very instant. Friendly relations must be maintained with customers pestered with reconstruction problems. New customers will be more than welcome now that the war is won.

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.

Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

Advertising Artists

ADVERTISING ARTISTS INC

33 W 42d STREET PHONE VANDERBILT
AOLIAN BUILDING 1240 AND 1241

NEW-YORK-CITY

FIRST OF A SERIES

This is the first of a series of articles on letter writing that will deal with the subject from the ground up, starting with the fundamentals of correspondence.

In this installment the matter of omitting the salutation and conclusion (a much discussed question) is taken up and some attention is given to the matter of "style."

THE EDITOR.

Another reason why a good sales letter is desirable is due to many concerns having given up their old work, all or in part, for another new and directly connected with the war, while perhaps several other companies making a similar established article did not give up their old product. It is but human that customers will remember those who kept them going during times of stress, and for this reason strong, friendly, human letters are of great value in creating sales.

A UNIVERSAL CHANGE

Again quite a few manufacturers have called in their outside sales force, entirely or in part. With this personal contact lacking between producer and consumer sales letters must be doubly effective to hold business. Then too, modern business methods are changing for the better. A good many of the old worn-out and outgrown habits are being cast aside. Working conditions are being bettered, hours shortened, compensation and group insurance provided for; safety is the watchword and better selling service the motto; all tending toward efficiency, more cordial relations between employer and employed,—between buyer and seller. In short the bigger ideas that are being adopted tend to build up a broader human understanding all around, and radicalism is conspicuously absent in these changes. Thus the old evasion, stilted, or indefinite letter is passing; and a more personal message taking its place without the slightest loss in accuracy or clearness, and without any fanciful ideas being exploited. The modern business man has come to realize that the

phrases and practice of 1880 cannot keep pace with 1920 conditions or ideals.

The reason I mention these facts is that, to not a few of us,—some younger, some older—any change is viewed more or less distrustfully, as something to steer clear of until the other fellows have tried it out, and any new suggestions considered as new-fangled and something that will soon pass. By taking this attitude toward the movement for better letters, quite a few have overlooked the advantages and have permitted themselves to focus their disapproval on some of the minor points. They fear to give up the "Dear Sir," and "Yours Truly," and in so doing pass unfavorable judgment on all reforms in business letter writing, as a whole.

The question of the salutation and ending is a side issue. The main point is a desire for a courteous, clear, human letter. From personal experiences I fully believe that they can well be omitted, with perhaps the exception of when an official of one company is writing an official of another. Here the reader's name is valuable instead of "Dear Sir," "Dear Mr. Jones," or "Attention Mr. Jones," is effective; and a simple longhand "Sincerely" before the written signature adds a dignified friendly closing.

NO OFFENSE REALLY GIVEN

One critic of this omission of salutation and ending declared that such a practice was sure to cause offense; he was considerably abashed to learn that he had been receiving such letters for some time from the very man he was then addressing, and had never noticed it. During the years that this practice has been followed there has never been a case where offense has been taken; on the contrary much favorable comment has been received. This illustrates my point that it is not the "Dear Sir" which makes a letter valuable, or acceptable, but the contents and character of the letter proper.

So far as the saving in stenographical time is concerned this hardly enters into the case. It may amount to some \$200 per year on 500 letters per day, perhaps more. If the character of your business is such that such omission would not be justified, stick to it for it is a poor customer who will not be worth more than that to keep on the books. Local and individual conditions must decide this point; broadly speaking they are not of any use and are not intended to be

more than a formality at best, and are much better left out entirely.

Another point often overlooked is, that every letter going out from your offices is a sales letter, not merely those connected with a specific sale. A sales letter, whether it be written to a purchasing agent, a research engineer, or a factory manager, is a letter which makes the reader wish to buy, or to have service from the writer's company. This was brought to my attention yesterday by a purchasing agent for 7500 men engaged in making airplane parts.

"You had us pretty well scared on deliveries back in 1917 and early in 1918," he said, "but one of the reasons why I like to do business with your concern is, that, when I write in for information on an order I get a prompt reply that answers every point. I don't have to make three letters do the work of one. Another thing I like is that when there has been any bad luck in filling an order they tell me so frankly, and don't beat around the bush and try to fool me with a lot of indefinite camouflage."

Another merely said: "When I ask something I get a definite answer and don't have to worry about checking up on order numbers and sizes when that answer comes." This gentleman purchases for 7100 men.

One of the chief results of the cutting away of all the dead and useless phrasing that is a bad inheritance from a musty age, and the incorporation of the subject heading. This illustration shows a very common type of letter written by a concern to one of its selling agents:

The Utica Hardware & Iron Co.,
Utica, N. Y.

Dear Sirs:—

Your esteemed favor of the 26th inst. came duly to hand and was filed. In reply would state that owing to our whole output being turned over to the government direct or to concerns doing government work on a contract number we have no stock on hand as would be the case in normal times. In view of the fact that this is the case, we are sorry to have to advise that your inquiry for 6—2" split pipe threading dies No. 3 is being returned to you unsigned.

Trusting that this explanation will be satisfactory and that you will communicate direct with the Empire Machine Works at Binghamton, N. Y., we beg to remain,

Yours Very Truly,

The Butler Die Corporation
Per L.

L/S

The phrases: "Your esteemed favor of the 17th inst. came duly to hand and was filed. In reply

would state that, etc.," are bad. The very fact of your answering a letter indicates that it has been received; and no one is interested in your filing practice. This may sound unusual, on the contrary it is quite frequent.

Also the words "In view of the fact that" are unwieldy. The word "since" would have been better. To a person not familiar with the matters involved the waste of a minute is necessary to figure what the letter is all about, and under what heading it should be filed.

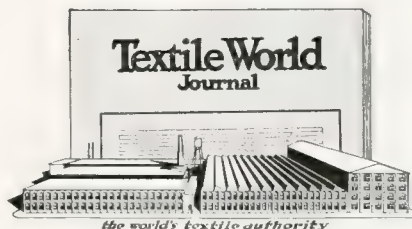
(To be continued)

Association Assigns Its Advertising to Randall

The 4-One-Wirebound Box Manufacturers' Association, composed of makers of wire-bound boxes throughout the United States, has placed its advertising in the hands of the Fred M. Randall Company of Chicago and Detroit.

"Drug Topics" Introduces New Attraction

Beginning with the March issue, *Drug Topics*, "the magazine of the drug trade," announces that it will publish a sixteen page roto-gravure section. *Drug Topics* is probably the first class or trade paper to have a feature of this type.



MOST of all we want to "sell you" the textile manufacturing industry as a market for your product. To do this we stand ready to tackle the proposition with you on the basis of actual facts. And we will be the first to acknowledge that this industry offers you no market if such proves to be the case.

Not until you are convinced that the textile mills present a decidedly worthwhile field will you be ready to take up the ways and means of reaching them.

At that point your investigation will show **TEXTILE WORLD JOURNAL** to cover your market thoroughly as "the world's textile authority." Foremost in its own field, this publication is numbered among those leaders of American business periodicals which are the souls of the great industries of which they form a part.

Textile World Journal

Audit Bureau of Circulation
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Calendar of Coming Events

We specialize in house to house distributing of
Advertising Literature
 and **Advertising Samples**
 We solicit your account
JAMES T. CASSIDY
 206 North Front St., PHILADELPHIA, PENNA.
 Write for our paper "FACTS"

POSTAGE
 The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.
 POSTAGE, Room 297, Metropolitan Building, New York

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B & B SIGN CO., INC.
 341-347 Fifth Ave. N.Y.
 Advertising Signs Window Displays
 Counter Display Cases

When You Require a Cover Possessing

**CHARM
 STYLE
 QUALITY**

SPECIFY

**NEAPOLITAN
 COVER**

Made by the Mill That Will
Peninsular Paper Co.
 YPSILANTI,
 MICH.

Your Prospective Customers
 are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 9000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable reference book free. Write for it.
Send Them Sales Letters
 You can produce sales or inquiries with personal letters. Many concerns all over U. S. are profitably using Sales Letters we write. Send for free instructive booklet, "Value of Sales Letters."
Ross-Gould
 Mailing Lists St. Louis

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

February 17—Convention of the Corset Manufacturers' Association of the United States, New York.

February 16-20—Annual Convention, National Brick Manufacturers' Association, Deschler Hotel, Columbus, Ohio.

February 18-20—Ninth Annual Convention, National Dry Goods Association, Hotel Pennsylvania, New York.

February 19-20—National Association of Chair Manufacturers Convention, New York.

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

Charles Dana Gibson Interested in Window Displays

Besides queries from business people regarding the window display of the B. F. Goodrich Rubber Company in New York during the week of the Automobile Show, A. W. Rutaf, art director of the Wm. H. Rankin Company of New York, who prepared the display, has received a letter of congratulation on his fine work from Charles Dana Gibson.

Rauh of Pittsburgh Secures Four New Accounts

The Richard S. Rauh Company, advertising agents, Pittsburgh, Pa., have acquired the following accounts, all of Pittsburgh: Weimer Manufacturing Company, manufacturers of the Lanham corn planter; Albert Kingsbury, engineer, Kingsbury Trust Bearings; Fromite Laboratories, who put up Fromite toilet articles, and Pittsburgh Automatic Manufacturing Company, makers of Doll-a-bye cradles.

They Advertise Yarns in Illinois

Greig and Ward, Chicago, are forwarding orders to Illinois papers for the Caron Spinning Company's campaign advertising "Caron Yarns."

Juniors Hear a Talk on Car Advertising

Members of the Junior Advertising Club at a meeting held at the Advertising Club House in New York, January

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

February 26—National Association of Engine and Boat Manufacturers Convention, New York.

February 26-27—Material Handling Machinery Manufacturers' Association Convention, Waldorf-Astoria, New York.

February 27—Sterling Silverware Manufacturers' Association Convention, New York.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando.

April 26—National Association of Hosiery and Underwear Manufacturers Convention and Annual Exhibition, Philadelphia.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 28-30—National Association of Cotton Manufacturers Convention, Boston, Mass.

30, heard Charles H. Plummer, promotion manager of the New York City Car Advertising Company, cover the history of the development of car advertising from its earliest days. To learn about the pioneers, the Fleischer Yarn Company of Philadelphia, the Campbell soup advertisements, which were the first to use color, and other matters proved very interesting.

At the meeting of the club, February 13, George W. Hopkins, sales manager of the Columbia Graphophone Company and president of the New York Advertising Club, was scheduled to speak on "Merchandising Advertising."

Standard Advertising Company in New Home

The Standard Advertising Company, producers of Standard and Sterling Syndicate Cut Services in Chicago, have moved their offices and plant from 208 South La Salle street to 1540 East Fifty-third street. They occupy the second floor, 7,000 square feet, of a recently completed structure.

International Motor Truck to Take Over Aircraft Plant

It was announced that the International Motor Truck Corporation has completed plans whereby the New Brunswick, N. J., plant of the Wright-Martin Aircraft Corporation and its other assets will be taken over. The new acquisition of the concern amount approximately \$8,000,000.

"GIBBONS KNOWS CANADA"

Advertising & Selling

Feb. 21, 1920
15¢ the Copy



Foldwell



“Just See How It Holds at The Stitches”

“When that catalog was planned we took into account what many advertisers overlook—the strain on the center page fold. Foldwell was chosen to withstand that strain. Examine it. Not a sign of a crack there—nor on the cover.

“Open and close it all you please. The strain will not loosen the cover *and no pages will fall out.* The stitches will bend before the paper breaks between the holes.”

The printer's confidence in Foldwell is well placed. For Foldwell's rag base and extra strong fibres insure it against cracking or breaking.

By using Foldwell in your catalogs you too can be certain that your sales messages and illustrations will do every bit of work you intend them to do. For Foldwell catalogs, though severely handled and repeatedly thumbed back and forth, always come up smiling.

Our booklet, “The High Cost of Taking a Chance,” on request.

CHICAGO PAPER COMPANY, Manufacturers, 827 Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
100 1/2 Lafayette St., New York City.
Whitcomb & Alliger Co.,
100 Thomas St., New York City.
John Carter & Company, Inc.,
100 Federal St., Boston, Mass.
Alling & Cory, Rochester, N. Y.
Alling & Cory, Buffalo, N. Y.
Alling & Cory, Pittsburgh, Pa.
D. L. Wood & Co.,
100 South St., Philadelphia, Pa.
Phelps & Lasher, Bridgeport, Conn.
McClure Paper Company,
100 S. 3rd St., Minneapolis, Minn.
McClure Paper Company,
100 S. 3rd St., Minneapolis, Minn.
Alden Paper Company,
115 S. 3rd St., Minneapolis, Minn.

Carpenter Paper Company,
100 Seventh St., Viaduct,
Des Moines, Iowa.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.
Spokane Paper & Stationery Co.,
Spokane, Washington.
Tacoma Paper & Stationery Co.,
Tacoma, Washington.
Carpenter Paper Company,
Ninth and Harney Sts., Omaha, Neb.
Kansas City Paper House,
Kansas City, Mo.
Carpenter Paper Company,
100 State St., Salt Lake City, Utah.
Cincinnati Paper Co., Toledo, Ohio.
Cincinnati Paper Company,
Cincinnati, Ohio.

St. Paul Paper Co., St. Paul, Minn.
Allman-Christiansen Paper Co.,
131 Michigan St., Milwaukee, Wis.
Cincinnati Cordage & Paper Co.,
535 E. Third St., Dayton, Ohio.
John Martin Paper Co., Ltd.,
Winnipeg and Calgary, Canada.
Chope Stevens Paper Co.,
Detroit, Michigan.
Blake, Moffitt & Towne,
342 S. Los Angeles St.,
Los Angeles, California.
Black Mountain Paper Co.,
First St., San Francisco, Calif.
Blake, McFall Company,
Portland, Oregon.
Alden Paper Company,
800 S. Washington.



I N A D E Q U A T E

You can't cover the farm market without using farm papers, any more than you can cover a six-foot man with a three-foot blanket.

Farmers are great people to attend to their own business. That business is farming, and they give their first attention to farm papers.

Successful Farming is built to give one hundred percent service to farm families who live on farms in the great food producing heart of the country and who depend on the farm for their living.

Your message through Successful Farming will be welcome where Successful Farming is welcome.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

Power

Advertising.

It is more than just one of the world's greatest industries—a great deal more.

Advertising is a builder of industries.

Advertising is power.

The man is not yet born who is big enough and broad enough and deep enough to measure its force.

For just as electricity is bigger than all the monuments to its power, so advertising is bigger than all the products of advertising.

* * * *

You have in your plant certain machinery—built to do a certain definite work under certain definite conditions.

You have selected that machinery because, after thorough analyses and test, you have found that it gives the biggest return for a given number of power units.

Analyze the Dry Goods Economist.

Analyze it as you analyze every piece of machinery in your plant.

Study it from every angle.

Study its news and editorial pages.

Know their full value to the BIG merchants of America.

Study the market of the Dry Goods Economist.

Know the buying power of those nearly ten thousand big retailers.

And—what is even more important: Know their selling power.

Study the advertisers in the Dry Goods Economist.

Know the reasons back of their success.

Let us tell you how the Dry Goods Economist is giving the biggest return for a given number of power units to Textile manufacturers in nearly every line.

Do you really know the DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

* REVIEWED BY RESEARCH

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;
Paul W. Kearney, Associate Editor.

William B. Curtis, Treasurer;

29th Year

FEBRUARY 21, 1920

Number 35

An Advertising Man Rises to Object to "Poisonous" Advertising Copy

After All the Question Is Shall Constructive
or Destructive Advertising Hold Sway?

By GEORGE F. WHITSETT

DURING an orthodox 44-hour week I am an advertising man, but for most of the rest of the time I am a free moral agent, more moral than free, bathing and shaving from the same water supply, reading by the same current, riding the same trains as the professors, plumbers and profiteers. It is in this my capacity as human being that I am impelled to revolt and cry out against the goads of certain copywriters.

I am not a nervous man and my disposition has not been ruined by a Bolshevik duodenum. I am normal, neither far nor lean, hairy nor beardless. I do not wear spats or talk in my sleep. The statistics man probably has me in mind when he strikes his average.

And yet there has gradually been growing up in me a malady of dread and fear and anger, provoked by certain copywriters. They have chased me and pricked me and put me on the spit. I do not remember when they first started after me—I hardly noticed it at first—but recently they have prodded me up so much and hounded me until I no longer feel safe going through a magazine alone. They are the practical jokers who hide among the pages to jump out and torture me. They are the bad boys who lie in wait with tar pots and dead snakes in the dark corners along advertising lane.

They have taken a devilish notion, apparently, to ruin my face and rot out my teeth. While they

WHAT DO YOU THINK?

THERE is not an iota of fabrication in Mr. Whitsett's article, though it reads most sensational. He has submitted to us the originals of every advertisement from which he quotes, though for obvious reasons we do not mention the names of the advertisers, let us say they are without exception large advertisers and every piece of copy has appeared in national publications of the highest standing.

Mind, we do not say this sort of copy, "fear copy" it is called, is wrong, *per se*, but we do think every writer of advertising will do well to give serious consideration to Mr. Whitsett's arguments, for we are assured many others are thinking the same way. Mr. Whitsett wrote this article on January 2, for example, while on January 15 the "Christian Science Monitor" ran an editorial on the same subject, which is reproduced on the succeeding page of this issue.

Our readers are invited to write us what they think about "poisonous" copy.

THE EDITOR.

are doing that they will spread all kinds of inferred terrors through my whole system, until, dear knows what soon will be left of me.

For a long time one of them has been slowly dissolving my teeth with acid. If I didn't believe it, send and get some papers and prove it. In fact, nine out of ten of us, I believe it is, have our mouths full of this acid. (His stuff must not be used very widely, anyhow!)

Then others came along and put a scum over my teeth. It was this film which after all produced the acid. Day by day I saw it grow; and, furthermore, in this verdent

mess millions of germs wallowed and worked and bred like prehistoric cells in an orgy of slime, hunger and love. My only hope was to use so and so and peel off this cantankerous coat like the skin from an onion.

But others came and inferred that chemicals that would remove this premature shroud from my fast failing teeth were so strong and cutting that they would finish off the teeth themselves!

THE INNOCENT BYSTANDER SUFFERS

In the meantime the fight goes on, with me, the innocent bystander, getting it in the jaw every pop. "It's acid," yells one and he shows me by a picture how it bores little holes in my healthy teeth like a hard, sharp-pointed instrument. The little holes can't be seen or felt and the boring acid cannot be felt or tasted, but some day—crash! a stab of pain will tell me my tooth has caved in, laying bare that soft inside where the demons live. "It's film," shouts the other, with its tartar, acid and germs. The dread results are the same.

Others are working on my face to fix it so my best friend can't recognize it. For a while they "told me the truth" about whether I should rub the lather into my beard with my hand, or just spread it on with the brush. The confusion was such that I don't remember just which I should have done.

But now! Now their shafts are coming home to me. The tortur-

An Editorial From the Christian Science Monitor On the Subject of Methods of Advertising

In connection with Mr. Whitsett's indictment it is interesting to read the following from the editorial page of the January 15th issue of *The Christian Science Monitor*:

"The war has had, of course, an immense influence on advertising. With the success of the various 'drives' has come an impulse, on the part of every sort of enterprise, to make the cost of the same effective methods. Effectiveness seems to be the one criterion that many consider. From its very nature a 'drive' is a form of compulsion. In addition, it is frequently used for very questionable objects. Certainly apparent results do not justify a doubtful end, any more than a purpose that is assumed to be good justifies any and all methods for attaining it. When a high-wayman gets all the valuables of the passer-by whom he has skillfully attacked, doubtless he thinks himself wonderfully efficient. Instead of either force or inveiglement, true advertising is education. At its best it is the turning of attention to what is true from every standpoint; at its worst it is a forcible fixing of public thought on

some line of action, regardless of whether the course be right or wrong.

"If an advertising campaign succeeds in putting into the hands of a million people a bad book, it does so by deliberately planning to put them to sleep so that they will judge evil to be good. The same is true in the case of many a much-talked-of motion picture. All too often people have been influenced more by the advertising than by the actual production. They have been told beforehand what they should like and how they should like it. In this way little scope is left them for intelligent individual appreciation. This same pernicious method is being used nowadays by many optometrists, who would induce people generally to believe that they are more pleasing with spectacles than without. If people can be deluded in such a manner, possibly they could even be induced to paint circles around their eyes, after the fashion of an African savage. Many organizations which have purported to be benevolent have used pictures and other de-

vices specifically intended to shock people. Then they have accompanied or followed these by piteous appeals for funds, on a basis of utter sentimentalism. All this, of course, tends to avert attention from the really right way, rather than actually to advertise what is worth while.

"Surely, then, the so-called advertising of the horrible, the diseased, the destructive should be no more tolerated, even by advertisers themselves, than liquor or opium propaganda, for instance, can be in America. Only what is genuinely constructive can ever be true advertising. And in the best of advertising as it develops, the mere reiteration of slogans and catch-phrases needs to be kept within reason. Craftiness has to give way before the best craftsmanship. This is what the advertisers of the world, including especially the Americans who consider themselves proficient pioneers in this work should continually remember. Every method should be honest and really wise, whether it be used for automobiles or for soap."

ers can laugh with devilish glee because now every time I think of putting lather or a razor on my face—normal, phlegmatic person that I am—I begin to squirm and shiver.

Listen to this, quoted from a recent advertisement: "When you rub partially dissolved, ordinary soap into the pores, the friction and the caustic in the soap raise a lot of tiny blood blisters which the razor slices off. Then you complain about your tender skin. Any skin is tender when it's burned raw and then sliced with a razor."

Isn't that a pleasing picture to dwell upon as you skid toward your hurried morning shave? And nearly all the other shaving soap fellows keep rubbing it in. Here are a few nerve-calmers, selected from one ad: "irritating," "harsh," "mussy," "tenderer," "blood," "roughen," "abrasions," "caustic," "wrinkles," "dried out," "stretched."

And some of the razor fellows are joining the league for making the thought of shaving torturous. "When your roughened skin shrinks away from your harsh razor edge"; "when a razor scrapes and leaves your face sore"; "taking off some of the skin along with the beard"; "the blade is carried into the surface of the skin"—these

are some telling gouges selected from one ad.

COMPLETING THE CYCLE OF FEAR

Just to complete the cycle of woe to be expected by a man shaving himself, one advertiser steps forward to remind me of "the small cuts that so frequently occur during a quick shave" and to devil me with the assurance that "germs exist, lurk and spread everywhere—in bathrooms as well as elsewhere"; and that "we can't see them—that makes the menace doubly dangerous!"

There you have the complete picture of shaving. Each artist has added his little touch of horror—blistering my skin and slicing it, pulling and scraping and toughening it, cutting it and getting in the germs to do heaven knows what to me. That is something to think about during the day when I am worrying about my teeth, wondering what those prolific millions of enemies are doing to my mouth and my poor body.

Do these fellows, by this fear of punishment and misery, make me buy their instruments and preparations? They do not. They may give me neurosis and destroy my normal poise and happiness, but they cannot drive and whip me into buying their wares. And I be-

lieve the advertisers who appropriate their money for these campaigns of frightfulness would do well to remind their copywriters that the normal urge of the human desire is toward the ways of hope and peace. We all know life is a frail and worrisome thing, but the man who helps us escape from the gruesome and morbid and monotonous, is the man we're for. We will spend our money with him because he's our friend.

Happily for me and my fellow human beings who live to buy and buy to live, few of the other advertisers are emulating the teeth and shaving men. One cigar advertiser shows me how a man might look who gets dizzy from smoking and makes me imagine that I may feel like that after my next cigar. And a certain versatile manufacturer adds another worry to the automobile owner by suggesting that his car may soon fry in the "fat" gathered in his grease pan. But in the main, the rest of the advertisers still paint the glowing hope of reward and pleasure and satisfaction. And may they so continue for the sake of me and my fellow men—and for the permanence of advertising as a sales force and as an agent of optimism and courage to the human soul!

By J. H. LEWIS

The Art Work Dominates This Campaign of the Atlas Powder Company as Described in the Accompanying Article by Mr. Lewis.

gasoline and high explosives all contributed to multiply man's strength, and how tasks that formerly required months were now but a question of days. It was shown that peace reconstruction must depend upon wresting from Mother Earth the iron, copper, zinc and coal, without which industry would be paralyzed. The part Atlas Explosives would play in unlocking these metals and minerals from the great storehouses of Nature was, of course, featured.

HOW MUCH COPY IS ENOUGH

Although the advertisements were principally illustrations, there was enough copy in the right swing to fill the bill. The insertion which ran under the title "Man Power," for example, read:

Man's Power is determined by tools and methods.

Steam, electricity, gasoline and high explosives all contribute to multiply his strength. Tasks that formerly required months are now completed in days.

In mining, in quarrying, in road construction, in excavating, in farming operations and in many other forms of labor man's power is vastly increased by the aid of Atlas Explosives.

Engineers and others confronted with blasting problems are invited to avail themselves of our Service Division's wide experience.

Men of long training will freely aid you in selecting the right explosive for your particular purpose and will help you get the most efficient and most economical results.

The text of the "Raw Material" advertisement is along the same line:

The question now pressing for consideration in every industry is raw material.

Before any of the reconstructive aims of peace can be realized, iron, coal and copper must be wrested from the earth.

Nature's great storehouses are unlocked with Atlas Explosives. Production is hastened and precious man power is saved through the use of Atlas Explosives.

Anyone striving for a more efficient method of mining, quarrying, excavating, road construction or farming can obtain valuable aid by submitting his problems to the engineers of our Service Division. They will specify the exact explosive to secure most economical results in each particular case.

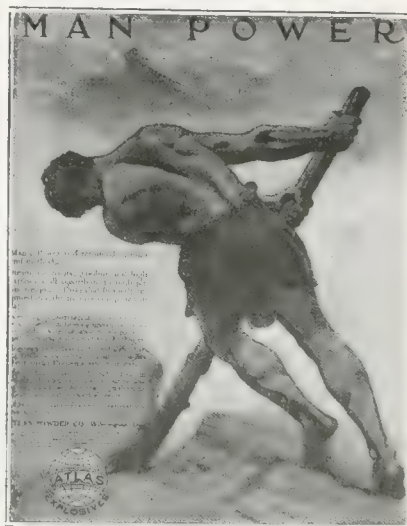
One of our most beneficial aids, you see, is the application of today's problems. The copy and its message were timely—a splendid "point of contact was reached." To give the story the weight and substantial appearance it should have, full-page spaces were used and the choice of media was that type represented by the *Saturday Evening Post*, *Literary Digest*, and others.

SERVICE CONSISTENTLY OFFERED

To follow up the desire to create Good Will, due emphasis was given all through the series of a

willingness and desire to give any user of explosives any assistance he might need. In each insertion the people who are or might be interested in explosives were invited to lay their blasting problems before the Atlas Service Division where they would receive personal co-operation in the effort to reduce their blasting costs or to secure better results from the explosives they were using.

After all, what will create Good Will more than a willingness to render a real service? If the user of one's product can be instructed



Another of the Series of Advertisements Creating the Intangible Asset Known as Good Will.

in its use so that his costs are cut down, his labor reduced or production increased, it will not require a super salesman to retain his trade. That is the main reason why "Put your blasting problems up to us" so frequently appears in Atlas advertising.

To illustrate the manner in which these queries for assistance are responded to a booklet of 128 pages dealing with the use of Atlas Powder on the farm is sent the inquirer. It deals with the process, technique and fundamental details of stump blasting, boulder and subsoil blasting, tree planting, ditch digging and road making. It averages about two illustrations to a double-page spread, showing the procedure of blasting all the way from the elementary facts about uncoiling the fuse to the proper position of the charge under the object, and the results from proper and improper methods.

The text of the booklet begins with three pages about powder and its properties, spends considerable

time on the different functions and methods that have proven most efficient; show the readers plenty of evidence from "satisfied customers"; and winds up with over 12 pages of valuable farm facts like the number of plants, trees or holes that ought to be used in an acre; seed figures and facts; dope on such properties as lime, nitrogen, manure and fertilizers. In short, this book is a genuine textbook on many economies of labor and effort that make it an invaluable aid to the progressive farmer.

It is only one item in the system of reinforcing Good Will by giving real dollars-and-cents service. Really, it is the only way we know of making the "intangible asset" secure.

San Francisco Club Secretary Directs War Loan Organization

Theodore Hardee, secretary of the San Francisco Advertising Club, has been appointed Director of the War Loan Organization for the Twelfth Federal Reserve District, of which Governor John U. Calkins, of the Federal Reserve Bank, is chairman, and Clovis A. Farnsworth, associate director. Mr. Calkins and Mr. Farnsworth are members of the San Francisco Advertising Club also.

Mr. Hardee was chief of the Liberal Arts Department and Director of Special Events at the Panama-Pacific International Exposition, and has held executive positions in the Federal Reserve system. His splendid work during the five Liberty Loans has qualified him undeniably as a leading authority on government loan matters, and exceedingly well for his present office.

Montreal Publicity Association Makes Merry

A "Ball Masque" was held by the Montreal Publicity Association at the Ritz Carlton Hotel in Montreal, Canada, recently. Many costumes worn represented advertised products.

Federal Trade Commission Will Issue Book Next Month—Volume Will Contain Every Decision from its Organization in 1915 to June, 1919.

The Federal Trade Commission, which has been especially active in investigating cases of alleged false and misleading advertising wherever it appears that interstate commerce is involved and that the case appears to fall within the Commission's corrective jurisdiction, is now preparing for publication the first volume of its decisions covering a period from its organization in 1915 to June 30, 1919. The volume, which will contain every order that the Commission has made within the period stated, will be distributed, it is reported, through the Superintendent of Documents, Government Printing Office, and sold at cost. The book is scheduled to be out next month.



DR. ALBERT SHAW

The Men and Women Who Make Our Mediums

DR. ALBERT SHAW

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By EDWARD MOTT WOOLLEY

DR. Albert Shaw is the biggest reporter in America, yet one can hardly say whether his genius exhibits itself best in reporting or editing. The public knows him chiefly as an editor; those who enjoy a closer acquaintance are familiar with the fact that he goes out himself and gets tremendous news—which would stagger any star reporter on a metropolitan newspaper.

Often, when he wants to secure or verify facts bearing on international or national affairs, he leaves

his office at the *American Review of Reviews* in New York and jumps down to Washington—or out west, or somewhere else. He knows personally hundreds of senators, congressmen, governors, cabinet members and ex-members, and big business men generally. In his correspondence files may be found the signatures of the most prominent men in the country—and in other countries. They write him friendly, intimate letters which reflect his vast acquaintance.

I have seen a few of these mis-

sives, and recall one in particular inviting Dr. Shaw to attend a certain political gathering which might have as its destiny important national consequences. Its session was held behind locked doors; yet Dr. Shaw—reporter and editor—was asked, without solicitation on his part, to be present.

This, I think, symbolizes his mission and ideals in the editorial world. He holds confidences sacred, but desires above all things to keep in touch with movements that bear in a big way on the lives of the people—so that when the time comes for editorial statements he can assay the thing accurately.

Probably there is no other man in the country quite so well posted in public affairs. Every month he dictates from sixteen to twenty magazine pages on the progress of the world. Let no one believe him a figurehead in this job. Nobody does it for him. I doubt if anybody could do it as he does, for it involves an all-embracing, first-hand knowledge of the things about which he writes. It is a projection of his own associations with leaders everywhere.

HE MAKES HASTE RAPIDLY

When Dr. Shaw calls in a stenographer, things happen fast; he dictates very rapidly and with direct lucidity. The front pages of his magazine are held open each month until the last possible moment, and the speed with which they finally take shape may well astonish the average periodical editor, who likes plenty of time. The job more closely approximates the rapid-fire writing and editing of a morning newspaper, when the presses are waiting in the basement and the night is far advanced.

Of course no man could know personally the full details of world affairs. Interwoven in Dr. Shaw's background of first-hand knowledge must be a fund of lesser facts. To get these he maintains a complete clipping system, conducted by assistants and directed by a man who is a magnificent understudy. He carries in his brain not only a chart of the big things that are happening the world over, but a composite map of the globe.

Dr. Shaw belongs in San Francisco, Seattle or New Orleans as much as he does in New York; he maintains his office in the latter city only because he must have a desk somewhere. Mentally, he simply lives in the United States of Amer-

ica. If he could have a stationary office balloon, he says, it would be anchored directly over the center of population.

The daily newspaper editor's mind is divided into epochs comprising days and hours. His brain is more or less a jumble of events that float swiftly through the journalistic sky and pass along out of sight, like clouds on a threatening day. His mental camera takes a thousand snapshots of these clouds every day; the films are developed in rapid succession and thrown on the newspaper canvas, but only a few of them are retained by the whole public as permanent history.

THE TOPICAL PORTRAIT CAMERA

On the other hand, Dr. Shaw's cerebral camera is adjusted only for time exposures of the heaviest clouds—the events that make broad and lasting history, by epochs.

True, his office keeps a figurative camera for fast exposures to local current events which give indications of merging into doings of nation interest, but not many of these films are ever developed.

One of his missions, he says, is to encourage the reading of newspapers, general magazines, and class publications by giving to their contents a clearer significance. He feels strongly a direct responsibility to the people for correctly presenting, in periodic sequence, the impartial facts of current history and the broadest thinking of great minds. At times he is persuasive, but never assumptive. He desires to guide public opinion—to make people think but not to think for them.

Yet I doubt if there is another editor whose opinions carry such weight with the intelligent classes—or one so equipped by education, experience and temperament for such a mission. Nor is there another editor so widely quoted.

His personal friends know him, however, as a quiet, modest and friendly man, whose polish is utterly devoid of ponderosity. His tall, slender and robust figure and his quick elastic step might belong to a man of thirty.

STARTED WITH A PEN IN HAND

Here is a good place to diverge for a minute and record the fact that Dr. Shaw was once a newspaper man, and always will be. Beginning with his years in Iowa College, he showed a marked leaning for writing, and was one of the active editors of the college weekly. Even in those days he wrote learned

Milwaukee's Fame

REMEMBERING that Milwaukee is still famous even after the demise of John Barleycorn Schlitz, one finds the answer in the fact that Edward Mott Wooley, author of this article, made his earthly debut there in 1867—on February 25. Upon being graduated from high school in 1883, Mr. Wooley went into business life. Ten years later he branched out into literary work as a reporter on the San Francisco Examiner, subsequently working on the Chicago Herald and Times-Herald. From 1901 to 1904 he served as literary editor and editorial writer for the Chicago Journal, and later on the editorial staff of the Chicago Post.

After deserting the newspaper field, Mr. Wooley further distinguished himself as a trade paper editor on Fuel and on the staffs of several other papers, including System. In still other lines of literature Mr. Wooley is well known as a juvenile story writer, having published several books, and as the author of other books dealing with fiction and business, including *The Art of Selling Goods*, *Miss Huntington*, *The Real American in Romance*, and others, as well as contributor to such magazines as *The Saturday Evening Post*.

articles on politics for the Grinnell, Ia., Herald.

After graduating he quickly attained his ambition to become part owner of this little newspaper.

I have heard him say that he learned to do every kind of work in this establishment. Along about dawn he washed the towel, and swept out. Then if the printer didn't show up he set type from whatever copy he had on hand. Next he rushed out and gathered the news, and then put this into type. He made up the paper and ran the press.

When these trifles were off his shoulders he would spend the rest of the afternoon—and perhaps a large part of the night—writing about constitutional history and economic science.

Such weighty subjects absorbed him so much that after two years as country editor he entered Johns Hopkins University as a post-graduate student, of course in the Department of History and Political Science. It happened that he and Woodrow Wilson boarded at the same place. Mr. Wilson was quite as deeply in love with political science as young Albert Shaw. They read each other's manuscripts and exchanged ideas. At this time Woodrow Wilson found relaxation in song; he had a high tenor voice, and was quite famous in the university glee club.

Some two years later the work of Mr. Shaw attracted the attention of

the Minneapolis Tribune, on which he became an editorial writer. Shortly afterward, on leave of absence, he returned to Baltimore for a time to secure his Ph. D.

As an editorial writer, and subsequently editor of the Minneapolis Tribune for a number of years, he made his mark in the Northwest. Speaking of those early days he said to me:

"They afforded a wonderful opportunity to study in literal practice the development of civic and sociological themes to which my inclinations ran so heavily. Minneapolis at that time was quite unformed, but we had a group of far-seeing men who were determined to lay out an adequate future for the town. For one thing, they saw that if they could get the shore line of a chain of swampy lakes for the city they would assure the ultimate possession of a most wonderful park system. Everyone familiar with Minneapolis today knows how this aim has been achieved."

This perhaps illustrates the early influences that had more or less bearing on his expansion into bigger work along corresponding lines.

Somewhere in this epoch of his career he wrote a book on social movements in the United States, which established him as an authority. But the problems of municipal government and of urban life obsessed him, and in 1888 he went abroad to study European cities. Here he remained a year and a half, afterward writing in the *Century Magazine* on foreign municipal administration. He was the author, too, of books along similar lines.

ACROSS THE POND

In London he met William T. Stead, who had recently founded the *English Review of Reviews*. Mr. Stead and Mr. Shaw were deep in the same problem, and their close acquaintance was natural. He wrote for the Stead publication, for the *Pall Mall Gazette*, and for other periodicals of large import.

Returning to America, Mr. Shaw resumed his direction of the Minneapolis Tribune, but soon received a cablegram from Stead asking him to come over to London again on a matter of great consequence. He went, and the two discussed the proposition that Mr. Shaw found an American magazine to have the same mission as the *English Review of Reviews*. It was proposed that the two supplement each other.

"Nearly
everybody
worth while
reads
Cosmopolitan"



OFFICE OF GENERAL MANAGER
HOTEL ST. FRANCIS
SAN FRANCISCO

Mr. J. Mitchel Thorsen,
Business Manager,
Cosmopolitan Magazine,
New York City

Dear Mr. Thorsen:

Cosmopolitan's sale at the St. Francis
is larger than that of any other monthly magazine,
regardless of price or class.

You will also be interested to know
that our news-stand clerks report that buyers of
Cosmopolitan are invariably persons of the highest
type.

Here at the Hotel St. Francis, at the
Gateway to the Orient and one of the cross-roads
of the world, where so many distinguished and cul-
tured foreigners come and go, they often call for
Cosmopolitan when buying American periodicals.

These results of my investigation have
given me first hand knowledge of the supremacy of
Cosmopolitan as a magazine and an advertising medium.

Sincerely yours

Thos. J. Coleman



Except for this, it is possible Mr. Shaw might have been a college professor. Indeed, he was elected Professor of International Law and Political Institutions at Cornell, and was invited to lecture at Johns Hopkins, University of Michigan, and other learned institutions.

The university field, however, did not attract him. "I wanted more action," he says.

I might say here that Dr. Shaw is not a physician or chemist. He is a doctor of other learned things; his title was gained through breadth of knowledge in the fields of political and civic research. In addition to his Johns Hopkins degree, five universities have conferred LL.D. on him.

True to his newspaper instincts, Dr. Shaw believes in going to the real sources of information. As editor of the Minneapolis *Tribune* he went for his news to the highest authorities; second-hand interviews, in his estimation, did not have much value.

THE REPORTER'S INSTINCT

He has never changed his views on this point. His mind is still eminently that of the earnest aspiring reporter who wants to get at the bottom of things, and he sees more value in truth than he finds in spectacular headlines.

It often happens that the telephone wires leading to his office fairly jingle when he calls up big men and asks them to write for his magazine. For example, he recently phoned one of the great captains of industry.

"We need an article from you," he explained, "on the subject of such-and-such a phase of the present-day situation."

"Impossible!" said the industrial giant. "I'm no writer; besides, I haven't the time. Send around one of your men and I'll talk to him."

"That isn't what I want," insisted the editor. "You are the *one* man in the country to give people absolute facts in a situation that vitally concerns their welfare. To be authentic, and to have the highest possible influence, it must come from *you* direct. We will hold the space open for three days."

Before the time expired the manuscript came in, dictated by the business leader himself. Dr. Shaw has the reputation among his associates of hypnotizing these big men into writing.

In this respect his function as an editor has taken a most unique turn. One serious problem of the average

magazine editor is to stay the tide of would-be writers; he has little difficulty in corraling the writers he wants.

MAKING THE HORSE DRINK

On the contrary, Dr. Shaw goes out and rounds up unwilling writers. He drags them in by the collar and says to them: "Your duty as American citizens is to write."

Usually they do write—and oddly they write in a hurry and hustle the manuscript to Dr. Shaw. Sometimes he allows them only twenty-four hours, and they get down to business and do the thing like true reporters.

Occasionally, of course, he isn't quite able to weave a hypnotic spell sufficiently strong. Then it happens that his reportorial prowess—the inveterate ability which star newspaper men possess to get news—comes into play.

In one instance, Dr. Shaw went after a prominent American back from Europe only three days with valuable information bearing on industrial and political affairs. Finding it impossible to secure a magazine article in time to meet the next publication date, Dr. Shaw said to him something like this:

"I don't see how you are going to escape responsibility for informing the people, in a direct manner, of the great issues at stake, and the steps necessary to meet them. You can at least convey this message through the medium of a speech."

The talk was given as scheduled, and Dr. Shaw had his authoritative verbatim magazine statement.

WATCHFUL ACTION

On another occasion Dr. Shaw learned, through his intimate acquaintance with industrial leaders, that the president of a certain great corporation would deliver an address to his fellow-manufacturers and would tell the best possible story of an important strike. Thus he secured the material for his magazine. It is through this sort of watchfulness that he keeps in touch with big affairs.

These indirect methods, however, are not often necessary.

I might add that Dr. Shaw himself is in great demand as a public speaker. He is a member or officer of many institutions like the Academy of Political and Social Science, the American Economic Association, General Education Board, League of Nation Union, Armenian and Syrian Relief Com-

mittee, Serbian Relief Committee, and so on.

I do not mean to convey the impression that Dr. Shaw is a worshiper of great men or established names. What he wants is the inside truth of things, whether it comes from sources high or lowly. If he feels that a bricklayer knows the facts, he goes after that bricklayer; or clerk, railroad conductor, or office manager.

Almost all magazine editors have the reputation of "making" writers. Personally I question the general accuracy of this statement. You might say that writers make editors. At any rate, conceding that writers are thus manufactured, most editors have an easy job in one respect—they find a vast amount of willing material. Most people who appear on the editor's horizon are willing and anxious to be made. Indeed, their impulse is so overwhelming that they stand up under extraordinary rebuffs and costly disappointments.

Dr. Shaw's troubles more often concern the problem of making writers of all sorts of people who don't feel the impulse—whose blood shows, on laboratory analysis, absolute freedom from that mysterious malady irreverently called "the bug." His job resembles that of the physician who vaccinates little Johnnie while the latter's father, mother and a couple of aunts hold him down. Dr. Shaw inoculates recalcitrants good and deep with the writing-bug virus.

Sometimes he gets hold of people who, although disclaiming ability at the start, develop into writers of extraordinary power. I have in mind several instances in which writers became famous in their own fields through Dr. Shaw's bacteria.

PUTTING THE "MAN" IN "HUMAN"

This may be one reason why his office is a very human sort of place—though Dr. Shaw is essentially human by nature. Some editors have the reputation of keeping a hammer handy, with which they can whack on the head any daring author who gets by the gatekeeper for the purpose of offering an idea. Queer, because magazines are supposed to live on ideas!

Dr. Shaw's office is quite accessible—and unmistakably the den of an editor who likes people and books. There are heaps of books everywhere. You are apt to find thirty or forty of them on the window sill, for lack of other space.

The New York Globe

is a Daily Newspaper made primarily for those who buy it every day at two cents the copy.

THE GLOBE Is a Unique Newspaper in Many Ways

It functions and breathes independence and forceful constructive initiative.

It is a complete, wholesome and interesting product.

Globe readers have confidence in the advertising which it accepts and prints.

Member
A. B. C.

The New York Globe

180,000
a Day

JASON ROGERS, Publisher

I have heard of one editor who keeps a solitary chair for callers, with the seat three-cornered and about the size of grandfather's boot-jack. It doesn't sit well, and visitors don't consume much of the editor's precious time.

Dr. Shaw's office has a good many chairs, and some of them possess wide and deep leather seats. Perhaps cushions are necessary for the mental inoculation of people who don't want to write.

I am inclined to believe, however, that the reason for those chairs lies deeper. This is the office of an editor whose inclination and philosophy are *contact* with his fellows. It is thus he reads the vital currents of human life that flow past his editorial shores.

Wood Becomes Vice-President of The Frailey Advertising Co.

Merrel A. Wood, Cleveland advertising man who recently associated himself with The Frailey Advertising Company of Youngstown, O., in the capacity of manager of service, has just acquired a substantial interest in that company and has been made its vice president.

Bill Would Limit Size of Papers and Magazines

Daily newspapers would be limited to sixteen pages, Sunday papers to forty-eight pages, and magazines to 100 pages under a bill introduced this week by Representative Fuller, Republican, of Illinois. Publishers failing to comply would be denied second-class mail rate privileges. Representative Fuller also introduced a bill to prohibit the export of woodpulp and print paper for one year.

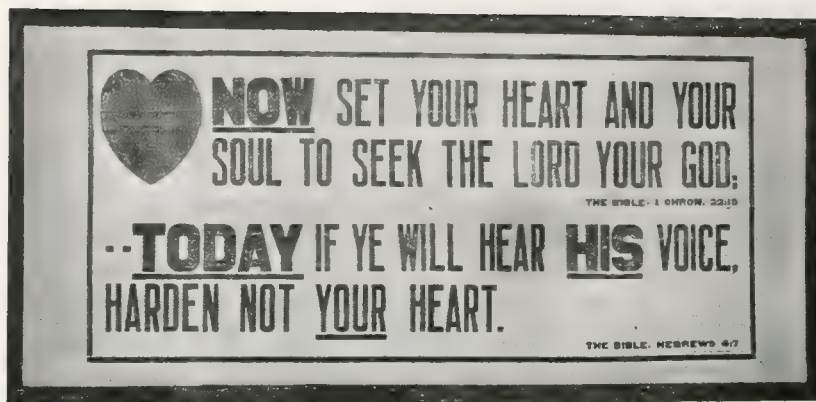
Divison Advertising Manager of the N. Y. Telephone Co. Is Promoted

H. W. Casler, division advertising manager of the New York Telephone Co., has been promoted to assistant to E. F. Sherwood, vice-president. From February 1, 1911, until February 1, 1919, Mr. Casler was division advertising manager of the company, and from the latter date until December 1 his title was division publicity manager.

He entered the employ of the company in 1910, took charge of the advertising and publicity work in the New Jersey Division, with headquarters in Newark. In 1911 he was transferred as division advertising manager to 15 Dey street, and since has directed the publicity work in the metropolitan territory.

Loyal Order of Moose Advertise for Members

An interesting departure in fraternal publicity is being handled in Chicago by Wm. H. Rankin Company for the Loyal Order of Moose. The campaign consists of a membership drive being conducted through vigorous paid advertising in the Chicago daily newspapers. The campaign is meeting with such success that it is likely to be extended to New York and other large cities.



Specimen of Poster Used in Campaign Paid for by a Mysterious Unknown.

Women Pays for Scripture Quotations on Posters

Sends Cash With Order for Large Posters In 100 Localities—Doesn't Give Name

THE display of passages of scripture, of an evangelical character, in St. Louis street cars has been extended to posters. Posters nine feet high and twenty-one feet wide on boards in 100 localities throughout the city of St. Louis now bear the texts:

Now Set Your Soul to Find the Lord, Your God.

Today, if Ye Will Hear His Voice, Harden Not Your Hearts.

The St. Louis Poster Advertising Co., which attended to the printing and posting of these bills, received the order, accompanied by cash, from a woman who did not give her name. She said the work was financed by an organization known as the Great Prayer Community.

The street car placards were paid for by a woman whose name has not been made known. As they are handled by a different company, it is not known whether she was the same person who ordered the posters.

Southern Newspapers Launch Next Week a Nationwide Advertising Campaign—178 Journals, 116 Publishers to Let North and East Know of Buying Power

An advertising campaign to acquaint the business men and manufacturers of the entire country of the marketing possibilities of the new "cash buying" South was announced this week by the Southern Newspaper Publishers' Association. Of this organization in the thirteen southern states, 116 publishers already have contributed to the fund for the campaign which will be invested under the direction of the advertisers' committee composed of the following members:

Arthur Newmyer, associate publisher of the *New Orleans Item*, chairman; Victor Hanson, publisher of the *Birmingham News*; John S. Cohn, publisher of the *Atlanta Journal*; Charles H. Allen, publisher of the *Montgomery Advertiser*; W. A. Elliot, business manager of the *Jacksonville Times*; Charles Gladfelter, business manager of the *Louisville Herald*. This committee, during the progress of the campaign, will work in connection with President James H. Allison of the Southern Newspaper Publishers' Association and with Walter C. Johnson, secretary.

When the budget for the campaign, which will be the most gigantic of its

kind ever planted, was compiled the committee asked the Southern Council of the American Association of Advertising Agencies to plan and direct the work. Thomas E. Basham, chairman of the council and president of the Thomas E. Basham Advertising Agency of Louisville, Ky., who is to direct the campaign, plans to launch it about February 15.

The advertising will be conducted in the big metropolitan dailies of New York, Chicago, Cleveland, Detroit, Indianapolis, Toledo, Akron, Minneapolis, Springfield, Ohio, and other large industrial centers. Appeals will be made to manufacturers of automobiles and automobile equipment, and in the principal media of large agricultural implement manufacturing centers appeals will be directed for more labor-saving modern equipment. Mr. Basham has compiled many trenchant facts regarding the South and its publishers, and, under his direction, a most comprehensive book entitled "The Great Southern Market" has been written to be advertised and distributed throughout the United States.

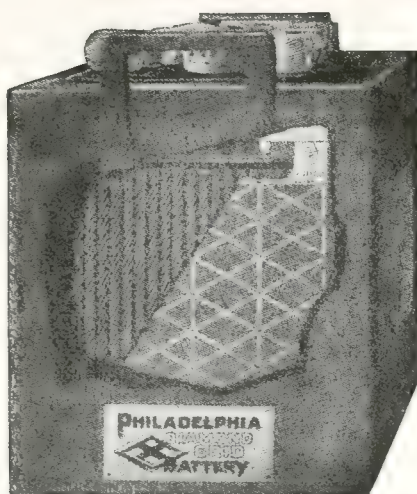
Goodyear Company Adopts \$4 and \$6 Minimum

Effective March 1, the Goodyear Tire and Rubber Company will adopt a minimum wage scale which affects 225,000 employees. Men will receive a minimum of \$6 a day and women \$4 a day.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



The Diamond Grid Battery and Collier's

Collier's has been chosen as an important factor in The Philadelphia Storage Battery Company's 1920 advertising campaign.

"Watch Collier's"

Are Your Workers Sold on Your Advertising?

Not Being Advertising Men, Most of Them Conceive Some Queer Ideas About the Money Spent for White Space

By GILBERT EVANS

"YEAH," growled Jim, the lathe operator, holding out a copy of the house organ, "these guys are payin' out a hundred thousand dollars a year fer advertisin' and us poor suckers gotta get along somehow because they tell us materials is too high fer them to give us a raise."

"Yeah," Fred growled in reply. That presentation of the idea had never struck him before. When he got back to his planer after lunch he told the fellow on the next machine about it.

"Yeah," he growled. "Why don't that split up that hundred thou and give it to us in wages?"

Up in Building 7, where the clerical forces work, little Susie, who folds letters on the mail desk, ran across a communication to one of the company's dealers. The communication told the dealer about the \$100,000 advertising appropriation—"an expenditure made so that you may be better able to sell this line and increase your profits."

"Whaddaya thinka that?" Susie passes the letter to Frieda. "Here we is woikin' fer ten bucks a week an' all the time these birds is spendin' a hundred thousand so's some guy in Utah kin make more money!"

The word passes about the table, and for an hour or more a line of disgruntled chatter rises above the swish of the celluloid folding wands. Thus a note in the plant house organ and an observed letter ignited a fire of unrest in, perhaps, a score of minds that will smoulder and burn until something else is as carelessly thrown into the blaze.

What is the answer? Or the remedy? Or the preventative? The answer takes the form of a preventative—*sell your workers on your advertising.*

"Shucks," says the average man, "it keeps us hustling to 'sell' our workers on the idea of using enough lubricating oil on their machines."

Maybe so. But that's your problem. The point is that it is just as vital to your welfare to keep the *mental* machinery of your plant well

lubricated as it is to keep the *mental* machinery greased to satisfaction.

FRICION NOT RESTRICTED TO MACHINES

For lubrication is supposed to overcome friction! And it seems to be less expensive to have a machine's bearings heated by friction than to have a man's reason impaired by it.

Those of us who are hollering the loudest about unreasonable labor today probably know that better than some others, because familiarity with the expense sheets is an impressive example. Yet in the excitement of the shouting most of us seem to have missed the main point—neither faction has approached the other side with anything resembling the thing Confucious called, "mental hospitality": the ability to understand the opposing side of the question.

Lack of understanding is the chief difficulty. And the business of selling your worker on your advertising is one important step in overcoming the difficulty. It puts a check on one of the many flames of disgruntled unrest that is burning out mental machinery today.

Yet it is disappointing to find out how few firms are really taking advantage of this effective idea. Take a hundred national advertisers, and you can count on your fingers those who utilize this preventative. But the fact that some do inspires confidence in the plan and hope that it will become more universal in application. I recall a concern manufacturing machinery in the West that called a mass meeting of every employee in the place and proceeded to sell their pending campaign to every mother's son of them. You can bet that those workers knew, when they left that meeting, how the expenditure of such a large sum of money operated to their own benefit.

I know of an eastern hosiery manufacturer, confronted with a slump due to the cancellation of war contracts, who gathered the operatives in his plant together and showed

them why he was going to advertise, what the results would be, and pointed out graphically how they would all benefit from the use of a sum of money which, after all, only represented some several cents per pair of hose. Those girls didn't go back to their machines grouching about spending money that ought to go into their envelopes!

DO YOUR FOLKS USE YOUR GOODS?

One of the country's best known packers adopted these same methods before opening a campaign for a new commodity. And the idea behind that effort suggests even another angle—the question is not only do your workers know why you should advertise, but also do they *believe* in the advertising and are they influenced by it? But more of that later.

And more, later, of my own personal opinions. A little correspondence on this subject brought to light some really progressive men who are adopting a plan of selling advertising to their workers. One of the most illuminating replies to that letter of inquiry came from G. P. Hynson, advertising manager of the S. D. Warren Company, the Boston paper makers. Mr. Hynson says, in part:

"We are not sure that we are doing all that we should be doing in this connection, but we should be pleased to outline just what we are doing, and then hope to get some further suggestions from you or from the articles to appear on this subject in a forthcoming number of your periodical.

"In November, 1917, we started to publish a House Organ in the interests of our employees at our mill, the organization here in Boston and the men connected with the selling of our product in the field. It occurred to us that we could do much more for our men at the mill through a publication what was three-sided in its appeal, rather than through the means of an ordinary House Organ because the usual mill publication is so limited in the scope of its work that it tends to narrow, rather than to broaden, the vision of the workers. At least, that was our conclusion.

"In this publication we have tried to interest the men at the Mill in what is going on in the field, and, in turn, to keep the field informed with the developments at the Mill. In this way, our House Organ, while its circulation is confined strictly to the workers at the Mill and to the workers here and in the field, is not, strictly speaking, a local House Organ.

"Just what success we have had from this publication, we are not able to say. At times we are encouraged to believe that it is a tremendous success, and at other times we feel very much discouraged. We suppose that this experience is common to those who try to do anything and do it well. Some numbers of our House Organ have been in such demand from men at the Mill that the editions have become quickly exhausted; but we are frank to confess that we have never been able to get at the reason for the popularity of any particular issue.

"In addition to publishing this House Organ, which, by the way, is called the *Warren Monthly*, we try to keep the men fully informed regarding our advertising plans and activities through the means of an Annual Meeting, through Bulletin Board service at the Mills on which we post current issues of our advertising and also books and other pieces issued on our papers by other advertisers. We also put the men at the Mill on our mailing list to receive the various pieces of advertising we issue from time to time. They are sent out Campaign Books which call attention to the character of our space advertising and they are in every way kept in touch with what we are doing in the promotion of the product of their hands and brains."

FOUND ADVANTAGEOUS

Another concern, the Perkins-Campbell Company, of Cincinnati, is doing some work on this line. M. D. Campbell, sales manager, says:

"With reference to our interesting our employees in our advertising campaign we always post copies of our advertisements in our factory.

"Also at our Annual Entertainment and Ball for the employees we had our Advertising Agent explain the purpose of our campaign and how it effected each and every worker and his family. In connection with his talk he used slides showing some of the advertisements that we use. We find this results greatly to our advantage."

Aside from these two (and the three previously referred to) I have not found any, in this brief research restricted to a certain group, doing anything *real* along the line of "mental hospitality." A large tooth brush manufacturer, for instance, tells me "we take no steps whatever to interest our employees in our advertising campaigns and do not publish a house organ of any sort."

If you will pick out a town that

maintains no fire department because they don't think fires necessary, I'll show you a direct analogy: protection against mental fires isn't a bad idea!

Of the remainder who answered the inquiry into their method of meeting this problem, several are making a rather feeble attempt to do what the minority are doing well. A few said that they were "posting advertisements on the bulletin boards," and some said they were "reproducing them in the house organ." But that isn't getting anywhere, is it? If your wife shows you a receipt for \$350, does that prove to you that it was necessary to spend that amount for a suit?

NOT BILLS BUT REASONS

If I am a disgruntled worker in a mill, the "receipt" for a \$6,000 advertisement won't make me feel any happier.

So I claim that if there is any smoldering fire in the minds of your men and women, flashing in their faces a seemingly needless expenditure of money isn't going to help matters a bit. But if you will see to it that they know why the money is spent and what the benefits of that expense will be—not only to the dealer in Utah, *but to them as well*—then you will be getting somewhere in the realization of genuine cooperation.

And you will find that when you represent their labors to the public in the proper fashion, they will be keener about the sort of effort expended.

All of which may sound rather far-fetched to the heated executive who is at the moment cursing the labor agitator who just ducked out through the front gate. Regardless of how it sounds, it's experience. Maybe if that heated executive had sneaked out to where that agitator was talking to a little group of interested and cordial workers and had made himself one of the group (a disguise being essential, of course) he might have heard the walking delegate say (as I have heard them say):

"Friends, here is a copy of the Spazinkum Gazette. In this paper there is a full page ad put there and paid for by the guys you work for. That ad, gents, cost your bosses \$4,000—cold cash, for one insertion. In other papers this week this company is spending \$12,000 more—just for this week. If they took that \$16,000 and added to the pay of each of the 1,600 men here, you'd all get a \$10 raise.

"Friends, if they can throw that

money away each week, you might as well get a hunk of it."

Without your training and experience, Mr. Executive, wouldn't that sound like pretty good logic?

It sounds so good to most workers that the progressive concerns of the country are straightening out their employees' ideas about advertising before the walking delegate gets on the job.

That sounds more logical to me.

Subscription to this Paper is \$154.50 a Month, According to Pre-War Exchange

Copies of the *Near East News*, the first English language newspaper ever published in Western Asia, have just arrived in New York. Put out under difficulties in Tiflis, the capital of the Georgian republic, by Americans who are there as members of the Near East Relief, the four-page paper issues daily with the exception of Sundays and holidays. Its subscription price is 300 roubles a month, or \$154.50 in American money at the exchange rate before the war. However, this does not mean that a subscription costs that much now, for the rouble is at a heavy discount in the Caucasus at present.

The paper's news is frankly obtained by clipping other papers and boiling it down without comment. The physical make up of the *Near East News* is very good under the circumstances, and the matter taken from other papers is indeed strange. Especially so are the American items, for many appear to have been invented or dreadfully garbled.

A \$750,000,000 Corporation

In Richmond, Va., the formation of a mercantile corporation to be capitalized at \$750,000,000 was announced this week by the officers of the Southern Dry Goods Association. During the past few weeks the corporation is said to have purchased 1,600 stores, and has holdings in the Montgomery Ward Company, the United Candy Company, the Marler-Dalton-Gilmer Company and control of several well-known textile mills. George J. Whelan of the United Cigar Stores and James B. Duke of the American Tobacco Company are reported to be the backers of the new business.

Lord Northcliff on Advertising

Lord Northcliff, the famous English newspaper owner and publisher, in speaking of advertising recently said: "Advertising has been placed finally and definitely on the map by the war. Everybody knows that without publicity we should not have got the soldiers or the money. I am told that the total amount spent on advertising by the Allies and their American partner during the war was fifty million sterling. Advertising is only at its beginning. It is understood now, and its growth will be prodigious."

Gallagher to Be in Charge of "Sales Manager" Advertising

Walter J. Gallagher, former advertising director of Samuel Lewis, will join the forces of The William Edward Ross Service, Inc., publishers of *The Sales Manager* publications, as advertising director on March 1.

Are Intra Mural Art Departments Profitable?

The Answer Is As a General Rule "No"

By CARL EDGINGTON WIDNEY

THE following letter to the editorial office of ADVERTISING & SELLING from a large manufacturer brings up an interesting subject that may be bothering others in the same class:

"We have been operating our art department in connection with our advertising department for a number of years. We have done this primarily as a matter of convenience as we handle our advertising direct instead of through an agency. By having our own artists we are able to make our own wash drawings of our products, as well as to work out our advertising designs under our own personal supervision.

"We are wondering if many other manufacturing institutions conduct an art department in connection with their advertising department and if so, whether they find the art department profitable."

Quite a number of concerns in various lines have their own art departments and some of them at least claim that it is a good investment. Others feel that financial profit is not the criterion, inasmuch as convenience or economy of effort cannot be reduced to monetary fractions. This manufacturer should know after years of trial whether the plan pays or not in dollars and cents. But perhaps he is wondering whether the money actually saved is worth the results. There are several phases to be considered, some of which will not apply to certain cases, but for the average manufacturer the following observations should be well pondered.

If intra mural art departments were profitable or even self-supporting it would seem that every sizable advertising agency would have one. No other business offers a better opportunity to make use of home grown art work. Their business is so closely interwoven with art and their members are so able to supervise its functioning, that no field of endeavor affords more ideal conditions.

Expenditures for art work in an agency equal that of engraving and exceed that of printing. Agencies ordinarily charge about 15% over the net cost of art work which they buy in the open market from well

organized studios, or freelances. For that 15% fee they assume the responsibility of originating the idea and supervising its execution. If an art department of their own could be made profitable they above all would install one; yet but few agencies maintain an art department. Their reasons for shunning the mirage are no doubt based on some of the objections taken up in this article. There are agencies who do have such departments, even printing and engraving departments, but they have special reasons peculiar to certain accounts that they are handling, which more than offset the objections. In fact, because of the size of an appropriation and the special demands of a client, some agencies have to support intra mural art, printing and engraving departments even at a loss. But their problems bear too little resemblance to those of the average manufacturer for use as guidance.

PRODUCTION THE PROBLEM

Full time of all artists cannot be utilized. It is thus that the unused fraction of time spells loss. Take the case of one of the largest mail order catalog houses in the country. Their catalog work alone keeps a certain printer busy five-sixths of the time, but because of that one-sixth, which represents profit or loss, they prefer to give the job out. The printer, of course, fills in the one-sixth with outside work and thus makes his profit. Very few manufacturers are doing such a volume of advertising, especially those who can dispense with the service of an agency, that they can keep even a small number of artists busy all the time. Paying for unproductive time soon devours the little that might be saved.

The desire to use the artists in the department rather than outside talent is so strong that quality is liable to suffer. "I must keep my men busy" becomes an obsession with the art director and work is given to his mediocre men, that under ordinary conditions would be intrusted only to men of special ability. The line of demarcation between what can be accom-

plished within the department and without, is as meandering as it is vague, and as in baseball, the decision always favors the runner.

Variety of talent is worth more than the economy of using too few men. Artists nowadays are not maids-of-all-work. A good letterer or mechanical man is usually weak on figures or color, and vice versa. The opportunities for even one-talent artists are so extraordinary now in view of the overwhelming demand for advertising art work, that there is little lure in accepting a position on an intra mural staff. This makes it almost impossible to secure men good enough to meet the demands even of the small internal departments.

The manufacturer is forced to call upon outside artists anyway for the execution of certain drawings beyond the capabilities of his own men, if he wants to secure the best at all times. Like the moon that never shines on dark nights when we need it most, intra mural art departments cannot deliver the goods when it is most needed. If it is advisable to buy outside occasionally, it is better not to feel obligated to patronize home brewed talent at all.

IDEAS FAIL TO COME

Too close relations with the art director of an intra mural staff may lead to paucity of ideas. At best it results in nothing more than the execution of the ideas of the advertising manager. It does not allow for the valuable suggestions of others not so close to the work. Proper focus or perspective is what is needed in merchandising. Advertising agencies have proved their worth by lighting upon selling points in a commodity overlooked by the manufacturer himself. He is too close to his product to see its fullest possibilities, as has been demonstrated times without number with worthy products that could not be sold until some agency discovered certain qualities that changed it from a shelf warmer to cold cash.

A real live advertising man who knows art values, can cooperate with the solicitors of art studios and secure the work of better artists than could possibly be afforded in an intra mural department. It is a fallacy to feel that personal supervision must be exerted to the extent of having the artist work under the wing of the advertising manager. The convenience of an intra mural staff is so offset by the

(Concluded on page 35)

How Much Can Two-Fifths of a Cent Accomplish?

A Campaign That Reaches Two and a Half Million of the Most Progressive and Well-to-Do Families of America, at a Cost of Two-fifths of a Cent

SUPPOSE a printer came to you and offered to reproduce in full newspaper size any super-advertisement you might design, for two-fifths of a cent. Any moderately careful purchasing agent would wonder immediately how your printer proposed to handle his contract.

But suppose he then offered to deliver this splendid color page to more than two and a half million of the most progressive homes of America—still at two-fifths of a cent a copy.

That sounds almost incredible. Yet that is exactly what the American Weekly will do for an advertiser.

You can reproduce any advertisement you wish in full four color process in full newspaper page size, and deliver it to over two and a half million families, at a cost of two-fifths of a cent a copy, through the American Weekly.

But, of course, the fact that a color page in the American Weekly costs only two-fifths of a cent, is not the essential recommendation of the American Weekly to advertisers.

It is mentioned only so that we may visualize the tremendous service the American Weekly gives its advertisers for the money they invest in its pages.

* * *

This is the really important consideration:

So effective and economical have color pages in the American Weekly proved themselves, that 90 percent of the advertisers using them have

doubled their schedules for 1920, and almost all the pages available have been contracted for.

* * *

Even the most superficial examination of the American Weekly as an advertising medium reveals the reasons for its continued and increased use by advertisers who have thoroughly tested it.



COLOR

ONLY THE BLIND FAIL TO SEE
COLOR—ONLY THE DEAD FORGET IT

90% of the Advertisers using American Weekly color pages in 1919 have doubled their space for 1920. Contracts have been received for practically all the space available in 1920.

**TWO AND A HALF MILLION FAMILIES
READ
THE AMERICAN WEEKLY!**

"IF YOU WANT TO SEE
THE COLOR OF THEIR MONEY—USE COLOR!—A.J.K. **amtro**

For one thing, it has a larger circulation than any other publication in America. Nowadays there is a good deal being said about occult influences, the control of mind over matter, the force of concentrated minds—but this, we grant, is beside the point.

However, if you use a circulation as large as that of the American Weekly you reach a good many people in *every little neighborhood*. They all think about your goods. Talk about your goods to each other, and to their retailers. In other words, they concentrate upon your goods. And each talker, hearing that his neighbors know all about your new breakfast food, or vacuum cleaner, decides it must be a won-

derful new product. And your retailer, hearing them all talk, decides it must be a very good line for him to carry.

So by making many in a community concentrate on your product, the large circulation of the American Weekly wields a great influence—without being in the least occult—in your favor.

Juries, we all know, are more often moved by public opinion than by evidence before the bar. One of the most deliberated questions of the universe is, "What will the people think?"

The American Weekly reaches so many people in every neighborhood that it immediately creates a public opinion in your favor.

Then—to make this great circulation doubly effective—advertisements in the American Weekly are printed in four colors to give vividly lifelike reproductions.

Color makes an instantaneous appeal to prejudices, associations, predilections and environment far beyond the facts displayed in the type and illustrations of an advertisement.

Psychological investi-

gators have proved that all colors impress the imagination while black and white taxes the imagination. And they have demonstrated further the fact that different colors cause separate mental reactions which can be obtained in no other way.

Red, for instance, arrests attention and promotes action. Green is associated in the mind with cool open spaces and suggests the open country, farms and cleanliness. Hence it gives excellent results when used in food advertisements.

Yellow and orange suggest light and warmth. They stimulate the mind to cheeriness and good nature and create a favorable and receptive mood in the prospect.

Blue immediately suggests the sky and the sea and the dignity of nature and by association, reliability and substantial worth.

THE AMERICAN WEEKLY combines the largest page in America for a color display with the largest circulation of any publication in America.

And then, quite beyond color and circulation, as one of the Hearst group of publications, it offers its advertising clients a "reader interest" far beyond that of any other publication in America. For it is a principle unit in a gigantic and progressive publishing organization—overwhelmingly the largest in America and national in scope.

All the twenty-odd newspapers and magazines in the Hearst group are edited with the same progressive policy in view, appeal to the same type of alert progressive and growing families and their combined circulation is more than 5,200,000. Of this great Hearst publication circulation the American Weekly reaches two and a half million families, concentrated in seven of the wealthiest centers of population in the United

States. It is distributed every Sunday as a principal part of each of the Hearst group of Sunday newspapers.

There are seven great papers in this group—the New York American, the Boston Advertiser, the Washington Times, the Chicago Herald-Examiner, the Atlanta Sunday American, the Los Angeles Examiner and the San Francisco Examiner—seven live and progressive papers attracting not only the largest but the most progressive group of newspaper readers in America.

And here is another thought. Any other audience as large as two and a half million would be composed of the circulation of several

magazines. The audience would, therefore, be widely scattered in big and little cities.

The AMERICAN WEEKLY'S circulation is however, concentrated in the seven great trading centers of the country—exactly where you have your distribution.

Also any other circulation as large as this would be in a publication depending for its reader interest on fiction and special articles—as interesting one day of the month as another.

The AMERICAN WEEKLY on the other hand is the only national publication that is issued not only with special articles and pictures, but also with the fresh, local, all important daily news of the well managed newspaper. It delivers your advertising message with a snap and force throughout the entire country on the same day.

The American Weekly is like a French 75 that you may fire with the rapidity of a machine gun and direct with the precision and ease of a high power rifle.

It gets your highly volatile message across to the minds of its readers with the maximum of speed through the medium of its attractive colors.

It goes accurately to the mark—because it goes with "today" interest in publications that carry fresh local news.

And it is highly concentrated barrage because it is centered on the seven great metropolitan trading territories of the United States, which are the most strategic points upon which an advertising campaign can be brought to bear.

The American Weekly—which has a greater circulation than any other publication in America—is also the only national publication that is circulated with fresh, local news.

Two and a half millions of the more progressive and well-to-do families of the United States look for its color pages every Sunday as one of the principal features of the

**NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN**



A. J. KOBLER, MANAGER NEW YORK
1834 BROADWAY
H. J. Griswold, Western Representative
Hearst Building Chicago, Ill.

Because the newspapers with which the American Weekly is distributed and its readers are so progressive, more and more shrewd advertisers are finding it their most profitable advertising medium.

Historical Shavers

A Human-Interest Campaign For Durham-Duplex Razors Based On Prominent Historical Characters

By C. L. EDHOLM

WORKING in libraries and museums for three months, and consulting hundreds of volumes of history and biography, two research men secured the data for a remarkable series of advertisements that tie up the shaving habits of the illustrious with the Durham-Duplex safety razor.

How many facts do we know about the shaving habits of historic characters?

Very few indeed. We are all aware that some of the greatest men of history were smooth shaven, but that's about as far as our information goes on that line. Whether they patronized a barber or shaved themselves, whether they were careful or careless about their regular morning facial exercise, what they said when the razor slipped; these are matters upon which history is not very voluble.

So the task was not an easy one, as a bulky biography of some here might contain only a single obscure reference to his dexterity with the flashing blade, and when such a story was unearthed it must be capable of attractive handling by the copy writer, or else go into the discard.

The three months of research resulted in forty anecdotes, of which twenty-four were selected to be illustrated by portraits of the well-shaved great men and sketches of some incident in their careers that related to their use of the razor.

This series forms the basis of an unusually comprehensive advertising and merchandising campaign that is using newspapers, trade publications and dealer helps, and is to use generous space in the national magazines and billboards as well, in the early part of 1920.

It was no haphazard choice that led to the featuring of great men of history in the attempt to put the spice of human interest into this series.

As a representative of the Durham Duplex Razor Co. explained to the writer, the shape of the razor itself suggested this theme, and gave the series a logical relation to the idea. It was not alone the fact that so many notables show a fine, big, well shaven chin that is emphasized, but the fact that they used a certain kind of razor; *not* the Durham-Du-

plex, to be sure, but an implement that closely resembled it. When this razor was considered as the subject of a series of advertisements, it was apparent that the main point in which it differs from other razors is the old-style razor design. It has the length of handle and of blade, the balance, the "heft," the construction that causes it to lie against the face at the proper angle for a diagonal stroke, the only correct stroke for an easy shave.

To these ancient principles in razor design are added the new features of a detachable blade with two edges and a guard; as the slogan expresses it, the Durham-Duplex is "A real razor made safe."

HISTORICAL SHAVERS

The copy follows this line of argument throughout; that the razor used by great men, such as Washington, LaFayette and Lincoln was of

the same time-tested design as the Durham-Duplex, which retains the value of the old model and improve it with a guard and a detachable double-edged blade.

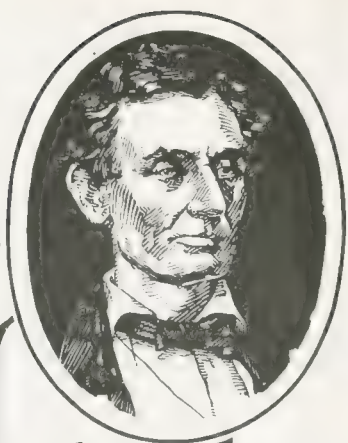
A number of the anecdotes dug out by the busy research men were strikingly appropriate. The copy entitled "Old Put's Closest Shave" might have been made to order for this series, for it tells how, "on the morning of February 26th, 1779, General Israel Putnam the lion-heart of the American Revolution, stood before a mirror in the home of General Meade in Greenwich, Connecticut, his good, old-fashioned razor poised for the first long, shearing stroke. Suddenly he saw in the glass the figures of enemy cavalry sent to capture him. Acting for once in his impetuous life 'on reflection,' he leaped to his horse, his face still white with lather, and escaped down the perilous rocky stairway on what is now 'Put's Hill,' to alarm his soldiers and disperse the enemy.

"To just such rugged characters we owe the precious liberty that we are helping to secure for the world today. And to just such common-



A well known chain store puts in a window display linking up their business with the newspaper campaign.

The Razor



Lincoln used

THE razor Lincoln used was not unlike the man himself—in outward form, unassuming, and yet an instrument of exquisite balance—with a time-saving length of blade, a fresh, keen stropped edge for the work in hand and a wonderfully even temper.

One picture shows Lincoln as full of affection for this honest blade despite the fact that his deep-furrowed face was not the easiest to shave. The only things that Lincoln's razor really needed to lighten the patient morning task were the safety and convenience of the guarded, *double-edged* blade of the

"And in his simple shaving kit may be seen his equally simple razors. While their model is many hundred years old, they have never been bettered in heft, or shearing width, or right shaving angle on the face. At such times when his old servant failed him, Washington would have appreciated the guarded, two-edged blade of the Durham-Duplex because he would have found it nothing more than his own well-loved model made safe."

Then there is a story about Henry Clay, whom we have all quoted in our school-boy days, declaring that we would rather be right than President—and of course we were right. It seems that his own barber refused to vote for him, but Clay "thought more of a shave than a vote," and continued to patronize master barber Jerry Murphy, of Lexington, who handled the razor with such consummate skill.

Napoleon, it is recorded, shaved himself "with singular dexterity," and bequeathed his precious silver shaving set to his son, the King of Rome.

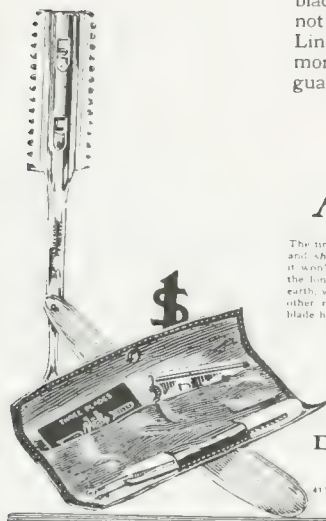
Sir Walter Scott thought up the best ideas for his novels while shaving, and while much blood flows on his pages, it is presumed that little was drawn from his thoughtful face.

Julius Caesar ordered his soldiers to shave in order to baffle the barbarians he was fighting, for these unmannerly warriors had a way of gripping a Roman by the beard and treacherously jabbing the victim with something sharp while he was thus hampered. Caesar's clean shave order must have been a grand boost for the razor merchants of that day, by the way, and would have made good copy for an advertising campaign.

THE DISGRACEFUL WHISKERS

Then there is Thomas Jefferson, cited as a plain citizen opposed to all undemocratic display, who purposely shocked the fastidious dames by appearing at a levee "dusty, booted, spurred and *unshaven*." Emphasis is laid on the fact that an unshaven appearance is an affront, and that Jefferson was as a rule careful to shave every morning.

Robert Fulton is mentioned as a man of such wonderful inventive genius that if the razor he used had been capable of improvement in form



DURHAM-DUPLEX

A Real Razor—made Safe

The time-tested *heft*, the splendid *temper* and *shape* of the razor Lincoln used—but it won't cut your face. Furthermore, it's the longest, strongest, keenest blade on earth, with more shaving mileage than any other razor. And when this two-edged blade has dulled, keep it for sharpening in

a spare moment. You can strop it—you can hone it—why throw good steel away? Seven million users have seen the good sense of adding all these extra advantages to the acknowledged good points of their old razor. Go to your nearest dealer and join these seven million practical men today.

ONE DOLLAR COMPLETE

The Greatest Shaving Mileage at Any Price

This set contains a Durham-Duplex Razor with white American ivory handle, safety guard, stropping attachment and package of 3 Durham-Duplex double-edged blades (6 shaving edges) all in a hard-leather kit. Get it from your dealer or from us direct.

DURHAM-DUPLEX RAZOR CO.

100 BALDWIN AVENUE, JERSEY CITY, N. J.

CANADA: 41 Victoria Street, Toronto. ENGLAND: 21 Church Street, Sheffield. FRANCE: Place St. André, Paris. ITALY: Constantino Ettori, Viale Mazzini 3, Milan.

One of the historical series of newspaper advertisements connecting the Durham-Duplex advertising to famous characters in history

sense razors as 'Old Put's' we owe the most convenient and safest of all modern shaving implements—the guarded and detachable double-edged blade of the Durham-Duplex, a real razor made safe. In form and shape and splendid balance the same splendid shaver that Israel Putnam used every morning but—it can't cut your face. A blade, furthermore, which gives you the luxury of a fresh edge at a moment's notice. Don't throw this blade away when dulled. You can strop it—you can hone it—and it's the longest, strongest, keenest shaving mileage. Go to your nearest dealer today and you'll see why seven million men have changed from other razors to this real razor made safe."

The above is quoted at length to

illustrate the tone of the anecdotes that were chosen, and also to show the ingenious transition from narrative to selling talk, a clever twist which is found in each piece of copy.

GEORGE'S CLOSE SHAVE

The anecdote about Washington concerns a mishap that occurred when his valet was shaving him, an incident that probably led to some of the vigorous language that the first president could use when necessary. "George Washington shaved himself on occasion. One of these occasions was when his faithful servant allowed his hand to slip—whereupon the General arose in his wrath and finished the job himself; for the Father of our Country was very properly fond of a good, clean shave.



NOTICE

ON or about March 15th, 1920 the Blackman-Ross Company will change its corporate title to

The Blackman Company

F. J. Ross withdraws as a director to form the F. J. Ross Company.

The remaining directors, O. H. Blackman, J. K. Fraser, F. J. Hermes and M. L. Wilson will continue as directors of The Blackman Company.

BLACKMAN-ROSS COMPANY

Advertising

95 MADISON AVENUE, NEW YORK

balance and easy shaving qualities, he would certainly have designed one to meet his needs.

Thus the twenty-four characters are ingeniously used as the theme of most readable and entertaining copy, which at the same time drives home a convincing selling point.

Of course, even with superlative copy, the beginning only has been made in an advertising campaign. The typography, layout and illustrations must harmonize with the keynote of the campaign, and in this case they are right. The portraits used as illustrations were re-drawn from old paintings or engravings in the bold style of the wood cut, and the sketches of scenes based on the anecdotes are done in the same vigorous technique. The introductory phrase is hand lettered, in large,

strong characters that go well with the type face.

The layout is attractive. The illustrations are at the top, below them the block of type, which is set off by a wide margin on the left. In the lower left hand corner is placed a drawing which extends up into the margin, a picture of the razor and kit done in the style of a wood cut.

As the theme is the same in each piece of copy, so the general design identifies it at a glance as part of the series. The space used is four columns by fourteen inches.

THE CAMPAIGN'S FORMULA

The campaign which has been going on for about nine months is subdivided as Class A, using leading papers in cities of 200,000 and over; Class B, which includes 315 papers in cities of 25,000 to 200,000; and Class C, which uses 309 papers in cities of 5000 to 25,000 population. The copy appears once in two weeks, the day selected being in the middle of the week.

After this series had been running long enough to impress the general idea upon the public, a tie-up with local dealers was effected with the cooperation of the newspapers. A proof was sent to the advertising department of each paper containing a list of Durham-Duplex dealers, with their street addresses. It was stated that this list was fictitious, but that names of local firms handling this razor were to be secured by the papers and inserted in the copy in the style shown in the proof. The advantage to the papers was that the longer the list, the greater the space on which they could collect. The newspapers saw the point, and rendered such effective service through their statistical and research departments that in a short time very comprehensive lists were formed. To make the lists as nearly complete as possible, a footnote invited dealers in Durham-Duplex razors to send their addresses to the papers, to be inserted free of charge.

Proofs of these advertisements containing the dealer lists were forwarded to the salesmen, and to date more than 9,000 dealers have been placed on record. The sales force called on all these dealers, saw that they were supplied with Durham-Duplex razors and blades, counter and window displays, literature stating the selling points of the razors and blades, and in other ways stimulated them to enthusiastic cooperation in the campaign. The window trims follow the idea of the historian ser-

ies, making use of some of the illustrations and copy on strips that are to be pasted on the top and sides of the window.

CASES THAT SELL

The display case is of enameled metal and carries a complete kit, opened to display the razor in its case, the extra blades and other parts. It is designed to facilitate selling over the counter and not merely to call attention to the fact that the Durham-Duplex is sold there. This practical point is of importance in preparing display material for retailers.

Another link to connect the dealers to this national advertising is the use of about a dozen business publications, which call attention to the campaign under way and indicate how the retailer can cash in on this publicity. The trade paper advertising carries pictures of the display case, the Durham-Duplex kit and the razor.

The cooperation of salesmen is secured by supplying them with portfolios containing the proofs of part of the series, and from time to time sending them later specimens before they appear in the papers, and generally in keeping the travelling representatives informed as to the progress of the campaign.

A booklet is now being prepared for distribution to salesmen and the trade, covering the technical points of the Durham-Duplex, how it is made and inspected, including such an interesting test as the cutting of a human hair, three cuts on each side of each blade, before it is passed as perfect.

This aggressive and well rounded advertising plan is producing satisfactory results, but instead of resting on their oars, the manufacturers are pulling harder than ever. National magazines will run full page advertisements of the Durham-Duplex razor next year, following the same idea of the great men who shaved, and about the same time the bill-boards in the larger cities will blossom out with posters on the same subject. Thus it will be seen that the large amount of research work that secured this material will be so fully utilized that the cost is justified. That is the great advantage of a carefully thought out plan, that none of the preliminary work is wasted, while by a policy that changes frequently, and takes up a new idea before the old is exhausted, there is a great deal of lost motion, and the dollars appropriated for advertising do not do full duty.

Keeping Up With The Times

A FACT A WEEK

When any one says that Washington can be covered by the use of one paper give him these figures:

Total population of
Washington and sub-
urbs, within the 25-
mile shopping radius. 546,056
Number of family units 155,331

(This takes into account the known fact that approximately half of the Government employees are single units. The remainder of the population is reckoned at 4.7 persons per family.)

Ask him what paper shows a circulation within the Washington territory that even approaches the 155,000 mark.

Actual sworn figures—the A. B. C. reports—prove that Washington is a two paper town and The Times is one of the two.

The Washington Times
WASHINGTON, D. C.

Is this latest rate card in your files?

**\$400 a page
200 a half
100 a quarter
50 an eighth**

A discount only for twelve full pages.

More than 50,000 — who pay 50c a copy for the livest industry's leading magazine.

**Over
50,000
NET PAID**

MOTOR

**119 West 40th Street
NEW YORK, N. Y.**

Detroit

Chicago

Cleveland

Flinn to Assist Adolph Zukor and Jesse Lasky—Beatty Becomes Advertising Manager of Famous Players

John C. Flinn, for the past three years director of publicity and advertising of the Famous Players-Lasky Corporation has been succeeded in that position by Jerome Beatty, Advertising Manager.

Mr. Flinn immediately takes up duties of an executive capacity which will place him even closer to Adolph Zukor and Jesse L. Lasky than in his past work. Because of his intimate acquaintance with the different activities of the corporation, Mr. Zukor has selected him to handle much of the detail that passes between the production and distribution departments which has heretofore centered in Mr. Zukor's office. Mr. Al Lichtman, in charge of distribution, and

Mr. Flinn will be closely associated. As Mr. Zukor is leaving for Europe in a few weeks the change in positions will be effective immediately.

Mr. Beatty has been assistant to Mr. Flinn for the past two years. He was a newspaper man and magazine writer of wide experience before he entered the motion picture field, having at different times been connected with the editorial staff of the *Kansas City Star*, *Washington Post*, *Los Angeles Express*, *New Orleans States*, *New York Evening Globe*, *New York Evening Mail*, *New York Tribune* and the *New York Sunday World*.

His motion picture experience before he joined the Famous Players-Lasky organization was with Essanay, Thanhouser and McClure Pictures.

Mr. Flinn joined the Jesse L. Lasky Feature Play Company as Publicity Manager five years ago. Previously he had been for several years Dramatic Editor of the *New York Herald*. He has been active in the affairs of the National Association of the Motion Picture Industry of which he is Chairman of the Fifth Division, and a member of the Executive Committee.

Sargent Manager in Cincinnati for "Fire and Water Engineering"

E. D. Sargent, who has been conducting a special advertising service and representing a select list of newspapers, has been appointed manager of the Cincinnati office of *Fire and Water Engineering*, New York. Previous to this Mr. Sargent was connected with a Cincinnati advertising agency and Cincinnati daily newspapers. The new office of *Fire and Water Engineering* in that city is located at 30 Opera place.

Erwin & Wasey Is Placing More Good-year Publicity

Erwin & Wasey, Garland Building, Chicago, are placing short-term schedules for Goodyear Tire & Rubber Company in small towns near distributing centers.

Chesman to Popularize "Grain Juice"

Nelson Chesman & Co., Chicago are preparing an advertising campaign for The Grain Juice Company, Chicago. The company manufactures a cereal beverage.

Snitzler Sends "Paris" Garter Copy to Ohio Papers

Contracts are going out from the Snitzler advertising agency of Chicago for A. Stein Company, (Paris garter). Ohio newspapers are being covered.

An Unusual Campaign

An interesting campaign is being carried on in behalf of the Spring Wheat Improvement Association, an organization of wheat farmers who hope to improve the manner of cultivating this crop. Copy is being placed in northwestern weeklies, and in a few dailies by the Atkinson Advertising Company in Chicago.

Cloman Will Manage General Tractor Advertising

Frank W. Cloman has been appointed advertising manager of General Tractors, Incorporated, Chicago. Mr. Cloman was formerly with the Dart Motor Truck Company of Waterloo, Iowa.

Critchfield to Get Garford Truck Account

The Garford Truck Company account will shortly be taken over by Critchfield & Company, Chicago. This account was formerly handled by an eastern agency.

Kling Is Sending Dart Truck Advertising Out

An advertising schedule is being sent out by the Leroy A. Kling Advertising Company, Chicago, in behalf of the Dart Motor Truck Company of Waterloo, Iowa. Farm and automobile publications are being used.

—and February
continues with
AN 86%
INCREASE
in advertising
over last year
The
Delineator

National Advertisers' Appropriations Are 10 Percent Larger Than in 1919

As a result of a comprehensive investigation by the A. A. A. A. it is estimated that the national advertisers' appropriations for 1920 are in excess of 40 percent over those of 1919. This increase over 1919 presents an interesting problem and one that should have serious consideration of publishers. For instance, newspapers which had for the last six months adopted a rule of 50 percent reading and 50 percent advertising in order to handle the increase of advertising space, would be required to change the ratio to 70 columns of advertising to 30 columns of reading. One point seems to be definitely indicated, and that is, the national advertisers demand more publicity. If it cannot be supplied by newspapers, will it go to the periodicals, the bill boards, the street cars, or into other forms?

It is especially significant to note that in spite of the increases in advertising rates which have been made by newspapers the demands for advertising space are steadily increasing. Considered in view of the news-print shortage, and the fact that the size of newspapers can hardly be increased, the problem of handling this 40 percent increase of national advertising is of immediate concern to every publisher.

From a bulletin of the A. N. P. A.

Aunt Jemima Active in the West

New advertising territory is being covered by J. Walter Thompson Company of Chicago on the Aunt Jemima Pancake Flour account. Additional towns and cities are being added to the newspaper list.

Laboratories Are Advertised by Gundlach

The Gundlach Advertising Company, People's Gas Building, Chicago, is sending out contracts to newspapers for the Reefer Laboratories.

A Fruit Flake Campaign

Rogers & Brown, manufacturers of Mrs. Shepard's Fruit Flakes are placing an advertising campaign in several large cities in the middle west. The advertising is being handled by Wm. H. Rankin Company of Chicago.

Sales of Brandt Candies Promoted in Illinois and Wisconsin

The Brandt Advertising Company, Chicago, has secured the account of the Burpee C. Taylor Company, candy manufacturers, and is placing contracts with Illinois and Wisconsin daily newspapers.

Kastor Stimulates Lyko Medicine

Lyko Medicine Contracts are being sent out to a large list of newspapers through H. W. Kastor & Sons., Chicago.

American Exporter Makes Three Additions to Staff

H. E. Standish has joined the staff of the *American Exporter* as manager of the make-up department of the magazine's four editions—English, French, Portuguese and Spanish. Mr. Standish was formerly make-up manager of Doubleday, Page and Company's magazines, and more recently with Richards and Staff, advertising agents.

Stanley A. Beadle is now associated with the *American Exporter* as advertising representative covering the Northwest, including British Columbia. Export trade from the Pacific Coast has grown considerably during the past few years.

Leroy Jarvis, a new member on the staff of the *American Exporter*, is advertising representative in Detroit, assisting E. P. Day.

Chambers Places Candy Advertising

Chambers Agency, 612-618 Maison Blanche building, New Orleans, is placing a new schedule with newspapers and magazines for the Elmer Candy Company, New Orleans.

Detroit Changes City Advertising Ordinance

The attention of the Detroit, Mich., Common Council has been directed to alleged misuse of classified advertising columns by merchants posing as private parties. As a result, the city advertising ordinance was changed January 27 to make it a misdemeanor for firms to advertise articles for sale in a manner to indicate that the sale is being made by a private party or householder not engaged in such business. Complaints were received by the council to the effect that business houses had rented houses, stocked them with furniture, and then advertised a "forced" sale, claiming to be a private family whose circumstances required immediate sale.

IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

**"Put it in
The Bulletin"**

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

January
Circulation

463,551 Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



Eagle A Bond Papers

COUPON
ARCHIVE
AGAWAM
GOVERNMENT
OLD HEMPSTEAD
PERSIAN
ROMAN
HICKORY
CONTRACT
RIVAL
JAPAN
SPARTAN
BANKERS
INDENTURE
STANDARD
VENDOME
DEBENTURE
SECURITY TRUST
ASSURANCE
VICTORY
AIRPOST
CHEVRON
GLORIA
QUALITY
REVENUE
DERBY
ACCEPTANCE
NORMAN
OPTION
FREEDOM

A saving of more than \$100,000 on one item of raw material

Passed on to consumer in better values

LARGE scale experimentation!
Large scale purchasing! Large
scale manufacturing! Large scale
saving! That is the policy of the
American Writing Paper Company.

Research! Take the case of the
\$100,000 saving mentioned above.
The American Writing Paper Com-
pany found that most paper manufac-
turers were using a certain raw ma-
terial, alum, in a haphazard, indefin-
ite way. One man would use too
much; another too little. There was
an annual loss of at least \$100,000 in
the mills of the American Writing
Paper Company.

Standards were then worked out by
the laboratory for the right amount
to be used in any given case. The
result has been not only a tremend-
ous saving every year in the cost of
the alum involved, but also improved
quality and longer life in the paper
itself.

Science versus Guesswork

In most paper mills the practical
men in charge of operations, men
who have learned how to make paper
solely by experience, are left largely
to their own devices. Chemicals are
used with little real knowledge of
their effect. In a group of mills

wastes result that total thousands of
dollars a year. It is this wasteful
method of manufacturing that has
made it so difficult to standardize
paper products for weight, quality,
finish, flatness.

In the mills of the American Writ-
ing Paper Company loose methods of
this kind have given place to scien-
tific control by the laboratory. The
chemists and physicists of the labora-
tory know exactly what happens
when a chemical is used—know be-
cause they have tested it.

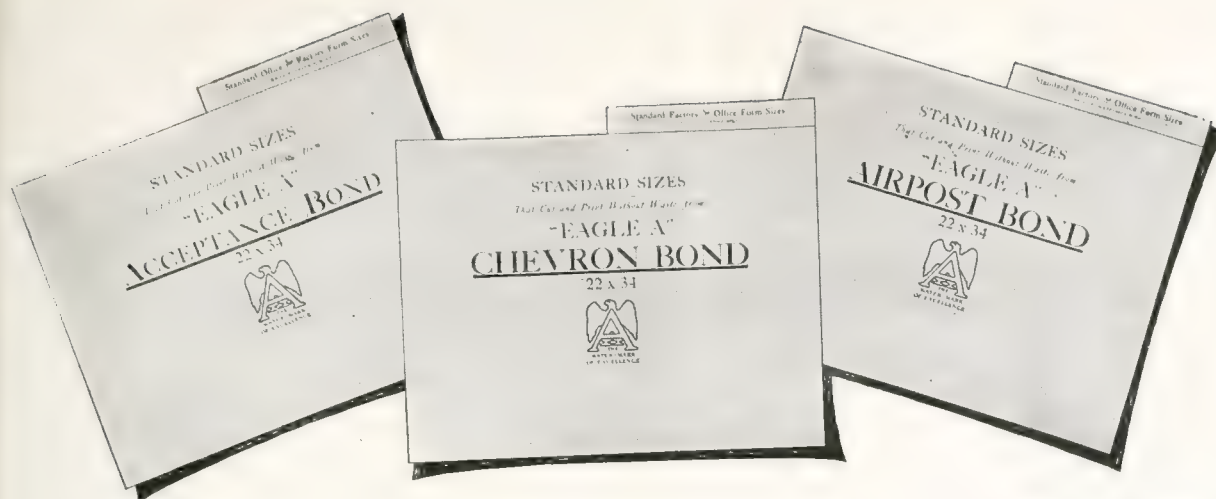
They are also themselves experi-
enced paper men and can therefore
give precise instructions as to how
their discoveries should be worked
out in large scale production. They
determine all the conditions that shall
prevail in the processes of manufac-
ture; and give scientific guidance.

Once standards of this sort are es-
tablished in the paper trade, the man-
ufacturer knows what he is selling
and you know what you are buying.
The standard of the product is
raised. The value is increased. You
have a definite basis for judgment.

THE AMERICAN WRITING PAPER CO.
Holyoke, Mass.



AMERICAN WRITING



You can eliminate paper wastage by using these standard sample folders

*Ask your printer for these three folders of standard
waste-saving sizes—free*

THESE papers are supplied to the printer in sheets of only two-sizes—folio, 17"x22", and double-folio, 22"x34".

To make your stationery, office and factory forms, he cuts these sheets into smaller pieces. If your forms are of such size and shape that there is waste in cutting you pay for the waste.

There are 17 shapes and sizes, however, into which the sheets may be cut *without wastage*. No matter what the present dimensions of your forms, there are wasteless sizes which are *practically the same* as you now use.

By changing to these standard sizes and forms you can easily avoid a substantial money loss.

*Ask your printer for these three
folders—supplied without
charge by him*

The three folders shown above will be supplied to you free of charge. These folders contain specimens of Acceptance Bond, Chevron Bond,

and Airpost Bond, in the various sizes into which the original sheets may be cut without waste.

Acceptance Bond, Chevron Bond, and Airpost Bond, are products of our scientific methods of manufacture—quality papers made in volume and sold at "volume" prices by the world's largest maker of business papers. quality and uniformity are guaranteed.

Use these samples to standardize your stationery and forms, and save money. The papers lie flat on the press, and are admirably adapted to offset as well as letter-press printing.

Acceptance Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34".

Chevron Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34".

Airpost Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34".

Special Uses of these Eagle A Bond Papers

LETTERHEADS
ORDER
BLANKS
FACTORY
FORMS
BOOKKEEPING
FORMS
BILLS OF
LADING
STATEMENT
HEADS
APPLICATION
BLANKS
MEMORANDA
STOCK
RECORDS
PETTY CASH
FORMS
STATIONERY
REQUESTS
EXPENSE
BLANKS
ESTIMATE SLIPS
TIME-KEEPING
BLANKS
SPECIAL
NOTICES
INFORMATION
BLANKS
CIRCULARS
FOLDERS
SHIPPING
TICKETS



PAPER COMPANY

The AMERICAN ASSOCIATION *of* FOREIGN LANGUAGE NEWSPAPERS, *Inc.*

General Manager

RICHARD H. WALDO

(late Business Manager, "The Stars and Stripes")

Production Manager

J. RAYMOND WAKEMAN

(late Manager, The Van Cleve Co.)

Sales Manager

T. BEATTY SPENCER

(late Advertising Manager, N. Y. Evening Telegram)

Art Manager

Capt. CARL V. BURGER

(late Instructor, Dept. of Architecture, University of Illinois)

Advertising Manager

LAURA B. CARPENTER

(late Chief Advertising Copy Control, N. Y. Tribune)

Chicago Office

764 People's Gas Bldg.

FRANK D. GARDNER, Manager

(late Secretary, Amer. Assn. Foreign Language Newspapers, Inc.)

Boston Office

824 Little Bldg.

WILLIAM H. PUTNAM, Manager

(late Advertising Manager, N. Y. Herald)

Cleveland Office

412 Hickox Bldg.

SAMUEL BRAVO, Manager

(late Executive Secretary, Cosmopolitan Press Club, Cleveland)

THE personnel of this organization indicates the type of service to be expected. Foreign language newspapers provide access to more than 8,000,000 wage-earners who are in possession of more money than ever came to them before. Their thrift is proverbial. Their willingness to spend in the purchase of high-class American goods is known to only a few of the leading advertisers.

Advertising copy can be originated or translated into vernacular of any tongue by the trained specialists of the American Association of Foreign Language Newspapers. Detailed information is available by mail or interview.

The American Association of Foreign Language Newspapers, *Inc.*

Richard H. Waldo, Gen. Mgr.

Peoples Gas Building
Chicago, Ill.

Hickox Building
Cleveland, O.

Little Building
Boston, Mass.

Woolworth Building
New York City

Courtesy

By DR. BERTHOLD A. BAER

"Life is not so short but that there is always time for courtesy," said Emerson.

The Telephone Company expresses the same thought by saying, "The voice with a smile wins."

Mr. Frank E. Campbell, founder of The Funeral Church, Broadway at 66th Street, ascribes a good deal of his success to his insistence that all his employees be courteous, attentive and self-denying to the extreme.

In time of grief, a word of sympathy is highly appreciated. A little attention is never forgotten.

The trained staff of men and women within The Funeral Church know how to keep from the bereaved the thousand little details, worries and annoyances which loom up so big to a grief-stricken heart. They help to make the funeral services an act of consolation, of pleasant memories.

They are the recipients of many beautiful letters of thanks. But what they value higher is the grip of a hand, the tear in an eye, words unspoken.

They are happy to serve. Like Stevenson, "They know what pleasure is, for they have done good work."

Full-sized specimen of unusual campaign in New York newspapers selling a most unusual product—burial services. To some, perhaps the campaign may seem distasteful, a subject that should not be talked about, but when you consider the great lesson to be learned: how such an unusual campaign was put over we believe you will agree it is a most interesting story.

Selling Death to the Public

How One Undertaker Is Successfully
Booking Accommodations for the
Distasteful River Styx Excursion

By E. WALTER OSBORNE

IT is queer but true that the one inevitable human experience is a topic shunned more and discussed less than anything else about which we are permitted to think. We joke and banter about that natural event, Birth—to say nothing of Marriage—but some "flapper" always shudders and some "fraid-cat" always changes the subject when the simple matter of Death is approached.

The odds are pretty well balanced on the fine question of which of the three is really the most desirable thing that could happen to a man—yet Death has been painted in our minds as armed with a scythe and dressed in an ill-fitting black robe: all in all, a rather under-fed looking person. We have felt squirmy about the subject for so long that it is natural to avoid it.

Therefore, the man who makes his living on the strength of his neighbors' demises is up against a

treacherous problem when he decides to sally out and book *advance* orders for his services!

We speak, when we resort to metaphors, of the insurmountable barriers that stand before the electric fan salesman in Iceland. We say—those of us who sell candy, tobacco, cool drinks, automobiles and other things folks like—"this is harder work than selling fur coats in Africa."

Consider, then, the pleasure of selling Death to a Live Man!

And the joke of it all (to "us undertakers") is that most people don't expect to die. That is it never occurs to them, and if it does they put the thought aside. It isn't likely to happen to *me*, although you, dear reader, will certainly pass out some day.

Those of us who used to repeat that childhood prayer including the line, "If I should die before I

wake," figured that was some sort of a rider attached to the bill, for we'd never seen anyone die except friends or relatives.

Consequently, Dying is not only the last think we *do*, but also the last thing we *think about*, which makes the story of Frank E. Campbell's advertising campaign highly interesting.

To understand how it came to be, you really ought to visit the Funeral Church of the Frank E. Campbell organization in New York City. You might mistake it for the mansion of some continental crown—or maybe the Broadway branch of the Metropolitan Museum of Art—or, well, anything on earth but an undertaker's establishment. "Beauty" seems like a rather anemic word after you've been through it. If I told you the investment in furnishings and decorations you'd probably refuse to accept it as true. But you can get an idea of the figure from the fact that the tapestries, furniture and art work in the various rooms used for the funerals cost from \$40,000 to \$100,000 each.

Any one division—bronzes, marble originals, hand-carved woodwork, tapestry or what not—represents a young fortune in itself.

The first logical question is, "But why all this splendor and magnificence for the dead?"

And in the answer to it you have the reason for the advertising campaign and the entire "marketing" theory in back of the Campbell institution. Dr. Berthold A. Baer, who supervises the publicity work, tells it in a brief sentence:

"This magnificence and splendor is not for the *dead*, but for the *living*. We don't deal with dead people, but with their relatives who bring them here for attention. And because their relatives are grief-stricken and heart-broken, this beautiful and artistic atmosphere will, in a measure, alleviate their sorrow."

That is what happens, for it is almost a daily occurrence for some man or woman to take pains to tell the folks there about the wonderful change of feeling experienced after an hour or two in this "art gallery." In fact, so many people spoke about it and so many insisted that it was wrong not to tell others about the place that Mr. Campbell decided to advertise.

In plain words, he is advertising "by request."

Dr. Baer's first move was to write to six of the largest advertising

agencies in the city for advice, with the intention of picking one of them to handle the service. The unanimous opinion of the six was that it couldn't be done! The subject was repulsive; nobody wanted to die or to think about it; one copy chief said he wouldn't know how to handle it—they all passed it up.

With that encouragement, Dr. Baer started off on his own tangent. He mapped out a campaign, worked it up and took it to "Pop" Freeman and Dr. Frank Crane of the New York *Globe* for criticism. Both of them were enthusiastic about it—so it started!

The style is "editorial" done in the form of essays. The space used, in these days, is small—from about 4 inches, double-column, to as high as, maybe, 8 or 9 inches, same width. There is nothing startling about the appearance of the advertisements—except the headings, occasionally. They read: "Once a Millionaire—Left 15 Cents," or "Whispering Roses," or "The Value of a Smile." Under the caption is Dr. Baer's name, and never *more than once* throughout the entire advertisement is the name, address or telephone number of the Campbell Funeral Church mentioned. Indeed, many times it is not mentioned at all—but that's another story.

The point I am making is that there is no display character about the insertions. They are purely editorial. So editorial in fact that one New York newspaper held up the contract for fear the text would compete with an editorial feature they conduct.

The medium—last but not least—is the newspaper. The New York dailies are the only periodicals or media carrying this campaign.

And the results are remarkable! I venture to say that Columbus 8200 (the Campbell number) is the best-known telephone number in the City of New York. It is estimated that 10,000,000 people read the essays of Dr. Baer (that estimate made by a New York editor), and there is plenty of evidence that they retain what they read and also that there is a splendid proportion of the best possible class of prospect in that number.

One simple proof of the former statement lies in the fact that telephone calls and correspondence properly addressed are always received in answer to the advertisements without the firm name, ad-

dress or telephone number! And the day's collection of complimentary letters is mighty big—as I sat at Dr. Baer's desk he showed me that one day's portion. It was a handfull, numbering about 150 pieces.

Further evidence on this point is presented by the fact that the morning after one insertion announced the appearance, in book form, of a set of the essays, 500 requests for the book came in! And they come from all over the country, not New York alone. As I waited to finish my last few words and leave, one of

the men told Dr. Baer that "a gentleman is outside from Rhode Island: he's seen the ads and would like to go through the place." Those visitors come and go all day long.

But the second point we made above was that there was quality in the readers of the Campbell campaign. The fact that a prominent banker of the city asked permission to reprint some of the articles he had read suggests that. The fact that a letter from one of the vice-presidents of New York's largest bank lay on the desk, complimenting the house on the note they strike

CHARACTER

aces caught in the hurrying traffic of an active day—the rugged face of Labor, the brow-furrowed features of Big Business—no two ever alike and each telling its own dramatic story of human progress. Advertising should show types, animated, vigorous expressions, and star performers in all the little domestic and industrial scenes of salesmanship on paper. Making people really **LIVE**, in this silent portraiture, is one of the imperative essentials of modern advertising—and we therefore make a special study of it.

The **ETHRIDGE ASS'N OF ARTISTS**
New York Studios · 23 East 26th Street
Chicago Studios · 140 N. Dearborn Street



in their campaign, also suggests that.

But even more staggering is another bit of evidence: a short time ago a quotation from the late Col. Robert G. Ingersoll was run in such a form that one would take, from the context, that the words were being credited to Herbert Spencer—whose name was mentioned twice, while Colonel Ingersoll's wasn't referred to.

The type of people who follow that campaign is rather conclusively demonstrated by the surprising truth that all of 600 men and women undertook to write, telephone

or call in person to correct the "mistake" which appeared to have been made! Why, if only six had noted it, that would have surprised some folks. It is a pretty severe test of the quality of readers who are learning new thoughts about death.

But the Campbell institution is full of just such surprises. To one familiar with the drab, gloomy atmosphere of the average undertaking establishment, the richness and beauty of the place alone is astounding. The tremendous flower shop conducted in connection with the business is another. The inviting

and cozy little church, with its organ and appropriate appointments is another. The service rendered is interesting enough to require an entire story.

But, of the whole, the one point which sticks in my mind most conspicuously is that Death—the inevitable end yet, foolishly, the most shunned topic on the boards—can be and *is being* sold to the living in such a satisfactory manner that they are not only reading about it, saving the things they read and visiting the last place on earth folks are wont to visit—

But they are also booking "in advance" funeral service—accommodations for the River Styx Excursion.

Barry Resigns from "New York Times" to Go to Japan

Joseph P. Barry, who since 1918 has been a member of Adolph S. Ochs' personal staff on the *New York Times*, resigned his position on February 12 to become general manager of the *Japan Advertiser* and the *Trans-Pacific Magazine* at Tokyo, Japan. He will leave New York for the Orient on February 22, and is scheduled to arrive in Yokohama about March 17.

Mr. Barry has had a varied career. Born and educated in Dublin, he has been auditor and systematizer for a bank, a public service commission, and other large corporations from Mexico and California to New England. He was a member of the pioneer auditing staff of the Audit Bureau of Circulations, joining in January, 1915, and he audited seventy-four newspapers and magazines throughout the United States and Canada. In 1916 he joined the *Providence Journal and Evening Bulletin*, Providence, R. I., as circulation manager. He accepted Mr. Ochs' invitation to join the *New York Times* in 1918, and has done special organization and systematizing work in the various departments of the big daily.

The *Japan Advertiser*, which Mr. Barry will manage, is published daily, and is said to have the largest circulation of any newspaper printed in English in the Far East. The *Trans-Pacific Magazine*, issued monthly, treats on finance and economics, and circulates internationally. Both publications are published by the Japan Advertiser Company at its plant in Tokyo, and are owned by B. W. Fleisher, an American.

Two More Accounts for Nichols-Moore

Recent accounts taken over by The Nichols-Moore Co., general advertising agents, Cleveland, include The Ceresit Waterproofing Co., Chicago, and The Kelly Island Lime & Transport Co., Cleveland, Ohio.

A Soldier with Theatre Magazine

C. W. Olcott, just discharged from the army, has joined the advertising forces of *Theatre Magazine*.



Cornell's Newspaper Campaign

Cornell University is using display newspaper advertising as a means of raising \$10,000,000 additional endowment, to be used to increase the salaries of the faculty. The series of advertisements, which will be about twenty-four in number and quarter-page size, began in New York newspapers on February 10. They are paid for by friends of Cornell, and are being placed by Barton, Durstine & Osborne.

In announcing the advertising campaign, Frank S. Washburn, president of the American Cyanamid Company and Chairman of the Cornell Endowment Committee for Greater New York, said that Cornell's advertising series marks a turning point in the whole field of advertising.

"Cornell, a pathfinder in academic education, is now, we feel, a pioneer in one of the most important phases of public education. Educational institutions in the past have advertised for students, but to present the needs of a great university in display advertising space is a distinct step forward in the use of the relatively new public relations advertising.

"The campaign which we have planned for Cornell is distinctly public relations advertising. A university is a vast public service corporation in the very best sense of the word. It is a producer of producers.

"To bring this fact to the attention not only of Cornell men but in a greater degree to the general public, which is so largely benefited by the work of the university, is not only a distinctly proper function of display advertising but is also an economic expenditure of funds."

Stuart Joins Selden

H. T. Boulden, vice-president of the Selden Truck Corporation of Rochester, N. Y., has announced the appointment of Chas. E. Stuart as assistant sales manager. Mr. Stuart goes to the Selden organization with years of experience in the motor truck field as salesman, dealer and field sales manager; an experience which qualifies him to handle the work

in the Selden organization for which he was selected. He assumed his new duties on February 1.

J. Roland Kay Manager Speaks at New York University

A. E. Briggs, New York manager of the J. Roland Kay Company, recently gave a forceful address on "Exporting Follows Advertising" to a combined audience of management and advertising students of New York University. Mr. Briggs emphasized the belief that greater trade in the United States will come only through greater advertising, and as an incentive for students to enter and further develop the export trade and foreign advertising, he told of Porto Rico, which has a foreign trade equal to four times the per capita trade of the United States.

75 Colleges Want \$200,000,000

According to a recent issue of the *New York Times*, nearly seventy-five colleges throughout the country are conducting campaigns for endowment funds, the estimated total of which is more than \$200,000,000.

Uncle Sam Is Some Salesman

The Director of Sales announces that sales of the War Department surplus materials for the week ended January 30 amounted to \$6,844,743.33, according to reports submitted by various bureaus having surplus materials for sale.

Charles Austin Hirschberg, Inc., Locates

Charles Austin Hirschberg, Inc., advertising counselors specializing in the technical field, announce that they are now located in their permanent home, 426-436 Sun Building, 150 Nassau street, New York. C. A. Hirschberg is president; W. P. Burn, vice-president; H. C. Johnson, secretary, and H. L. Hicks, treasurer.

Thomson Press Places Advertising with Burnham & Ferris

The John Thomson Press Co. account has recently been acquired by Burnham &

Ferris, advertising agents, New York. The John Thomas Press Co. are makers of the well-known Colt's Armory and Laureate printing presses as well as John Thomson Rear Axles for motor trucks.

Tucker Agency Secures Peterman Account

The Tucker Agency, New York, has recently secured the account of William Peterman, Inc., of New York, manufacturers of Kliz and Prosan. Plans are now being made up for a vigorous campaign utilizing newspapers throughout the country, far papers, foreign language papers, etc. Orders are now going out.

Guns, Pistols and Music by Mail

Among the new accounts secured by Scott & Scott, Inc., New York, are Kirtland Bros. & Co., New York, selling the Davis Guns and Warner Pistols, and I. D. Harris, Bay City, Mich., music correspondence school.

E. Katz Opens in Atlanta

To cover the nine Southern states of Tennessee, Georgia, Virginia, North Carolina, South Carolina, Florida, Louisiana, Mississippi and Alabama, the E. Katz Special Advertising Agency, of New York City, has opened offices in Atlanta, in the Candler Annex Building. G. H. Gunst is in charge of the local office. The company now has offices in the cities of New York, Chicago, Kansas City and San Francisco, in addition to Atlanta.

A Major Affiliates with Cleland, Incorporated

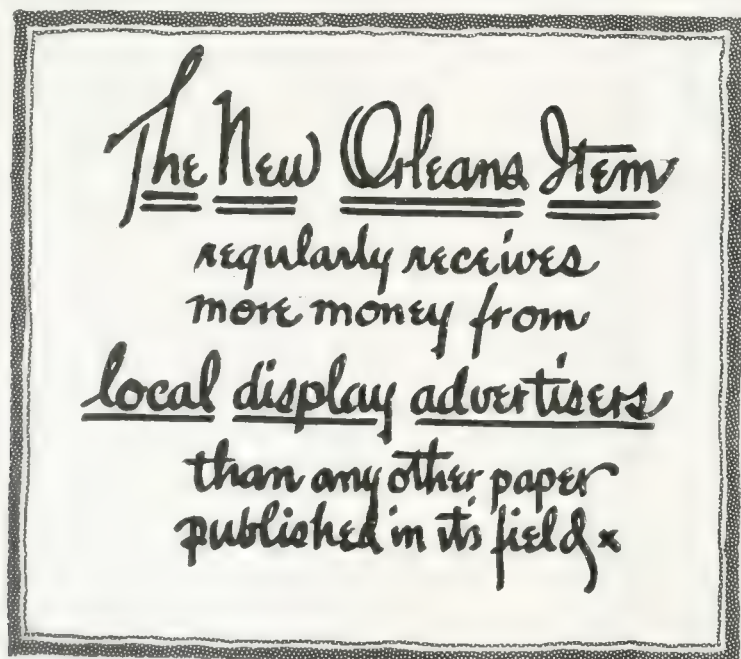
Major F. P. Lindh, West Point 1916, executive assistant to the Chief of the Technical Staff, U. S. Ordnance Department, has become associated with the advertising agency of Cleland, Incorporated, New York. Major Lindh during the war, was in charge of the proof of war material at the Aberdeen Proving Ground. He will be located at Peoria, Ill., as account executive with the Holt Manufacturing Company, makers of the "Caterpillar" Tractor.

New Haven Papers Suspend as Workers Leave

New Haven, Conn., was without a daily newspaper on Friday of last week for the first time in 150 years. Owing to an abrogation of an agreement with the publishers by the composing room employees, the *Register*, the *Times-Leader*, the *Union* and the *Journal-Courier* announced in abbreviated editions of Thursday afternoon that they would have to temporarily suspend. The *Yale Daily News*, which suspended publication four days the first of the week to allow its editorial board to attend the junior promenade, returned to work to publish the news of the city.

L. K. Davis Heads Service Department of Franklin Printing Co.

Leichster Knickerbocker Davis, formerly with Hoyt's Service, Inc., New York, it has just been announced by the Franklin Printing Company, Philadelphia, now is in charge of the big printing firm's service department.



FEBRUARY 21, 1920

"New York Times" Staff Gives Dinner to Barry, Eckhardt and Johnson as They Leave

On leaving the employ of the New York Times, Joseph P. Barry, Alfred Eckhardt and Carl O. Johnson were tendered a luncheon last Saturday by the advertising staff of the newspaper in the dining-room of the Times annex. B. T. Butterworth, advertising manager of the Times, presided, and his speech, appropriate to the occasion, was acknowledged by each of the three gentlemen who are resigning. Short addresses were also made by Louis Wiley, business manager of the Times; Julius O. Adler, treasurer; Arthur H. Sulzberger, vice-president of the Tidewater Paper Mills (owned by the New York Times Co.); E. S. Friendly, assistant business manager; Charles F. Hart, superintendent of the mechanical department; George W. Ochs-Oakes, publisher of *Current History Magazine* and *Mid-Week Pictorial*, and H. H. Weinstein, auditor of the Times.

Elsewhere in this issue is a news story regarding Mr. Barry, who was with the Times for two years. Mr. Eckhardt, connected with the paper for nine years, goes to the *Sun* and *New York Herald* to take charge of the publication office, having occupied a similar position on the Times. Mr. Johnson, who has been manager of the Classified Advertising Department, and with the company for six years, leaves to devote his energies to a business enterprise.

Sleeping Car Co. Is Agent in America for Belgian State Railways

For the purpose of facilitating travel to Belgium, specially in connection with the Olympic Games, which will take place at Antwerp this summer, the Belgian State Railways have closed special arrangements with the International Sleeping Car Co., a Belgian corporation, whereby L. J. Garcey, general agent of the latter company, with office at 281 Fifth avenue, New York, will act in a like capacity for the Belgian State Railways. Mr. Garcey, who was born in Belgium, and knows the country thoroughly, has been in this country for twenty years, associated with the travel and steamship business.

Pioneer House Organ Author Is Elected Secretary

George Frederick Wilson, author of the first work on house organs, "The House Organ," has been elected secretary of Sargent & Co., the prominent New York investment concern. Mr. Wilson has been managing editor of *Punch*, the firm's magazine.

Holmes Motor Distributors Co-Operate in Advertising

Robel & Bryant, Garland Building, Chicago, are placing orders with newspapers for The Holmes Motor Company. Schedules are going to newspapers suggested by distributors, and are being sent out on a cooperative basis.

Two New Men for Kling's Merchandising Department

H. D. Alderman has been appointed manager of the merchandising department of the Leroy A. Kling Advertising Company of Chicago. He was formerly

with the Associated Manufacturers' Company of Waterloo, Iowa. C. W. Brown, formerly with the Hawtin Engraving Company, is also a new member of the merchandising department.

Morris of "Farm and Fireside" Associates with Green, Fulton, Cunningham

Thomas J. Morris, for the past twelve years with the Crowell Publishing Company, has become associated with the Green, Fulton, Cunningham Company, with headquarters in their Chicago offices. Mr. Morris, who has been Western manager of *Farm & Fireside* during the last six years, is recognized as an authority on farm markets.

Saxon Motor Cars Will Be Advertised by McJunkin

The advertising account of the Saxon Motor Car Corporation, Detroit, Mich., has been placed in the hands of the McJunkin Advertising Company, New York, Chicago and Cleveland. An extended campaign will be conducted in magazines, newspapers, trade journals, and in other media.

E. H. Dyer New Division Publicity Manager for the N. Y. Telephone Co.

E. H. Dyer, who has been in the employ of the New York Telephone Co. since 1910, has been made division publicity manager. During the war Mr. Dyer was loaned by the company to the American Red Cross at Washington.

"I admire a good selling job and a good job of keeping the job sold!"

This is quoted from the letter of the vice-president of one of America's largest automobile industries to the

Theatre Magazine

THIS is how it happened: A recent advertisement of this automobile concern contained a list of recent purchasers, including the names of representative business men in several cities. As an experiment this list was checked against the list of subscribers to The Theatre Magazine.

10% of the purchasers of this \$5,000 car are subscribers of THE THEATRE MAGAZINE!

And it would be safe to say that were any other list made at random, including the names of persons of culture and means, the percentage of Theatre Magazine readers would be as favorable.

Speak to these people through The Theatre Magazine. Begin your advertising campaign with the gala 20th Birthday Issue, May 1920—if not sooner.

Theatre Magazine

6 East 39th St., New York

Newspaper Man Dies on Train

Edward F. Giddings, editorial writer on the *Sioux City Tribune*, died Wednesday of last week on a train entering Buffalo from the West. Mr. Giddings had been on several New England newspapers, was editorial writer of *The Hartford Courant*, and had recently been on the editorial staff of the *New York American*. He was a member of the Massachusetts bar, and was a brother of Professor Franklin H. Giddings of Columbia.

Taylor, War Veteran, Advertising Manager, Buys Florida Paper

John M. Taylor, formerly advertising manager of the H. K. Ferguson Co., Cleveland, Ohio, has purchased a half-interest in the Hastings (Fla.) *Herald*,

and has assumed the duties of editor of that paper. Previous to the war he was publicity manager for Indian Motorcycles, and had been associated with the editorial departments of various newspapers. He has made his new connection because of the results of wounds received in the military service, which require him to live south.

There Are 60,000 Daily Newspapers

In a bulletin of the Inland Daily Press Association, to which 138 daily newspapers in the Central West belong, the statement is made that there are 60,000 daily newspapers published in the world, of which over half are in the English language.

Parker-Bridget Co. Pull a "Hot One"

Starting with a "teaser" advertisement on Lincoln's Birthday, Parker-Bridget Co., "nationally known store for men and boys" in Washington, D. C., certainly pulled a "hot one" when they advertised a sale of Palm Beach suits the following day with the temperature given in the paper as "about freezing." With clever copy the sale caused so much comment, and the prices were so attractive, \$13.50 each, or "two for a quarter," 1,056 Palm Beach suits were sold in two days, and the sale had to be closed.

Founder of Grand Rapids Paper Dies

William J. Sproat, 72, founder of the Grand Rapids, Mich., *Morning Press* in 1890, died at Grand Rapids, February 2. He was many years city editor of the Grand Rapids *Democrat*, and was a member of the state legislature in 1912. He was forty years in the newspaper business in capacities from reporter to publisher.

Abbott Resigns from Celluloid Co.

C. F. Abbott, director of sales of the Celluloid Company, has resigned to accept an appointment with the National Aniline and Chemical Company. He assumed his new duties on February 16.

Advertising Manager Dies After Long Illness

Frank Smith, advertising manager of the United Pepsin Gum Company, died Sunday, February 15, after a lingering illness.

Editor "American Legion Weekly" Resigns

Parkhurst Whitney, editor of the *American Legion Weekly*, who has directed the magazine since its beginning, has resigned his position. Mr. Whitney makes his headquarters in Washington, D. C.

Mowe Becomes General Sales Manager Kelly-Springfield; Bell Is Assistant

John V. Mowe, assistant general sales manager of the Kelly-Springfield Tire Co., has been chosen to succeed as general sales manager Otis R. Cook, who has resigned to look after his private interests. William H. Bell has been promoted to assistant general sales manager to assist Mr. Mowe.

New House Organ for Barrett

The Barrett Adding Machine Company, Philadelphia, Pa., has supplanted its old house organ known as the "Barrett Pepper Box and Ginger Jar News" by a snappy 8-page booklet entitled "Printed Proof."

Chicago Churches Crave Publicity

A newspaper campaign in behalf of the churches of Chicago is to be started shortly by the Chicago Church Federation. Rev. Phillip Yarrow, chairman, is now engaged in raising funds for the campaign.

Full-Page "Ads" for Shoe Polish

The Brandt Advertising Company, Hartford Building, Chicago, is increasing the space used by Martin & Martin, manufacturers of shoe polish. This advertising was formerly placed in small space, but full pages in newspapers are now to be used.

Boys as Salesmen



MORE advertisers are appreciating the advertising value of the boy as a real selling factor in the home. Many times you reach the parents through the boy after your direct message has repeatedly gone by unheeded.

LET ONE BOY wear a suit with a belt or get a bicycle. Immediately every youngster in the neighborhood starts an aggressive Bicycle-and-Belt selling campaign in his own home that nine times out of ten gets the desired result. So the equipment of *one* boy becomes the standard equipment for his "gang."

WHY IS THE BOYS' WORLD for 1920 carrying a much larger quota of bicycle and accessories, rifle, and similar appropriate advertising than ever before (and 1919 doubled 1918)? Because more advertisers are coming to understand that our 400,000 weekly readers (average age 14 years) of THE BOYS' WORLD—their salesmen in 400,000 desirable homes—*represent almost half of all the available circulation in the boy-field, with results in proportion.*

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Are Intra Mural Art Departments Profitable?

(Concluded from page 16)

superior results of the other method, that it should willingly be foregone.

With these facts in mind, it will readily be seen that the particular needs of a manufacturer must needs be exceedingly whimsical to counteract the logic of buying art in the usual manner. That there are occasions justifying intra mural departments cannot be gainsaid, and a concern willing to disregard the objections mentioned above in view of some unique requirements, will no doubt profit, not necessarily financially but in economy of effort and time.

Blackman-Ross Company Becomes the Blackman Company

With the withdrawal of F. J. Ross, director, on or about March 15, the corporate name of Blackman-Ross Co., New York, will be changed to The Blackman Company. The remaining directors: O. H. Blackman, J. K. Fraser, F. J. Hermes and M. L. Wilson will continue as directors in the Blackman organization which makes its headquarters at 95 Madison Avenue.

Mr. Ross resigns to organize the F. J. Ross Co., the formation of which was announced in ADVERTISING & SELLING last week.

Pritchard, Newly Elected Vice-President of Critchfield & Co., Dies on Train

William A. Pritchard, lately appointed one of the vice-presidents of Critchfield & Company, Chicago, died on a train en route from Detroit to Chicago last week. He had been manager of the Detroit office of Critchfield & Company for some time, and was to have come to the Chicago office shortly. This is the third death within a month among the executives of Critchfield & Company.

Brewster-Greene Is With the John Johnson Co.

The John Johnson Co., which has its general offices at the Brooklyn plant, Thirty-seventh street and Second avenue, has acquired the services of Colonel M. E. Brewster-Greene. Colonel Brewster-Greene, who was formerly assistant advertising manager of the Locomobile Company of America, recently returned from two years' staff duty in France and Italy.

A Subscription by Wire
WESTERN UNION TELEGRAM

FEB. 7, 1920. PM 5 47

E133CH 42 NL

GB CHICAGO ILL 17

ROBERT E RAMSAY

EDITOR ADVERTISING & SELLING
471 4 AV NEW YORK NY MAIL 15
COPIES FEBRUARY SEVENTH ISSUE
AND HOLD TYPE FOR REPRINT OF
WIDNEY'S ARTICLE ON TRADE PAPERS
INSTRUCTIONS FOLLOWING FOR LAYOUT OF REPRINT ENTER
SUBSCRIPTION FOR ONE YEAR FEN-
TON KELSEY CO. CONGRATULATIONS
ON SUCH ARTICLES AS THOSE OF
LENGEL AND BLIVEN

CARL WIDNEY.

Inland Daily Press Association Holds Annual Meeting

The Annual Meeting of the Inland Daily Press Association, composed of leading daily newspapers in the Central West, was held in Chicago on Tuesday and Wednesday, this week. Among the speakers at the Hotel La Salle were: Frank T. Carroll, advertising manager of the Indianapolis News, Wilbur D. Nesbit, vice president Wm. H. Rankin Co., P. T. Dodge of the Mergenthaler Linotype Co. and Congressman W. B. McKinley of Illinois.

Henry B. Endicott Dead

Henry B. Endicott, president of the Endicott-Johnson Corporation, of the Endicott and Johnson City, N. Y., said

to be the largest makers of shoes in the United States, died unexpectedly in a Boston hospital Thursday a week ago, following an operation ordered after his recent return from the South. He was 66 years old.

During the war Mr. Endicott was State Food Administrator; he held several important state positions, and was widely known as an arbitrator of labor disputes. His firm is one of the largest employers of labor, and it is said that there never has been a strike in his factories.

Harry Porter Company Will Move

On March 1, The Harry Porter Company, 18 East 41st Street, New York, due to an increased amount of business will move its offices to much larger quarters at 15 West 44 Street.



The Quality Magazine for Boys

The magazine of your youth would never satisfy your son. That is why he has his own specialized magazine today.

And today's publication, to have any hold on him, must be built on quality. Anything less will not do.

The publishers of BOYS' LIFE, the Boy Scouts' magazine, recognize this to be fundamental, both for the subscriber and for the advertiser.

To this end we are building, with the help of authors and artists of real ability.

Look over your February BOYS' LIFE. Below are listed some of the contributors to be found in this number.

Authors

Richard Harding Davis	Dr. Wm. T. Hornaday
Ida M. Tarbell	J. Allan Dunn
Lieut. Belvin W. Maynard	Capt. A. P. Corcoran
Dillon Wallace	Wilbur S. Boyer
Dan Beard	Edward Leonard

Rev. D. C. Lees

Artists

Charles S. Chapman	Remington Schuyler
Norman Rockwell	Clyde Forsythe
Brandon Campbell	Douglas Durr

BOYS' LIFE is the only publication covering the Scout field

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

200 Fifth Ave.,
New York City.

37 South Wabash Ave.,
Chicago.

Member A. B. C.

Why Try to Muddy the Spring from Which We All Drink

THOS. CUSACK CO.
OUTDOOR ADVERTISING
Executive Offices
CHICAGO
NEW YORK

February 13, 1920.

Editor, ADVERTISING & SELLING.

Do you believe in the efficiency of advertising?

Of course you do.

You also believe that destructive remarks about one advertising medium affects, to a certain degree, the efficiency of all other advertising.

We know you cannot conscientiously subscribe to the publication of an article appearing under the caption "Mr. Pennell on Bill-Boards," which appeared in the January 17th issue of the *Literary Digest*, or an article appearing in the January 17th issue of the *Country Gentleman*, "Don't Sell Out the Landscape."

These articles strike a discordant note in attempting to present to the readers of the publications only one side of the mooted question: "Are, or Are Not, Outdoor Advertising Displays Artistic."

We will not attempt to enter a defense for *Outdoor Advertising*—it needs none. The displays, made of sheet metal, framed with art moulding and deluxe columns at either end, standardized as to size and the premises and surroundings kept clean, speak for themselves, and in doing so are witnesses that bear the stamp of approval and endorsement of men whose work has been reproduced, such as Leyendecker, Gordon, Ed Penfield, Abbott, Sheridan, Coles Phillips, Phil Ball and others of note.

It is interesting to note that the largest and most progressive advertisers are using the *Outdoor* medium, and in the very issues of the publications referred to a number of the more prominent *Outdoor* Advertisers are represented. Articles, such as we have referred to, decrease not so much the efficiency of advertising in the *Outdoor* field, but of the advertising which appears in other media, such as the magazines and newspapers.

Among the larger advertisers, whose advertising judgment is indirectly questioned through the publication of articles such as we have referred to, we include Hoover Suction Sweeper, Diamond T Motor Trucks, Paramount Pictures, Gold Medal Flour, Goodyear Tires, Mobiloil, Sonora Phonographs, Dodge Brothers, Pennsylvania Vacuum Cup, Philadelphia Diamond Grid Batteries, Standard Oil Company, Kirk's

Soap, Del Monte Products, Carnation Milk, National Biscuit Company, Libby's Milk, Swift & Company, Wilson & Company, Morris & Company, Durham Hosiery, Parker Fountain Pen, Gillette Safety Razor, Kellogg's Breakfast Foods, Cliquot Club Ginger Ale, Overland Motor Cars, Wrigley's Chewing Gum, Arrow Collars, Hart, Schaffner & Marx Clothes, Kuppenheimer Clothes, American Chic Company Products.

These advertisers and others of national character, as well as hundreds of local advertisers, have found the *Outdoor* medium efficient. If they thought it was not efficient, and did not produce results, they would not use it.

Thos. Cusack Company has blazed for itself a trail of improvement. Every thought and effort is being put forth in the development of *Outdoor Advertising* that would make it not only of greater value and efficiency to the advertiser but that would be helpful in placing it in its logical sphere in connection with various "City Beautiful" plans. Any suggestions that will help us show a minority (and exceedingly small at that) that *Outdoor Advertising* is beyond the pale of destructive criticism and permit us to keep alive the harmony that should prevail, especially between legitimate advertising mediums, will be welcomed most heartily and acted upon.

The *Outdoor Advertising* medium has never had any "bones to pick" with newspapers or magazines, but it is a medium that cooperates with other media, and the real progressive, far-sighted advertising managers in the newspaper and magazine fields always welcome the news that a portion of an advertising appropriation is to be spent in the *Outdoor* field, for they know that the efficiency of their own advertising medium is thereby increased.

As an indication of worth in which *Outdoor Advertising* is held by newspaper publishers, we might cite a consistent user of all forms of *Outdoor Advertising* over a period of nine or ten years—*The Chicago Daily News*, one of the best papers published in the world. If *Outdoor Advertising* was not an efficient medium of recognized standing, Mr. Lawson would not use it consistently—year in and year out.

The Chicago American is using *Outdoor Advertising* successfully, as well as the *Philadelphia Inquirer*, *Buffalo Enquirer*, *Buffalo Express*, and other large and influential newspapers.

Yours very truly,

THOS. CUSACK CO.

H. E. Erickson,

Mgr. Publicity & Promotion Dept.

Columbia University to Have Summer Advertising Course—Given by Well Known Men

In the Summer Session at Columbia University, July 6 to August 13, Professor E. K. Strong, whose monograph on the "Psychology of Advertising" appeared some years ago, will give a course on the psychology of advertising and selling. In addition there will be two short courses for men in the profession.

The first will be given by Benjamin Sherbow on advertising and typography. The course will deal with the business of advertising typography; how the readers' attention is attracted to a business message; the methods by which type is made to convey ideas easily, quickly, and forcefully; the elements of advertising typography, the best type faces, width of type line for easy reading, space that makes type easy to read and good to look at; proper use of display types; different methods of obtaining emphasis; intelligent layouts and instructions for the printer. This course will begin on the 26th of July and end the 13th of August. The enrollment is limited to forty.

The second short course will be given by J. Shaw Newton on market investigation and research work for advertising. The dates of this course are July 6 to July 23.

Columbia University, in giving these short, intensive courses for professional men, is developing a new feature of Summer Session work which seems destined to prove of great service to those who are able to spend only a few weeks every year in increasing their technical knowledge.

Official Announcement of the Dorland-Caxton Consolidation Is Made

Effective on February 1, official announcement of the consolidation of the Dorland and Caxton Advertising Agencies is now being made. Senator Walter E. Edge, proprietor of the Dorland Advertising Agency, with offices in New York, Atlantic City, Washington, London, Manchester, Paris and Buenos Aires, and Barrett Andrews, president of the Caxton Advertising, Inc., New York, have consolidated their businesses under the name of The Dorland Agency, Inc., with headquarters at 9 East Fortieth street, New York. The following are the officers and board of directors: Walter E. Edge, chairman; Barrett Andrews, president; Clyde S. Thompson, Henry H. Creske, Austin Healy, A. E. Oakes, and R. A. Porter, directors.

League of Advertising Women Hold Dinner Meeting

At a dinner meeting of the New York League of Advertising Women held last Tuesday evening at the Advertising Club House, Eugene Forker, assistant business manager, *Harper's Bazaar*, Mrs. Elizabeth P. Wyckoff, literary editor, *The Delineator*, and Mrs. John Joseph Moorhead, of the Red Cross, Washington, untangled the problem of "Co-operation between the Editorial and Advertising Departments." The viewpoints of an editor, advertising man and the reader proved most interesting.

Thirteenth retail
market in America is
the Indianapolis Radius.
This rich territory is
covered thoroughly by

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LORRY
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

G. W. Hopkins Addresses Junior Ad Club—Updegraff to Speak Next

At a meeting of the Junior Advertising Club of New York, held Friday, February 13, G. W. Hopkins, president, Advertising Club of New York and sales and advertising manager of Columbia Graphophone Company, gave a talk on "Merchandising Advertising" that proved to be one of the best made before this organization this season. The definition given by Mr. Hopkins, of the term "Merchandising Advertising," was "Selling the Dealer Your Advertising," so as to get his whole-hearted cooperation, thereby making your campaign just so much more effective.

The next meeting of the club will be held on the night previous to its regular meeting night, Thursday, February 26, so as not to interfere with a reception being tendered to new members of the senior club on the Friday evening of that week. R. R. Updegraff, of the Erickson Company, will talk on "Digging Out the Big Idea." Mr. Updegraff was formerly advertising manager of the Mellin's Food Company and Daniel Low Company, and is the author of "Obvious Adams," and numerous stories and articles which have appeared in the *Saturday Evening Post* and in business magazines.

\$27,000,000 Worth of Furs Auctioned in 12 Days

Sales at the winter auction under the auspices of Funsten Brothers & Co. International Fur Exchange, St. Louis, during the twelve week days, from February 2 to 14, amounted to the enormous sum of \$27,000,000. The daily sales averaged from more than \$1,000,000 to over \$5,000,000, and approximately 1,500,000,000 pelts were disposed of.

E. D. Jones Dies Suddenly

Edward David Jones, founder of the Dow-Jones News Service and the *Wall Street Journal*, died suddenly Monday morning at his home, 16 West Sixty-eighth street, New York, in his sixty-fifth year. Mr. Jones formerly owned part of the *Providence Journal*, but sold his interest and came to New York. With others he founded the *Wall Street Journal*, and for a time was its editor.

Newly Established Agency Advertisises Grinnell Washing Machines

The John Jex Martin Agency, a new entrant into the Chicago advertising field, with offices in the Century Building, is preparing a general campaign for the Grinnell Washing Machine Co., of Grinnell, Iowa. The campaign is scheduled to be opened in the newspapers of the New England states.

Johnston Overseas Service Sends Representative to Europe

Because of the increasing volume of European advertising placed by the Johnston Overseas Service, they have arranged to send a representative into that field Howard G. Winne, manager of the organization, will sail early in March, to visit such centers as London, Paris, Brussels, Antwerp, Amsterdam and Rotterdam. Branch connec-

tions will probably be arranged, and a large volume of consumer advertising will be released during his stay.

Mr. Winne has just returned from Cuba, where arrangements were made for bill-board space, color inserts for magazines and newspaper advertising.

William A. Graham

William A. Graham, editorial writer on the *Hartford Courant*, died at his home in Hartford, Conn., early this week. He was born in Salisbury, Md., sixty-two years ago, was graduated from the University of Maryland and began newspaper work in Baltimore. He was city editor of the *Courant* for twenty-two years.

Associated Advertising Agencies of Southern California Prepare "Ad" for American Legion

When Victory Post No. 54 of the American Legion in Los Angeles, Calif., wished to start their Americanization work by newspaper advertising recently, they brought the matter to A. Carman Smith, chairman of the A. A. A. of Southern California. The members of the association, feeling that this is in line with the constructive service which associations of advertising agencies throughout the country can consistently expect to render, they prepared gratis an attractive full page advertisement which was used in the Los Angeles daily newspapers.

92% Gain

The February number now on sale surpassed last year's record in advertising lines by 92 Percent

Everybody's Magazine



Putting a New Interstitial Gland in Copy

By H.M.B.

EVER see a lovely corpse? Eyebrows penciled; checks rouged; lips carmined and stitched tight.

"Don't he look just grand?"

Yet he can't join the live ones who pass 'round the bier before, and the beer after.

And it takes six lusty good fellows to carry him out with steps solemn, mournful and slow.

Beautiful.

But dead!

Some copy's like that. Beautiful to see; oh, so beautiful. Garlanded with posies. Measured to a hair for the grave it is to occupy. Air-brushed to death. The message an epitaph instead of an epigram.

Some other copy isn't quite as dead as all that. No, indeed. Wears fine clothes. Flower in the button-hole. Walking stick, and all that sort of thing. Goes through the motions. But hampered by a weak interstitial gland. Can't produce.

And this is why.

THE COPY THE THING

Too much attention paid to the physical appearance of the advertisement and too little to the message.

The power of selling sacrificed to the method of telling.

Curleyques instead of p's and q's.

Lullaby phrases instead of come-and-buy phrases.

Fad-vertising instead of advertising.

Limping along—a thing of beauty, but a cloy forever.

Give it physical beauty by all means. But put something under the silk hat.

Tell something that will *sell* something.

A forceful message is no less

forceful for having an attractive frame.

Too many ads stop with the frame itself—built to appeal to the reader's eye rather than to his mind's eye—built as a monument to the ad-maker instead of as a mile-post for the advertiser.

There's a difference.

Sometimes the ad-writer is inclined to forget that the public has been advertisingly educated just as he has been, and that, as a consequence he must meet his public on common ground.

So when he opens up on his audience with a headline such as:

"The Tale of a Shirt"

he taps the vintage of '47., something they thought wonderful a few years back, but which doesn't even raise an eyebrow now.

A FLOWER AD FOR FLOUR

Or, perhaps he's advertising flour, and starts off something like this:

"The great west calls to the throbbing city—calls with its pulsating, plough-ploughed furrows sweet with Nature's dew and atmospheric with ozonated air. Its call is of Calli Flour, the flour of the west, the flour that transforms the skies, the breezes, the sun, the rain, and the Lord only knows what else; into loaves of life-giving bread, the flour that grandmother herself used because grandpa liked his bread that way," etc., etc.

By the time the reader gets the first few lines of such gush as one often sees in the guise of an advertisement intended to sell goods, the tears flow cop-eye-ously; the only thing the ad has created is a market for a handkerchief.

Isn't there a rule of logic that the moment you bring sentiment to the aid of reason, reason loses its reason? Oh, yes, give a few dew-dabs of tint to the message, but don't so everlastingly paint the colors of the sunset all over the canvas that the real picture loses itself in a fury of fire.

If you've got a really better flour a million women will listen to you without any brass band music, if you tell them in good, plain Anglo-Saxon why it is better. If you haven't, all the twanging of the blooming lyre won't strike a note of interest. On the contrary, the lady will pass the message up and by with the mental reservation: "What guff!" A few years ago you might have won her interest with such twaddle, because at that time she wasn't advertisingly educated. But today you might just as well talk to her in terms of Mother Goose as to expect to catch her eye, ear and pocketbook with an appeal so elementary that it offends her intelligence.

When you hear some reader exclaim: "There's a Clever Ad," nine times out of ten you can make up your mind that's all the ad is—clever. It is so darned busy selling itself that it doesn't sell anything else. It needs a new interstitial gland by which it will break away from the overworked ego of the writer and produce something more than a twinkle of the reader's eye.

You can't catch old birds with chaff. If the advertisement is really to perform its true function, if it is to *sell something*, then it must lead to a known want for the article, turn that want into a real desire, and the desire into an actual sale. And that can't be done by mere word-painting. If there isn't something about the article worth talking about in a serious yet interesting way, keep out of the advertising pages altogether, for a pretty, brainless ad will get no farther past the eye than a gilded mummy case.

There are some underwear advertisements that say if you wear So-and-So's Underwear you will win success in life and rub should-



ers with the boss instead of having to get Bill, the shipping clerk, to scratch your back for you.

STRAINING SUCCESS

This "success" strain in advertising is becoming much *too* strained. "Take Sneakum's Pills and Be a Success," "Your Hosiery and Your Job," "How a Necktie Won a Fortune," "Shoes That Walk You Into a Fine Position." Interesting, no doubt; but as interesting as a salesman who turns handsprings while trying to sell you something. It's all right to make the reader the hero of the ad; but in doing so don't let him feel that you assume he has no common sense. He'll buy your article if you convince him in sensible language that he needs it, but don't undermine his confidence with a lead that listens like "sounding brass and tinkling cymbal."

Nowadays when the representative magazines are assuming the proportions of a city directory there is no place for ads that don't *tell to sell*. Advertising media may be market places, but they are market places of competition for all that. Which means that it is ever a case of the survival of the fittest and the ad. that simply plays with words instead of *working with ideas* will not stand the test of the down-to-earth ad. that appears alongside.

"Truth in Advertising" was a great slogan and served a great purpose. But more is required than truth alone. "Mary Had A Little Lamb" is probably based on fact; yet it still is "Mary Had A Little Lamb." "The Best On the Market" may be the truest five words ever spoken, but they fall unheeded on ears hardened by years of "best evers." "For Sale By All Good Dealers" rings true as a Toledo blade until one good dealer is found lacking.

What, then, in place of "Truth In Advertising"? What has been the development of the public's advertising mind, and how shall it be made the most of?

TELL TO SELL

We have already said it: "Tell to Sell." Deliver the message in such a way that it will sell the goods. Truth must be a foregone conclusion, for absence of truth is always a boomerang of destruction.

Take any successful advertising campaign and you'll find it devoid of fol-de-rol. It is successful because of the fact that it is based on a sound analysis of the public mind, and the copy planned accordingly. Headlines that "shimmy," phrases

that tickle, layouts that do stunts, illustrations that simper, all relics of the juvenile period of advertising, are absent. The advertising is alive, virile and productive because written in the known terms of today instead of playing on yesterday's worn out strings.

It is successful because it reasons with rather than patronizes a great audience.

The ear may be tickled with a "clever" ad; but the pocketbook, never.

A mere trick of speech or of layout may appeal to the artistic sense

without arousing the buying instinct.

"Selling" is the bit of carbon in the alloy of "telling." Without it you have simply a dead mass of words with no comeback.

Six thousand plunks gone ker-plunk!

ADVERTISING MUST ADVANCE

Advertising must advance. Yesterday's method will not do today. Today's will not do tomorrow. For advertising has done this: it has advertisingly educated the great buying public—and the advanced

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Advertising Men Should Use Advertised Products

During the past year the Eastern Manufacturing Company conducted one of the most extensive advertising campaigns ever carried on by a paper manufacturer. Full pages in the leading national magazines, weeklies, and business publications have told the story of SYSTEMS BOND—and will continue to do so throughout 1920.

Advertising men know that a product must be right to be backed by such a campaign. The many new customers and repeat orders it has won prove that SYSTEMS BOND is right. That this paper is so well and favorably known should be another reason for its use by advertising men.

Systems Bond is distributed nationally. Have your printer or lithographer use it on your next order for stationery.

A request on your letterhead will bring samples and a copy of our book, "The Modern Manufacture of Writing Paper."

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

mind of that public, advertisingly speaking, demands to be approached as an equal.

Just as a bird in the hand gathers no moss, just so will the hackneyed phrases and done-to-death stunts of yesterday's advertising gather nothing more than a pleasant smile such as greets a feeble old friend.

Copy can be made most interesting and entertaining, yet still appeal to reason and to pocketbooks.

A new interstitial gland in copy does not mean investing it with cap and bells. It means simply renewing its life and interest, making it lead sensibly and forcefully to the mind of the public who through experience have come to expect all advertising to—

TELL TO SELL.



Advertising Agents Listen to Dollar Stabilization Plan

The noonday meeting of the American Association of Advertising Agencies, held at the McAlpin, New York, last Tuesday, was handled as a "note-book" meeting by virtue of the fact that two authorities discussed the mooted question of the present-day economic situation. Irving Fisher, professor of Political Economy at Yale and past president of the American Economic Association, spoke on "Stabilizing the Dollar," and Henry C. Emery, assistant manager of the foreign department of the Guaranty Trust Company, took up the subject, "Business Conditions as Affected by Foreign Exchange."

Professor Fisher's plan, which has gained considerable attention in academic and commercial circles, is to vary the gold bullion weight of the dollar according to the fluctuations of the dollar's purchasing power. Some of the most prominent economists in the country join hands with many of the foremost financiers and business organizations in approving the idea. In explaining it, Professor Fisher said:

"We have now a means of determining scientifically the value of a dollar. That value or purchasing power may be determined at the end of any period, say each month. This figure is called the index number. For example, suppose the plan had been inaugurated last month and the index number for that month was selected for the par or basic price level. Suppose the index number this month is 101, or 1 percent above par. This would be the signal and authorization for the Treasury Department to increase by 1 percent the weight of

bullion for which a dollar certificate would be issued.

"If this increase in weight is sufficient to compensate for the lost purchasing power of the original weight of the bullion dollar than the index number of the next month will return to par.

"If the adjustment is not sufficient, then the next month's index number, remaining above par, will indicate the need of further weighing of the dollar.

"Thus by varying continually the weight of the dollar in its purchasing power, we can keep it constant in the exchange value for goods.

"Of course we could not chip off or add on gold to the coin dollar. We could not turn in all coins every month to have them corrected. Neither could we carry gold coin of various weights in our pockets. But we do not carry gold coin in our pockets anyway; we carry paper certificates representing a certain quantity of gold, which is, by definition, the dollar."

Mr. Emery laid stress on the point that it is gratifying to know that the United States is eager and willing to aid Europe in her economic crisis, but that the degree of eagerness may operate so as to aggravate the conditions instead of alleviating them. On the premise that there is "a wise and a reckless way of giving help," Mr. Emery said:

"A world which has indulged in a long debauch of war cannot return to normal except by hard labor, rigid economy and severe taxation. Fresh borrowings afford only temporary relief. Again, reckless help may only increase disaster. The drowning man cries for a rope, but, if many are drowning and the rescuers are few, the result of precipitate action may be to drag the rescuers overboard as well.

"The American people should not callously let Europe collapse, if Europeans show a genuine desire for self-help and a will to sacrifice. Not only humanity, but self-interest, demands it, since America cannot maintain permanent prosperity in a hopelessly bankrupt world.

"Europe must realize that her greatest hope lies in the continuance of a strong, solvent America, which can be of assistance over a long period. If we should give her loans now to an extent to jeopardize our own continued strength, or furnish her money merely for further extravagant expenditure, we should not retard, but merely precipitate, the crisis. Our best service to the world is to keep our strength and resources intact for future needs."

The arrangements of the meeting were handled by Frank Little, chairman of the Board of Governors of the New York Council, A. A. A. A.

Harry Tipper Prize for Advertising Students

Just before the meeting of the Triad League of New York University last Saturday night, Professor George B. Hotchkiss announced the conditions of the competition this year for the Harry Tipper prize. To the member of the Triad League submitting the best newspaper campaign for the purpose of raising the University's endowment fund, Professor Hotchkiss said, would be

given an individual prize, and the honor of having his name inscribed on the Tipper cup.

Drug and Grocery Statistics

185 Madison Avenue,

New York, February 11, 1920.

Editor, ADVERTISING & SELLING.

DEAR SIR: The writer would ask and thank your good selves to furnish him with the consumption figures of the Drug and Grocery trades and any other available information of value in forming advertising plans.

Anticipating an early reply with the information requested, it possible, and again thanking you for any courtesy you might extend,

Respectfully,

(Signed) JOHN DE GROOT.

Care of PRINTERS INK,

185 Madison Avenue, N. Y. C.

The reply to Mr. De Groot's letter has been somewhat delayed by the confusion of moving, and even at this writing is not as complete as we would like to make it due to the fact that our statistical files must be rearranged after the trip to permit the best possible use of them.

However, we are able to say from the available material, that the drug business in the United States represents about \$325,000,000, while it estimated that there are more than 185,000 grocers trading here in retail business.

Taking a few high-lights, it is interesting to note that in the fiscal year from June, 1918, to June, 1919, we imported 111,917,000 pounds of tea and 1,051,000,000 pounds of coffee into this country. The sugar figures, the latest available being 1918, the imports totaled 5,831,982,457 pounds, valued at \$308,346,986. We produced ourselves 629,216,000 pounds of cane sugar and 1,713,741,120 pounds of beet sugar during that same period, and exported 1,118,872,723 pounds to other lands.

The 1918 production figures for salt show a yield of 7,238,744 tons. Milk statistics show a production of about 11,050,000,000 gallons in that same year.

Some additional figures of interest are furnished by the tobacco statistics for 1918. We produced a total of 1,340,019,000 pounds; imported 74,852,219 pounds; and exported 288,781,511 pounds. In that period there were 7,835,583,747 cigars and 37,914,241,654 cigarettes.

If it is so desired, we would be glad to prepare a more exhaustive report on specific commodities or lines without delay.

Long Bell Lumber National Advertising Is Handled by Ferry-Hanly

Paul E. Kendall, advertising manager of the Long Bell Lumber Co., Kansas City, Mo., made definite statement this week that the company's national advertising campaign was in charge of the Ferry-Hanly Advertising Co. The firm's creosoted products, however, were being advertised by the Potts-Turnbull Advertising Co., of the same city, he said.

An appropriation exceeding \$100,000 has been placed with the Ferry-Hanly Co., and they are using large space in national media in the interests of the Long Bell (trade-marked) lumber.

William Woodhead Memorial Meeting to Be Held

A meeting in memory of William Woodhead, former president of the A. A. C. W., who passed away on January 27, will be held at the Advertising Club of New York, March 3, with Edwin T. Meredith as chairman. All the living past presidents of the A. A. C. W. and many prominent members of the profession will be present. This hour is 3.30 p.m.

Out in California—

San Francisco and its suburban territory constitute a trading center of fully one million people—one of the big population centers of the nation.



has no rival in this field, as a glance at the appended summary of the latest circulation and advertising figures will prove:

	FIRST IN		Lead over Second Paper
Circulation, Daily	126,260		35,374 or 38%
Average Net Paid, Third Quarter, 1919			
Circulation, Sunday	239,156		122,655 or 92%
Average Net Paid, Third Quarter, 1919			
Advertising, 1919, Total Lines . . .	12,747,182		3,998,512 or 46%
Advertising, 1919, Display Only . .	8,385,482		1,605,870 or 24%
Advertising, 1919, Classified Only.	4,361,700		2,392,642 or 122%

Circulation Growth since the latest ABC Audit has been remarkable. Compare figures below with those above.

January, 1920, Circulation 134,292 Daily, 257,754 Sunday

*There is no substitute for circulation
and no circulation on the Pacific Coast
approaching that of the*



M. D. HUNTON
Eastern Representative
American Circle Building
New York

W. H. WILSON
Western Representative
909 Hearst Building
Chicago

How We Are Selling the Factory Idea

Newspapers Used With Telling Effect

By JEROME P. FLEISHMAN

Secretary, Needle Trades Association of Maryland, Inc.,
Baltimore, Md.

HOW IT STARTED

DOWN in Baltimore, Md., the labor situation, so far as women and girl help is concerned, was somewhat acute. Members of the Needle Trades Association of Maryland, Inc.—manufacturers of middy blouses, shirtwaists, underwear, overalls, and so on—recently awoke to the fact that, although advertising had sold their products nationally, the biggest problem with which they were face to face was the problem of PRODUCTION. Want Ads. simply weren't doing the trick. Idle machines were not only a thorn in the side, but a real menace to the sewing industry.

So the problem was put up to Jerome P. Fleishman, the new Secretary of the Association, who, until a few months ago, was for nine years a member of the editorial staff of "The Baltimore Sun" and who had written much of "The Sun's" self-advertising. Recently there began to appear in all of the Baltimore papers decidedly human display advertisements designed to interest women and girls in factory work. The ads. have attracted national attention. ADVERTISING & SELLING has asked Mr. Fleishman to tell something about the campaign. Here is what he has to say.



**Well dressed; well paid;
happy in the work they do**

THE girls and women in our plants are a happy, satisfied, healthy, self-respecting lot. They have found their work. They take pride in it. They earn good money. They work under ideal conditions. Everything possible is done to keep them healthy and happy. And they appreciate it—for some of them have been in our employ for many years.

In one of our plants there is a woman of 64. She started in with the firm when it opened for business seven years ago. She wouldn't exchange jobs with any woman in Baltimore. Recently, during all that time she earned an excellent salary and she has worked with congenial, bright-faced, well-trained contented girls and women all the while.

At a machine near her is a girl of 16. She is no bar to profitable employment in these working times. These are girls in our employ, who have come to us fresh from school and then there are public school women who are the sole support of their families.

The newbooks of today work in a bright, cheerful surroundings.

Everything within reason is done to make life comfortable and happy. When you see the smiling faces on the front and back cover of the booklet mentioned in the coupon below, you will realize that our workers ARE healthy, that they ARE happy, and that they measure up to a very high standard of womanhood.

Send for the booklet. It is free. It is a very good story, and it is illustrated. It tells you under no obligation at all. We are anxious to have you know just what we are offering to the girl or woman who is in earnest and who wants to make from \$15 to \$22 or even more per week, every week doing work that is congenial and interesting.

Fill in present or mail the coupon below to 920 Equitable Building

I do enjoy Miss Gertrude Leimbach's story. It will tell me all about the opportunities that are open to me. It is illustrated and printed in this Association. If you wish, you may stop in at one of our stores and see for yourself how easy and pleasant it is for you to make anywhere from \$15 to \$22 or more a week.

J. P. Fleishman, Secretary,
Needle Trades Association of Maryland, Inc.,
920 Equitable Building, Baltimore, Md.

Dear Sir:

Please send me, without cost, a copy of your trade Leimbach's dress story, which you have had printed on booklets from under the title "HOW WE LOST THAT BET ON THE MOVIES."

Name _____

Address _____

Specimen of Newspaper Advertisement Used to Sell the "Work in a Factory" Idea.

we presented them as "plants." The reason is obvious. It helped us overcome that deep-rooted, unthinking prejudice. Well, as I was saying, I visited our plants and sold the working conditions to myself. When a man has sold a thing to himself, it isn't hard for him to write the kind of copy that will sell it to somebody else. If he isn't sold himself, better not write any copy.

A NEWSPAPER CAMPAIGN STARTED THINGS

We decided on a five weeks' campaign of little ads.—2 columns by

150 lines—to run in every newspaper in Baltimore. The schedule was so arranged that the woman or girl who didn't read the morning papers would see every ad. in the series, 13 of them in all, in her favorite afternoon sheet. She simply couldn't get away from that sales message of ours.

I wrote those ads. "from the heart out." My long newspaper training had given me a sense of the dramatic, and this I tried to put into the illustrations and the headlines. It is very amusing to be stopped on the street by some high-brow advertising expert and have him say: "That's wonderfully clever copy you are writing for your association, old man. Wonderfully clever."

Confound it all; that copy *isn't* wonderful and it *isn't* clever. If it had been, it would have been rotten copy for our purposes. All I claim for those little ads. is that they are HUMAN. I tried to make them doggoned human. I tried to get into the mind and heart of the readers I was after a feeling that we were telling the truth about our plants and that, in holding out positions in them, we really were not only helping ourselves but were offering worth-while, clean, dignified, honest, good-paying work.

Each ad. carried a coupon. When the woman or girl filled out that coupon and sent it in to headquarters, she was sent a copy of a mighty interesting little booklet—a story written by Miss Gertrude Leimbach, a newspaper woman, under the title of "How We Lost That Bet On The Movies." The story detailed her experiences when she set out to learn the actual working conditions in the factories. The whole cover of the booklet was made up of a halftone of girls—genuine factory girls, snapped by the writer on the steps of one of the plants in our association at the noon lunch period. The story was illustrated with pen-and-ink drawings to relieve the monotony of type. And it's a very interesting story, with just the proper touch to it to leave in the mind of the reader the impression that latter-day factories aren't such bad places in which to work, after all. That, of course,

WANT Ads. simply were not ringing the bell; that's all. Some of the members of our Association were using big space in the classified columns and getting—practically nothing.

Industrial conditions had revolutionized advertising conditions, so far as we were concerned. That's the way it appeared to me, anyway. The girl no longer sought the job. The job had to hump itself and seek the girl. How to make it do that: that was the rub.

Well, how would you go about selling *anything*? Finding out its talking points and dressing up those talking points attractively in print, wouldn't you? That's what we did. We realized the old, old prejudice against the factory. We knew that girls and mothers of girls looked upon the factory as nothing less than a sweatshop. They didn't know that the factory had evolved because it couldn't help evolving with the times. They didn't know because no one had told them.

So we up and told 'em. First of all, I visited our plants—and, by the way, we referred to our factories as "plants" in the advertising. We didn't say they weren't factories. In fact, we referred to them as such in some of the ad. texts, but, by and large,

was exactly the impression the story was designed to leave.

The coupons began to come in 24 hours after the first ad. in the series was printed. They have been coming in in every mail since. With each booklet is sent a personally signed letter suggesting that the inquirer go to the plant nearest her home—the plants, what they make and their locations are listed in the booklet—ask for the employment manager and get any additional desired information about hours, wages, etc. A separate sheet giving the list and location of plants is enclosed with the letter for the inquirer's convenience, and on the back of this is printed a request on the employment managers to show the bearer of the sheet every courtesy. This, of course, is a "key" of the booklets.

Whether or not the campaign puts girls at those idle machines, we feel sure it has done one thing. It has caused a lot of women and girls who hadn't thought favorably or hadn't thought at all about factory work to think about us and the work we offer. It has put the sewing industry in the proper light before the workers upon whom that industry must depend if it is to survive in Baltimore.

Hydraulic Pressed Steel Combines Properties

The Hydraulic Pressed Steel Company announce the consolidation of all their interests under the name of The Hydraulic Pressed Steel Company of Cleveland. The individual plants will be known as follows: The Hydraulic Pressed Steel Co. of The Hydraulic Steel Co. of Cleveland; The Hydraulic Steelcraft Co. of The Hydraulic Steel Co., Cleveland; The Cleveland Welding & Mfg. Co. of The Hydraulic Steel Co., Cleveland; The Canton Sheet Steel Company of the Hydraulic Steel Co., Canton.

The executive offices of the company are in the Illuminating Building, Cleveland, O., with branch offices in New York, Chicago and Detroit.

Sprague, University Advertising Man, to Become Art Director

C. Hayes Sprague, a popular member of the Department of Advertising and Marketing of New York University, will resign his position on March 1, to go

to Cleveland, Ohio, as art director for the International Displays Co. in that city.

Through his connection for many years with the Advertising Art Department of the New York High School of Commerce, of which he is now assistant head, and with the university, Mr. Sprague has become identified with the advertising profession. The company he joins makes a specialty of window displays, cutouts, transparencies and similar advertising matter.

Noted Canadian Editor Is Dead

E. F. Slack, president and organizer of the Canadian Press, and general manager of the *Montreal Gazette*, died at his home in Montreal on Monday of double pneumonia. Mr. Slack, who was 52 years old, joined the staff of

the *Montreal Gazette* in 1888 as a reporter, and successfully worked his way up to managing director. He organized the Canadian Press in 1910.

Jason Roger's Book Is Black

February 13, 1920.

Editor, ADVERTISING & SELLING.

In your issue of this week there is an article by me dealing with the life and works of Jason Rogers, publisher of the *New York Globe*. I have just read this article, and enjoyed it very much, but there is a typographical error in it. I devoted a paragraph to describing the "Little Black Book" invented by J. R. and now used by publishers all over the country in which to put the condensed, complete records of all the vital facts about the state of the business. Your typographer managed to make this "the little blank book."

There is quite a difference between being black and blank.

Sincerely yours,

BRUCE BLIVEN.

Only forty-nine
newspapers of
20,000 in the U. S.
publish art grav-
ure supplements.

There's but one
in Brooklyn—the
Standard Union.

And not a cob-web
on any one of the
forty-nine.

Copy Writer

The man who will receive favorable consideration for this position must be possessed of a good analytical mind, imagination and a sense of humor to give his work pep and individuality. Salary will be commensurate with ability and you can sell yourself to us by the kind of letter you write. Make your letter reflect your personality. This is a worth while job with a worth while advertising company.—Box 250 care of ADVERTISING & SELLING.

The Chain Store As a Distributing Factor

THE last thirty years has seen a marked development in the Chain - Store - System. That this movement is getting to be a factor in the distribution of goods, can hardly be denied when a glance is taken of the following list of chain stores:

GROCERY CHAINS

	Stores
Great Atlantic & Pacific Tea Co.	807
Acme Tea Company.....	315
James Butler Grocery Co.....	238
Childs & Company.....	230
Grand Union Tea Co.....	200
Kroger Grocery & Baking Co...	182
M. O'Keefe, Inc.....	146
Wm. Butler	140
Bell Company	130
Robinson & Crawford.....	130
National Grocery Co.....	126
Direct Importing Co., Inc.....	125
Thos. Roulston	121
John T. O'Connor Co.....	110
G. M. Dunlop Co.....	106

FIVE AND TEN CENT STORES

F. W. Woolworth Co.....	744
S. H. Kress & Co.....	147
C. S. Kresge Co.....	124
J. G. McGrory Co.....	115

TOBACCO AND CIGAR STORES

United Cigar Stores.....	1100
--------------------------	------

DRUG CHAINS

Riker-Hegeman Co.	105
Louis K. Liggett Co.....	52
Owl Drug Company.....	20
Square Drug Co.....	20
Marshall Drug Co.....	15

SHOE CHAINS

R. H. Long.....	82
W. L. Douglas Shoe Co.....	79
Regal Shoe Co.....	47
Hanover Shoe Co.....	52
Florsheim Shoe Co.....	30
Sorosis Shoe Co.....	30
Hanan & Son.....	18
Beck Shoe Co.....	15

HAT STORES

Kaufman Bros.	40
Truly Warner	24
Irving Hat Co.....	24
Sarnoff Bros.	16

Dates of establishment of some of the great chain-store systems:

Great Atlantic & Pacific Tea Co.	1859
F. W. Woolworth Co.....	1879
Jas. Butler Co.....	1882
Hanan Shoe Stores.....	1885
Acme Tea Stores.....	1887
New York & London Drug Co..	1897
Cannon Stores	1889
United Cigar Stores.....	1901
Penney Stores	1901
Duke C. Bowers' Stores.....	1902
United Drug Company.....	1903

Chain Stores take on more than one aspect. Some of them are retailer chains, some jobber chains and some manufacturers' chains. In compiling this article the *Merchants' Magazine* of the *Orange Judd Farmer* says that it is very difficult to make an analysis of a general nature which would apply with equal force to stores in these different lines, yet it is well that retailing merchants begin to think about this new force, this growing factor in distribution and in competition as well.

Chain stores claim, by virtue of such an organization, increased profits from buying power. They claim also heightened proficiency in advertising, in the better handling of credits and collections, and in better methods of merchandising.

The chief advantage which a chain store claims over the individual retailer is the ability to buy for less. Their system or plan rather leans to the elimination of the wholesaler. And yet these chain stores are compelled to provide warehouses and carry a surplus stock of goods in store ready for the call of the various stores. It is a question worthy of most careful thought and there is certainly some doubt as to whether or not there is any real saving in the system. They are compelled to perform the functions of the wholesaler and where an adequate stock is carried they are compelled to use in ratio the same investment.

JOBBER MUST BE DONE SOMEWHERE

This warehouse and shipping overhead must be higher than it is for the usual jobber unless the chain-store system is balanced to a nicety.

Much has been said in recent years about the elimination of the jobber, yet when the functions of the jobber are performed the expense must be met and we think observations throughout the country do not justify the belief that any saving so far has been effected in this method of distribution.

The wholesaler is an important factor in distribution. He gathers his goods from the four corners of the earth, puts them in warehouses for immediate needs of his customers, who may buy them as needed. And if he be a wise merchant he will buy in small quantities and often with a view of turning his stock; for profits to the individual retailer come not from the sale, but from the repeated turning of stock. This is an axiom in business right now and

retailers are just beginning to know its meaning.

There is one phase of the chain-store system which is worthy of thought and that is they employ high-grade efficient managers who have the stores carefully systematized and who are bent on showing a profit. These managers are not better merchants than individual merchants ought to be and it behooves every retail merchant who is conducting a store of his own to make himself so proficient that he is on a par with the manager of a chain store anywhere, and he can do it. When he does do it, chain stores will have no advantage.

From records at hand it would seem that a chain store has an advantage over the individual retail store in the question of net returns. The chain store makes good net returns on a relatively small investment, therefore they must have repeated turn-over. In an average city grocery store the stock turns perhaps ten or twelve times a year. In some of the best chain grocery stores stock turns forty times per year.

THE QUESTION OF TURN-OVER

In the average drug store three or four turns per year is considered good, but the most successful drug store has a turn-over of something like twelve times per year.

In a cigar and tobacco store the average turn is from four to ten times per year, while in one of the most successful stores in a well-known chain the stock turns fifty times per year.

The syndicate 5 and 10 cent stores average ten to twelve turns per year, while the average for individually-owned stores is from eight to ten times.

So it would seem that the chief advantage in the chain stores over the individually-owned store is turn-over, and this is the problem to which every thinking retailer is directing his attention.

Wholesalers have been teaching this doctrine for years and it has taken root now and then in spots, but if retailers want to measure up to the present-day requirements each and every one must take hold of this new doctrine and solve it in his own store in an effectual way.

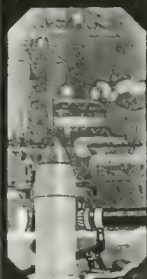
"Buy in small quantities and often, keep variety up, investment down, and handle the kind of goods the people know about—the advertised kind." That is an axiom in the solution of this problem.

In this solution is found a road to more profit, as well as in meeting successfully every kind of competition that is now confronting you, even chain stores.



"PERSONAL SERVICE"

**Protect
Your
Country**



Sherwin-Williams
Finishes approved
by Nations for
Battleships, Shells
and Aeroplanes.
They stand wear
weather and
severe usage

THE SHERWIN-WILLIAMS CO.

PAINT VARNISH & COLOR MAKERS
MINERS OF LEAD AND ZINC ORE
SMELTERS OF ZINC OXIDE
CONRODERS OF WHITE LEAD
CRUSHERS OF FLAKED
MANUFACTURERS OF INSECTICIDES
OYES AND COAL TAR PRODUCTS

FACTORIES: CLEVELAND CHICAGO NEWARK MONTREAL LONDON ENG.
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

ADDRESS REPLY TO
ADVERTISING DEPARTMENT
C. W. KEMPERLY, MANAGER

601 CANAL ROAD, N. W., CLEVELAND, O.

November 26th, 1917.

Advertising Artists, Inc.,
33 W. 42nd St.,
New York City.

Gentlemen:-

The window displays which you produced for us
in our 1917 series were well received. The intensified coloring
and the new art effect proved to be a unique change and offered
something which some of our former displays had lacked.

Mr. Weissberger gave us personal service and his
organization backed him up. He also gave valuable suggestions
and has some good constructive ideas for any modern, progressive
concern, no matter how large or how small.

Yours very truly,

THE SHERWIN-WILLIAMS CO.

C. W. Kemperly

Advertising Manager.

CML:EM

**Protect
Your
Home**

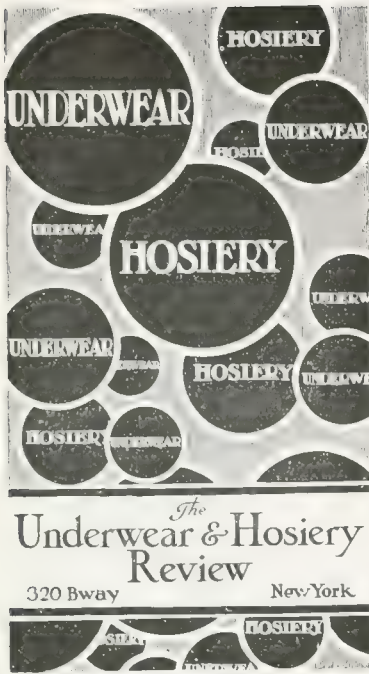


Sherwin-Williams
House Paint approved
by Property Owners.
wears, preserves,
beautifies.
Economy in
every gallon
goes farther



**SHERWIN-WILLIAMS
PAINTS & VARNISHES**





Stenographers and typists wanted, experienced in Publishing business; Advertising, Editorial or Circulation Departments. Register free of charge with Employment Registration Bureau of Periodical Publishers' Association, 200 Fifth Avenue. Write full particulars; age, experience, salary wanted, etc.

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We specialize in house to house distributing of Advertising Literature and Advertising Samples

We solicit your account

JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

POSTAGE
The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00. POSTAGE, Room 297, Metropolitan Building, New York

How Shall We Export

Should You Export Direct or Through Exporters—the General Problem With Suggestions As to How It May Be Solved

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

Is there any Question About Foreign Trade that Bothers You?

IF you have a question on this subject that you would like to ask you can get it answered, without charge or obligation, if you are a subscriber to ADVERTISING & SELLING, by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Paraguay—ask Dr. Pratt, he will tell you how it is done.

You want to know what effect the rate of exchange will have on foreign trade with Italy? With Latin America? With other countries? Ask Dr. Pratt, through ADVERTISING & SELLING, and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the third article of which will appear in our issue of January 31st.

Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.

J. and H., Inc.,
Cincinnati, Ohio.

We are manufacturers of a specialty which is widely used in this country, and for which we believe there is a market abroad. Would you advise us to develop an export department of our own, or make use of the export firms in New York and elsewhere? Please give us the reasons for your advice.

wrong method for the manufacturer to pursue, and that the question of establishing an export department is an abstract one like any mere engineering problem or a chemical reaction. To talk with some uninformed manufacturers, you would think that the export problems of his organization could be analyzed in the laboratory and an exact answer found to each query.

Nothing could be farther from the truth. No man, however skilled, can answer the question propounded in this instance. In the first place, we haven't sufficient information. Only the writer of this letter, or possibly his board of Directors, can give the necessary information. The best that I can do is to point out some glittering generalities that bear on the subject.

As indicated, there are in general two courses open to the manufacture; first, the establishment of an export department, and in consequence the development of a *direct* export business; second, the making of certain connections with export houses in New York and San Francisco, and in consequence the development of an indirect export business.

The decision as to whether his export business shall be *direct* or *indirect* rests upon the manufacturer and the facts upon which to base that decision are mostly in his hands and nowhere else.

The decision of *direct* or *indirect* exporting rests, in the main, upon the following considerations:

(1) *Character of the Product.*

Some articles are particularly adapted to direct exporting, as for example those widely used, *e.g.*, sewing machines, cigarettes, etc.; or articles where the element of service is important and where direct contact with the factory is essential. In other cases, where the product is more standardized, *e.g.*, coffee, zinc, certain types of machinery, etc., the necessity of close contact with the buyer

"GIBBONS KNOWS CANADA"

is absent, and the manufacturer is well served by an exporter.

(2) *Capital and Credit.*

Any producer or manufacturer who desires to export direct to foreign markets must be prepared to give credit to his foreign customers. In order to give credit, he must have not only sufficient capital to carry on his domestic business, but to add a very considerable line of credit for his foreign customers. Some manufacturers have been fortunate enough to be able to exact cash for their merchandise, especially during the war. But today the manufacturer in general has the choice of giving credit or doing business through a middleman.

(3) *Margin of Profit.*

The margin of profit oftentimes determines the question for the manufacturers. If the margin is wide, a large and specialized selling organization may be built up. If the margin is small, any selling organization may be too expensive. To a very considerable extent the margin of profit depends upon competition abroad—a point that must be kept in mind.

(4) *Brains.*

Some industries are notoriously lacking in brains. If the manufacturer thinks that such is the case in his business, he had better not embark on a program of direct exporting. There is in fact no business in which the necessity for highly trained brains is so great as in the export department of a manufacturing establishment. No executive, no matter how competent, can look after the details of an export business, and hence that part of the business must be delegated. There must be brains at the top, and brains in the export department.

(5) *Willingness to Export.*

Manufacturers sometimes think they want to go in for direct export business, when they have not really considered all the consequences. The willingness to develop direct export business presupposes a carefully and thoughtfully made decision and not a chance, a prejudice, or a mere lucky stroke. Any man who decides to go into direct export business should have the determination to go through with it, come what may.

The considerations mentioned above apply to all export business, but particularly to direct exporting. The direct exporter carries his products directly into foreign markets. He builds up a selling organization abroad, which may consist of his

own officers, travelers, warehouses; or of his own agents and representatives; or of a large number of customers and mail contracts. He builds up his foreign advertising. His foreign credit information equals his domestic credit information. His shipping department is familiar with the technique of foreign shipments. His financial department understands drafts and foreign collections. In short, the man who exports direct must be prepared to extend his domestic organization with foreign countries.

If the manufacturer is not prepared to do these things, he can use the export house or a middleman, and his obligations will be discharged upon the delivery of his merchandise into their care.

Finally, let me say that the decision to extend his business into any foreign territory should be based by the manufacturer on exactly the same factors as his decision to open up any new domestic territory. If his decision is so based, it is likely to be successful; if not, he is likely to meet with unfortunate results.

Writing the Modern-Day Sales Letter

The First Step Toward Success Is In Tearing Away From Past Bad Habits

By CHARLES H. BAKER, Jr.

The Norton Company, Worcester, Mass.

(Concluded from issue of Feb. 14, 1920)

This is where the subject heading is of far-reaching value, as is shown in the following:

The Utica Hardware & Iron Co.,
Utica, New York.

Yours February 26
Empire Machine Works,
Binghamton, N. Y.
2" Pipe Dies, Type No. 3.

Due to the war our whole output has been requisitioned for the Government Arsenals or for those concerns who have formal contract numbers, and we are unable to quote you on six of our No. 3 dies. Your blank is returned unsigned.

This situation is unfortunate but is one entirely beyond our control; something that we have to put up with much as we would like to take care of our old customers.

Please write this concern direct explaining the situation and assuring them that when the war is won we will only be too glad to renew the relations with them it has been our privilege to enjoy in the past.

If upon further investigation you find that your customer has a government contract number, kindly let us know and we will quote our best price and delivery at once.

The Butler Die Corporation,
HWL/S (Signed) H. W. Lathrop,
Sales Department.

Here the whole thing has been changed into simple modern wording.

The whole expression "Your esteemed favor of the 17th, etc.," is summed up in the subject heading "Yours January 17." The reference heading for your office is not entirely the "Utica Hardware & Iron Co." as might be assumed by a first glance at letter 1; but the "Empire Machine Co.," and in letter

2 this is naturally included in the subject together with the proper address. How much clearer the whole situation is. The meaning of the letter is understood at a look.

To the subject heading there can be no logical objection. It saves superfluous words later on in the letter proper, gives an accurate idea of the basic purpose of the letter, and thus helps all readers, both the file room of your own company and that of the Utica Hardware & Iron Company. With the new office help that must be trained nowadays this is an especially valuable point, as it aids in quick accurate filing, and a speedy location in the files when you want to get hold of it again for reference. So far as appearance goes it tends to centralize and balance the whole page, and does not detract in any way from the good impression given.

CONCISENESS VALUABLE

The second letter is courteous, clear, and puts the gist of the whole problem where it can be readily understood, not only by yourself but by anyone who may refer to it, even if the circumstances of the case should not happen to be known before reading.

Let us see if we can't forget our habitual bad language such as: "I am in receipt of"; "Beg to state"; "Trusting we may hear from you"; "In reply to your esteemed favor"; "In reply would state"; and others that are an inheritance of a bygone business age.

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN Managing Artist



Good, Better, Best.
Never let it rest,
Till the Good is Better
And the Better Best.

The word "trust," when used in the above sense, is well worth avoiding. In other words, it means "believe." When you infer in your letter that you *believe* you are going to hear from a person, it can easily cause irritation on the part of the reader; first, because you assume you are correct before you know what the reader intends to do, and second, in doing this you appear to leave nothing to his personal judgment or feeling in the matter. This does not apply so strongly to the especial letter in question, as you are writing to one of your own agents, but when addressing a customer direct it is a good point to watch; especially if your customer is of an arbitrary or independent disposition. The word "hope" is better, and is more direct English. Only ministers and other high-brows can use the word "trust" in a conversation without sounding stilted or affected.

EVERY LETTER A SALES LETTER

This third letter illustrates my point that all letters going out from a concern are *sales letters*, even though they may not be connected with any direct sales at the moment of writing:

The National Supply Company,
Hartford, Connecticut.
Gentlemen:

Some companies pay accounts reluctantly but not so the N. E. Co., for we're glad to send our check feeling that you have taken good care of our needs.

We are a little slow with this particular check, but you will excuse us when you know that it is due to our Treasurer suddenly deciding to join the colors and lick K. Bill, and we had to reorganize the accounting department.

We get trade from about all the leading concerns in town except yours. Don't you use quality advertising? Something that the other fellow will be glad to receive, something like the quality of the goods put out by the National Supply Company?

After you look over the enclosed slip, send us some of your printed matter and let our artists submit a sketch without obligation. We want to show you, not because we buy of you, but because the N. E. Co. kind of advertising will make money for you.

Say something cheerful when you mail us our receipt.

Very Cordially Yours,
The Nonpareil Emblem Company, Inc.
MII/L (Signed) Milton Haywood
Assistant Manager

How many accounting departments care enough about the good opinion of the companies they buy from to explain in detail the reasons why they failed to discount a particular bill? The average action in a like case would be merely the

paying of the bill within the net period allowed. No especial harm is done, and by the same token nothing is accomplished, no advantage taken of the opportunity offered of *rising above the common level*; of laying a foundation for future business by means of a slip-up on your own part and thereby accomplishing a double benefit. Analyse your personal reactions should you receive a letter of this type under like circumstances.

Sales letter writing, while somewhat of a gift, may be learned and developed just the same as any other accomplishment. It is rather a difficult thing to learn out of books now, for letter reform in its modern interpretation is a new development. One at least of the better correspondence schools has a fine treatise on the subject, and some of the correspondence supervisors in the larger companies have written articles on the subject which usually have appeared in booklet form for the use of dictators in such companies. The most practical way of mastering the subject, where criticism and help by a supervisor is lacking, is to lay down certain main principles which cannot be violated; and actually dictating letters to the best of critics—your customers. In this article accuracy, pure English, conciseness, neatness and quality of letterheads and typing are assumed facts. These, of course, are the necessary foundation to work upon. The first three are the result of education and honest application, the latter of the policy of the concern itself. Regarding this last, the modern practice is tending to draw away from the maze of smoking factories set amid broad chariot-covered boulevards, that still grace a third of the page for some of us; and to adopt a simple and tasteful heading on first quality paper, thereby reflecting the character of the organization behind it.

COURTESY, CLEARNESS AND HUMAN- NESS

The main headings of (1) COURTESY, (2) CLEARNESS, and (3) HUMANNESS, cover the cardinal points to be considered here. Of these courtesy and clearness are nearly on a par. No one cares to read a cold dryly accurate letter any more than an effusive one filled with a jumble of items, numbers and dates. Both are necessary to a sales letter, neither can be left out. The last heading "humanness" is to the dictator what

style is to the author. It cannot be assumed and must be the direct result of being in a good humor yourself, a friendly feeling toward your customers or readers, and practice.

Quite a lot of dictators can be courteous and clear in a letter, do all the duties politeness requires of us, and still the result sometimes is very cold and unconvincing so far as lasting good results are concerned.

These three headings are much easier to remember than a long list of "don'ts"; for anything that conflicts with these facts it is well to omit. Yet there is one point that is worth especial emphasis here: Avoid sarcasm in a letter as much as you would a flatly hot statement. It is a great temptation to answer a letter in the same tone as it is written. In a personal interview you can sometimes say such a thing in a joking way and the tone of voice or facial expression will pass it along and accomplish the desired result. But in a letter you can't always be present when it is read, and a perfectly harmless little joke can cause a good deal of trouble at times; especially so in connection with matters of importance.

This applies to the "hot" letter as well. Naturally when you get a good blowing up or are exasperated by a customer's action or attitude, you want to go right back at him. If you knew the man well or could see him personally perhaps you could without any bad result; but remember that at best it takes two days for a man to get your answer, often longer, and unless he is an unusual human being he has forgotten all about the incident, in all probability; when along comes your letter to fan the flame again. Even supposing it should be passed by with a laugh by the man it was addressed to, will another official possibly higher in the concern view it in the same light should he happen to have it taken out of the files for reference some six months later? Especially if he be one in authority, it is quite likely that he may think of buying his next consignment—well—from your most aggressive competitor let us say.

The headings Courtesy, Clearness, and Humanity will be taken up at length in subsequent articles; considering each from somewhat new angles which have been suggested by personal observation of the effect of letters upon customers themselves. Typical letters will be used as illustrations left in their original wording, with only the firm names changed.



"S'MARVELOUS"!

Old Bill has discarded his battered tin hat for a peaceful bowler—but that walrus face of his glows just as warm, under any sort of head-gear.

Take a look at it, one of these days, in LESLIE'S, where Bairnsfather induced him to sign an exclusive contract. Speaking of the contract, Bill says, "S'marvelous!" but he can't understand "why in the blinkin' blazes advertisers should be h'int'rested in an old fool like 'im."

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed

The First 500,000

Owner of "Schenectady Gazette" Dies

Gerardus Smith, chief owner of the *Schenectady Gazette*, died last Sunday in that city, aged 62 years. He was a graduate of Union College, and was president of the Schenectady Trust Company.

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers.

SALES MANAGER

Better selling means better pay.
25c a copy—\$3 a year

The William Edward Pass Service, Inc.
1414 Sun Bldg., New York City, N. Y.

Training for Authorship

How to write, what to write, and where to sell.

Cultivate your mind. Develop your literary gifts. Master the art of self-expression. Make your spare time profitable. Turn your ideas into dollars.

Courses in Short-Story Writing, Versification, Journalism, Play Writing, Photoplay Writing, etc., taught personally by Dr. J. Berg Esenwein, for many years editor of Lippincott's Magazine, and a staff of literary experts. Constructive criticism. Frank, honest, helpful advice. *Real teaching.*


One pupil has received over \$5,000 for stories and articles written mostly in spare time—"play work," he calls it. Another pupil received over \$1,000 before completing her first course. Another, a busy wife and mother, is averaging over \$75 a week from photoplay writing alone.

There is no other institution or agency doing so much for writers, young or old. The universities recognize this, for over one hundred members of the English faculties of higher institutions are studying in our Literary Department. The editors recognize it, for they are constantly recommending our courses.

We publish *The Writer's Library*. We also publish *The Writer's Monthly*, especially valuable for its full reports of the literary market. Besides our teaching service, we offer a manuscript criticism service.

150-page illustrated catalogue free
Please address

The Home Correspondence School
Dept. 37 Springfield, Mass.
ESTABLISHED 1897 INCORPORATED 1904



Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

February 23-25—Twenty-seventh annual convention of the New England Hardware Dealers' Association in conjunction with the "Tercentenary" Hardware Exhibition, Mechanics Building, Boston.

February 26—National Association of Engine and Boat Manufacturers Convention, New York.

February 26-27—Material Handling Machinery Manufacturers' Association Convention, Waldorf-Astoria, New York.

February 27—Sterling Silverware Manufacturers' Association Convention, New York.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando.

April 26—National Association of Hosiery and Underwear Manufacturers Convention and Annual Exhibition, Philadelphia.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 28-30—National Association of Cotton Manufacturers Convention, Boston, Mass.

C. W. Patman Dies Suddenly

C. W. Patman, former secretary of the Association of National Advertisers, and up to his death associated with the research department of the McGraw-Hill Co., passed away suddenly in New Rochelle, N. Y., on February 12.

Mr. Patman, who was a native of Great Britain, was associated with the advertising business for many years. Before becoming secretary of the Association of National Advertisers in February, 1913, he had been with the *Textile Manufacturers Journal*, *Good Housekeeping* and several other magazines. His work at the A. N. A. to October, 1916, brought him nation-wide recognition. He then became secretary

of the National Commission of the A. A. C. W., and last year he joined the McGraw-Hill Co.

"C. W." as he was affectionately called, was a hard and very conscientious worker. He leaves a wife and an adopted son.

Chicago Launches a \$1,000,000 Advertising Campaign Through McJunkin—Twelve Advertising Managers on the Committee

Chicago's plan to raise and spend \$1,000,000 a year to advertising the city has been auspiciously launched under the guidance of Wm. H. McJunkin, of the McJunkin Advertising Company, who has been selected to handle the campaign. Twelve Chicago advertising managers have been chosen as a committee to assist Mr. McJunkin. They are:

Henry Shott, Montgomery Ward & Co.; S. C. Jones, James S. Kirk Company; R. A. Brown, Marshall Field & Co.; E. S. La Bart, Wilson & Co.; W. Frank McClure, Fort Dearborn National Bank; Dana Howard, Commonwealth Edison Company; Earl Barber, Alfred Decker & Cohn; F. W. Heiskell International Harvester; S. Edglin, Sprague Warner Company; L. G. Reynolds, Stewart Warner Speedometer Company; H. C. Darger, Blue Valley Creamery Company; H. Greenbaum, Wieboldt & Co.

W. Frank McClure, advertising manager of the Fort Dearborn National Bank, has been named chairman of the advisory advertising council to supervise the expenditure of the "boost Chicago fund," Mr. McClure and his associates will work without pay.

Government Officials Seize Rome Newspaper

Officials of the Italian government occupied the offices of the newspaper *Idea Nazionale* early this week on the alleged charge that it had printed an article hostile to France and based on false information.

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

Advertising & Selling

February 28, 1920



**From Advertising Man
to Vice President**

**Talking in Millions and
Billions**

**National Advertisers
Add Gravure Sections to
Lists**

**Foreign Salesmanship
As a Career**

**The Circus Comes to Ad-
Dom**



Together with many other fea-
ture articles and the latest news
of the advertising world.

Issued Weekly



Overwhelming Importance of The Tribune in Chicago

ESTIMATED
NUMBER OF
FAMILIES
IN CHICAGO
549,810

160,000
FAMILIES
FOREIGN BORN
NON-ENGLISH
READING

359,810
ENGLISH
READING
FAMILIES

Reaching the Masses

Many an advertiser has hammered away for years in expensive magazine space and secured spotty, unprofitable "national" distribution, only to find that his goods have insignificant sale in great metropolitan markets.

A leading advertiser in national periodicals recently discovered that his goods were sold by less than 300 grocery stores in Chicago. During the past few months a local newspaper campaign prefaced by sales work under direction of The Chicago Tribune Merchandising Service has placed these goods in more than 4000 Chicago groceries.

THE CHICAGO
SUNDAY
TRIBUNE
CITY
CIRCULATION
307,412

Multiplication of mediums used results in some increased circulation but in much duplication. Even if an advertiser used all the

CIRCULATION
OF 14 LEADING
WOMEN'S
MAGAZINES
IN CHICAGO
236,111

LADIES' HOME JOURNAL	40,592
WOMAN'S HOME COMPANION	37,452
PICTORIAL REVIEW	26,105
BUTTERICK TRIB	21,206
PEOPLE'S HOME JOURNAL	21,147
MR. CALL'S	18,266
TO-DAY'S HOUSEWIFE	17,500
MODERN PRISILLA	16,600
GOOD HOUSEKEEPING	13,440
NEEDLE-CRAFT	12,700
HARRIS'S BALANCE	12,000
POPPER'S PRAGMATIC	11,000
YOUNG	10,000
WOMANLY WORLD	9,000

CIRCULATION
OF 13 LEADING
MONTHLY
MAGAZINES
IN CHICAGO
222,541

AMERICAN	42,879
HEARST'S	40,431
COSMOPOLITAN	39,817
RED BOOK	21,070
MCCLURE'S	19,944
NATIONAL GEOGRAPHIC	19,636
EVERETT'S	11,524
METROPOLITAN	10,109

CIRCULATION
OF 6 LEADING
WEEKLY
MAGAZINES
IN CHICAGO
139,924

CATHOLIC EVENING POST	62,496
COLLIER'S	28,700
LITERARY DIGEST	25,222
LETTER	13,400
LIFE	6,000
OUTLOOK	3,195

women's periodicals shown, he would not reach 230,111 families; but he can reach 307,412 families through The Chicago Sunday Tribune.

Reaching Them With a Punch

Newspaper advertising has more driving power than any other. It is tied up with news—a product so essential that repeatedly the government has recognized newspapers as public utilities.

The Chicago Tribune is a powerful influence in the lives of all the citizens of Chicago. Even when they oppose it, they are keenly interested in what The Tribune does. This cannot be said of any periodical or group of periodicals.

Many a magazine lies unread in the home of the subscriber for days, for weeks, forever; but every copy of The Chicago Tribune is read and read immediately. A definite part of every day is set aside for reading The Tribune. Every copy breathes action, timeliness, radiates the spirit of "do-it-now," produces immediate results for advertisers.

Reaching Them at Low Cost

The maximum rate for advertising in The Chicago Sunday Tribune is .0011 per line per thousand of circulation. The corresponding rate for advertising in the periodicals listed on this page averages five times as much.

Newspaper advertising, and particularly Chicago Tribune advertising, reaches the masses, has the punch and is the most economical form of advertising. If you wish to know more about it, a representative from one of the offices listed below will be glad to call on you.

Explanation of Chart

This chart pictures the circulation of various periodicals in the city of Chicago as compared with that of The Chicago Sunday Tribune, and contrasts both with the number of families which make up this market.

Circulation figures for magazines are taken from the Gould chart of the American Association of Advertising Agents. They are at least a year old, but are the best available as periodicals do not make a practice of publishing their circulation by cities.

The circulation quoted for The Chicago Tribune is taken from the publisher's statement to the Audit Bureau of Circulations for the six months ending September 30, 1919, which showed a circulation of 666,496. The circulation of The Sunday Tribune now exceeds 725,000.

Therefore, although all the publications indicated above, including The Chicago Sunday Tribune, may today have circulations greater than those quoted, the fundamental lesson taught by the chart is still true.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Building, Chicago

512 Fifth Avenue, New York

406 Haas Building, Los Angeles

ADVERTISING & SELLING, FEBRUARY 28, 1920

29th year, No. 36. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

FEBRUARY 28, 1920

Number 36

U. S. Patent Commissioner Makes New Concessions to Advertisers

Descriptive and Suggestive Words Given
a Better Chance by Recent Rulings

By WALDON FAWCETT

NO better news for advertisers in general could be announced than is to be found in several notable recent manifestations of leniency at the U. S. Patent Office with respect to the acceptance for trade-mark registration of suggestive trade-names. Ever since Judge J. T. Newton has occupied the position of U. S. Commissioner of Patents there has been manifest an attitude of greater liberality to advertisers in drawing the line of distinction between "descriptive" and "suggestive" words and phrases but this disposition to allow all reasonable concessions to advertising license has been especially marked during the past few weeks.

Just where hairs shall be split in differentiating between descriptive and suggestive names is perhaps the one trade-mark question of paramount importance to advertisers. For, be it explained, more advertising hopes have been dashed on the "descriptive" rock than upon any other one obstacle in the rapids of trade-mark practice. Under the U. S. statutes and the Regulations of the Patent Office, words or pictures descriptive of goods or the qualities of the goods are absolutely taboo. But a word or name that is merely "suggestive" is welcomed with open arms. Moreover, a majority of trade-mark experts are of the opinion that the highly suggestive word—the name that stops just short of the descriptive barrier—is

TO DESCRIBE OR NOT TO DESCRIBE

Paraphrasing Hamlet that is the question before the advertiser today. Whether 'tis better to have a trade name or trade-mark that suggests to the reader the supplying of the missing letter in the sentence "See the C—t," or to emulate the names of Pullman cars and pick up a half dozen consonants at random, one or two vowels and concoct a name like ZXWEDQ.

In ADVERTISING & SELLING for January 31 this subject was opened up by F. W. Wilson under the subject of "Converting Trade Names Into Common Nouns by Advertising." In the accompanying article Mr. Fawcett gives you the United States Patent Commissioner's angle on the subject of descriptive or suggestive words. In an early issue an article will appear giving the objections to the use of descriptive nouns which are so descriptive that they work for harm against their originators.

THE EDITOR.

the ideal trade-mark. Given this incentive, and this uncertainty as to what will pass muster and what will not, there has been on the part of advertisers, in recent years, a lively play of ingenuity to coin words that however fanciful, or extravagant, or even boastful would be accepted as suggestive rather than descriptive.

BREAKING DOWN THE BARS

For a long time it appeared to most advertisers that any word or name that was on the border line was denied registration, but, latter-

ly, Commissioner Newton has rendered on appeal several decisions that will stand as notable precedents and that seemingly bespeak less rigorous standards at the U. S. Trade-Mark Division. Significant on this score was the action of Commissioner Newton in overruling, a short time ago, the action of his subordinate, the U. S. Examiner of Trade-Marks, and giving to Henry J. Lanagan the privilege of registering the word "Mormiles" as a trade-mark for tablets to improve internal combustion fuel.

That "Mormiles" is a misspelling of "More Miles" was recognized and the Examiner turned the candidate down as "descriptive." In swinging around to the opposite view when the question was carried up to him, the Commissioner pivoted his reversal on an interesting point that may profitably be borne in mind by advertisers—namely, the probable use of the disputed word by the public in describing the goods. Commissioner Newton concluded that "Mormiles" would scarcely ever be useful in describing in a general way tablets of the kind put out by this manufacturer and accordingly he granted him exclusive rights to the word. In this connection and as indicative of a permanent line of policy, Commissioner Newton formally gave his approval to the registration of other promissory words including "Morbread" as a mark for flour; "Suremilk" for

stock feed! "Suregrow" for poultry feed; "Mormilk" for stock feed, and "Morpork" for yet another brand of stock feed.

In these piping days of tractor competition when manufacturers of farm and garden equipment are keen to prompt trade names that will stir the imagination there is reassurance in another up-turn by the Patent Commissioner of a recent rejection of the Trade-Mark Division. By this right-about face the Lynchburg Foundry Company has won a certificate for "Trucker" as a trade-mark for plows. Inasmuch as the dictionary defines a "trucker" as a market-gardener, the trade-mark censor at Washington had concluded that to give that name to a plow would plainly indicate that it was peculiarly adopted to the needs of truck farmers. Before deciding the appeal, the Commissioner made an investigation of names and terms in the trade literature of the line affected and found that there are no plays particularly adapted to the service of truck farmers and that the word "Trucker" is sufficiently meaningless to be sanctioned for use. Indeed, the Commissioner concluded that "Trucker" was "only remotely suggestive if suggestive at all."

ANOTHER EXAMPLE OF LENIENCY

Empire Rolling Screen Company is another beneficiary of the new indulgence that is being granted to trade names that some specialists would hold to be descriptive. When the Empire Company put forward "Fli-Bac" as a commercial nickname for window screens, objection was made at the Trade-Mark Division that the compound word was descriptive of a self-closing screen. First Assistant Commissioner R. F. Whitehead was called upon to review this case when it was appealed to the Office of the Patent Commissioner and he has let down the bars for "Fli-Bac." Reasoned this reviewer: "It is not believed that this term would suggest that screens on which it is used were self-closing. Certainly it is not an apt way of so describing a self-closing screen."

Cooper Underwear Company has just won a victory at the Patent Office that will build hopes for advertisers quite as encouragingly as the decisions above noted. The Cooper decision confirms a ruling secured earlier in the year by the same firm in expression of the principle that pictures of goods are not necessarily descriptive of the goods

shown. Incidentally this encore on the part of the Cooper Company indicates the wisdom of an advertiser following up an initial advantage when opportunity is offered to secure protection for his copy.

GETTING IN THE PICTURE

That well-known example of Cooper pictorial copy which shows a woman seated on a couch with two children, all attired in knitted underwear, was the first advertising illustration for which this manufacturer sought trade-mark status. The boon was obtained after a fight, the Commissioner of Patents holding in the last analysis that whereas *mere* pictures of goods are ineligible as trade-marks this Cooper composition was something more than a mere representation of the goods. The official found that the incidental features of the picture—the couch, the book from which the women was reading, etc., constituted sufficient arbitrary matter additional to the portrayal of the underwear to establish trade-mark standing.

Sensible of the advantage to the advertiser in being thus enabled to take trade-mark title to a picture showing use of the goods, the Cooper Company has come back with a second picture which it likewise uses on its goods as well as in its advertising literature. This pictorial representation shows a man attired in a suit of underwear of the closed-crotch type engaged in strapping a valise. Again, the Examiner of Trade-Marks insisted that the picture amounted to only a representation of the goods, and, to back up his argument, he cited copy in various trade journals showing that it is common practice to display underwear by pictures more or less similar to this one. However, the Commissioner of Patents, when he was appealed to, declared that the point in dispute was on all fours with that in the earlier controversy and that the picture must be admitted to registration.

Talking In Millions and Billions

Mechanical Means Necessary in Getting Large Figures Securely Across

By PAUL W. KEARNEY

MANY advertisers correctly assume that they have something convincing and effective to talk about when they can show their readers or prospects that one million orders for their goods have been filled, or five million pens turned out every month, or three million dollars have been spent to perfect their process.

Large figures are, truly, convincing and astounding, and the use of them is fundamentally correct because news in copy is valuable. But there is one elemental point very often ignored by copy writers who talk in millions—that is the simple fact that the average mind is incapable of conceiving the enormity of a million units simply because the average person never has seen one million or ten million identical things at one time. The bare volume is too great for the imagination, and the figures are too big to grasp, so most of the force of a potentially powerful statement is lost.

One actually requires a comparison in order to get the full force of quantity; something already im-

pressed upon the mind by which the newer thought can be measured. For example, when a man tells me that 70,000 Americans are wearing his raincoats, I can easily imagine "how many" that is by closing my eyes and picturing the crowd I've seen at the Polo Grounds for a double-header—and then multiplying that number by two.

We recall the colored parson who was impressing upon his congregation the awful consequence of sin. He tried to impart to them the real portent of "eternity" so that they might realize just how long one would suffer if he went to hell "for ever and ever." After several general definitions he saw that he wasn't getting anywhere, so he dropped the generalities and took a concrete example:

"Brethern," he said, "Do you all see this brass rail which runs around this pulpit? Well, there's a fly waking on this rail now. If this here fly was to start right now and walk around this rail once today; once the next day; and so on, going around this rail once a day until he wore it down as thin as a

HERCULES POWDER CO.



Good Roads for Bad

There are two-million five-hundred-thousand miles of rural roads in the United States. Of this great total only 6000 miles may be said to be highly improved; that is, graded, straightened, drained, and surfaced with concrete.

Only with the coming of the war was the significance of these figures fully realized.

The demand of imperative necessity demonstrated the importance of good roads. It proved to us beyond question that a good road saves time, money, and energy, in value far beyond its cost. It proved the utter wastefulness of poor roads.

As a result the country faces the greatest era of good road building it has ever known. Plans for the work are being formulated in every state in the Union.

In the carrying out of these plans Hercules Powder will be extensively used. In order that they may be used effectively and that the roads they help build may be of the best, the Hercules Powder Co. stands ready to cooperate with those interested in the subject—engineer and contractor, teacher and student, state, county and city officials. Our technical department will be glad to offer suggestions or advice to those who address the nearest branch office of the

A Graphic Comparison

The area of the large circle represents the total mileage of roads in the United States—that of the small circle the mileage of improved roads in comparison with the total.


HERCULES POWDER CO.


Chicago	St. Louis	New York
Pittsburgh, Pa.	Indianapolis	Hartford, Conn.
San Francisco	St. Paul, Minn.	Boston, Mass.
Philadelphia	Portland, Me.	Wilmington, Del.

A splendid example of a graphic illustration of miles of roads built into an advertisement without destroying its structural unity

thread—why the years and years and years it would take him to do it would only be about a half an hour in eternity.”

DIAGRAM USED

That colored parson had an idea advertising men ought to borrow. When he had to talk in terms too vast for his audience to grasp, he pulled a graphic diagram out of his sleeve and got the best possible visualization of it across.

Comparison is the secret, and in giving an opportunity for comparison, illustration or diagram is the greatest aid. A chart or a picture will often afford for the mind inexperienced in “millions” a unit with which to weigh or measure the full amount. Take something with which most folks are familiar and build up from that. It is more

fruitful to make this sort of an orderly start than to drop on a man from a clear sky with something so immense that it confuses his thinking apparatus.

A prime example is the *Delineator* advertisement in which the Woolworth Building has been used or the mental yard stick to convey a full appreciation of the enormity of a million. It is effective and simple—the simplicity makes it effective. Without the cut the copy would be too much out of the range of our vision for us to “get” its full force.

Another illustration shown in this article, adds weight to these statements. It was taken from a circular issued to the trade by the Blue Bird Appliance Company, of St. Louis. On the cover of the circular was printed the title of the

text which followed: “Seven Billion Dollars Untouched.” That was the theme of the copy, which showed washing machine dealers the extent of an unworked field which lay before them. It was strong as an attention getter and an interest holder. But it is *too* strong, in truth, to bring with it the full import of what it means. Seven billion! Does that mean anything concrete to you? It doesn't to me—for I've never seen 7,000,000,000 things all at once, and never expect to. I have never even seen a million distinct units from which I might make a mental diagram for myself in order to comprehend the figures quoted. So the words “seven billion” merely convey the suggestion of an enormous quantity. But how much is “an enormous quantity?”

When the reader turns to the inside cover he gets a pretty good idea. The drawing, reproduced here, backed up the plain statement by showing in a tangible fashion just how much greater than the industrial field is the home field in the use of electric current. The scratch on the surface of the possibilities is also graphically demonstrated.

USING THE EARTH AS A MEASURE

The New York Telephone Company in a recent advertisement demonstrated the same idea, both in text and illustration. In telling about the improvements and additions soon to be made to the system in New York City, they say that so many millions of feet of wire will be added to that already in use in order to facilitate communication between exchanges. New Yorkers are tickled to death to hear that news. Millions of feet of wire, affording additional means of giving connections, answering quicker and giving places to more girls to handle the over-worked boards all mean something long looked for by the weary Manhattanite.

Yet in spite of the favorable ground upon which this seed of advertising copy falls—already plowed, cultivated and ready to receive it—the company very wisely takes every precaution in getting the extent of these additions and increases “securely across.” Instead of allowing the statement to go along unaided, and incidentally not fully appreciated, they proceed to tell us that that amount of wire would encircle the globe so many times at the equator, and they even supplement that statement by a drawing of the earth showing the

exact number of strands enwrapping it at its widest point.

BUILDING THE CHART INTO THE AD

The man with the lay-out of the advertisement uppermost in his mind may sometimes strike a snag in trying to work in a graphic chart without disturbing the general artistic appearance of the whole. To show that it isn't necessary to turn out a piece of matter made awkward by the use of diagrams, there is reproduced here a Hercules Powder Company advertisement, into which the comparative graphics have been literally built. In the text the copy-writer is talking in millions,

figures as "6,000 miles." The small bit of copy in the left lower corner of the advertisement explains the drawing.

There are many other good samples of good presentations of intangible facts, figures or dimensions.

There are probably more examples of the kind which fail where they could succeed. The only *safe* method is to invite the consideration of the majority by making it easy for the average to grasp the *entire* significance of your message.

National Advertisers Add Gravure Sections to Lists

Users of This Medium Increasing
Constantly Throughout the Country

FROM the viewpoint of the man interested essentially in the development of advertising and not from the angle of championing any *one* medium, it is well worth notice that gravure advertising has grown from an avenue of local effort to the position of the importance of a national publicity vehicle. Although the graphics are by no means new or unestablished, national advertising in the Sunday paper pictorial sections is a comparatively new step forward.

New, yet logical to a nicety. There are something like 48 different graphics in circulation now, covering some 5,500,000 readers weekly—more than two and one-half times the circulation of any other large weekly medium. Of this volume, about half is in the local trading areas of publication while the balance goes to all kinds and sizes of localities, in every State, in Canada, and many foreign countries. And there is practically no duplication. It is an interesting and safe speculation to say that the Sunday graphics include more "class circulation" than any class publication plus more "mass circulation" than any mass publication.

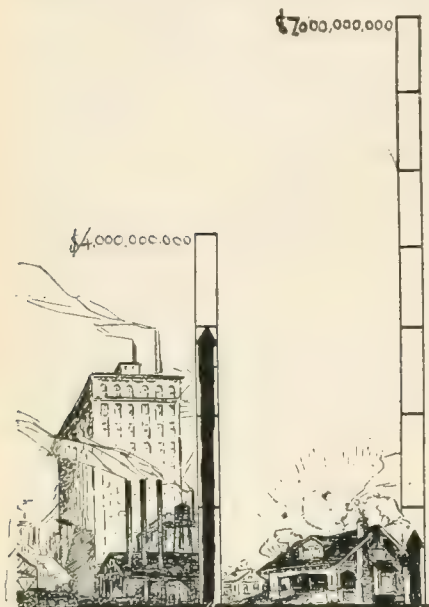
The new advocates of this sort of advertising are multiplying in large figures. An idea of that is given by the fact that one New York newspaper for the twelve months ending December 1, 1919, carried 1,623,625 lines of gravure advertising. The next two largest carried 877,616 lines between them. A goodly portion of this was full-page space while comparatively little was less than quarter-page. And while the rates are double the run-of-paper rates, in each case the volume carried was more than double that of the preceding year, much of it being national advertising.

THE PSYCHOLOGY OF THIS MEDIUM

There are several poignant factors bearing on the effectiveness of the gravure section. First of all, pictures are the genuine, fundamental basis of thought communication—they are the foundation of language and correspondence, and they constitute a tongue which everyone can read. Furthermore, being so essentially fundamental, pictures are favored by everyone. That is speaking of *plain pictures*; just magnify your conclusions many times when applying the same reasoning to the Sunday gravure section because of the elaborating details which instantly come to the attention.

The initial consideration, perhaps, is that the quality of paper, ink and process permits a wonderful presentation of the message. We need waste no time calculating the influence of brown ink on green pocketbooks, but it is a basic fact that the eye-attractiveness of this sort of advertising is tremendously high. It undoubtedly accounts for a large measure of its sales influence.

In the average family, considering another point, you will find that on Sunday morning "the early bird catches the pictorial section." You will find that section read most thoroughly, more often and lasting longer than any other part of the paper. In many a house throughout the land you will notice that the "pictures" are saved after the remainder of the sheet is thrown away. And along this same line of thought, it is interesting to note that the Sunday paper is the only medium of advertising that reaches the home on that particular day—at a time, of all others, when the family is together and more or less at leisure. It has been estimated that the principal magazines



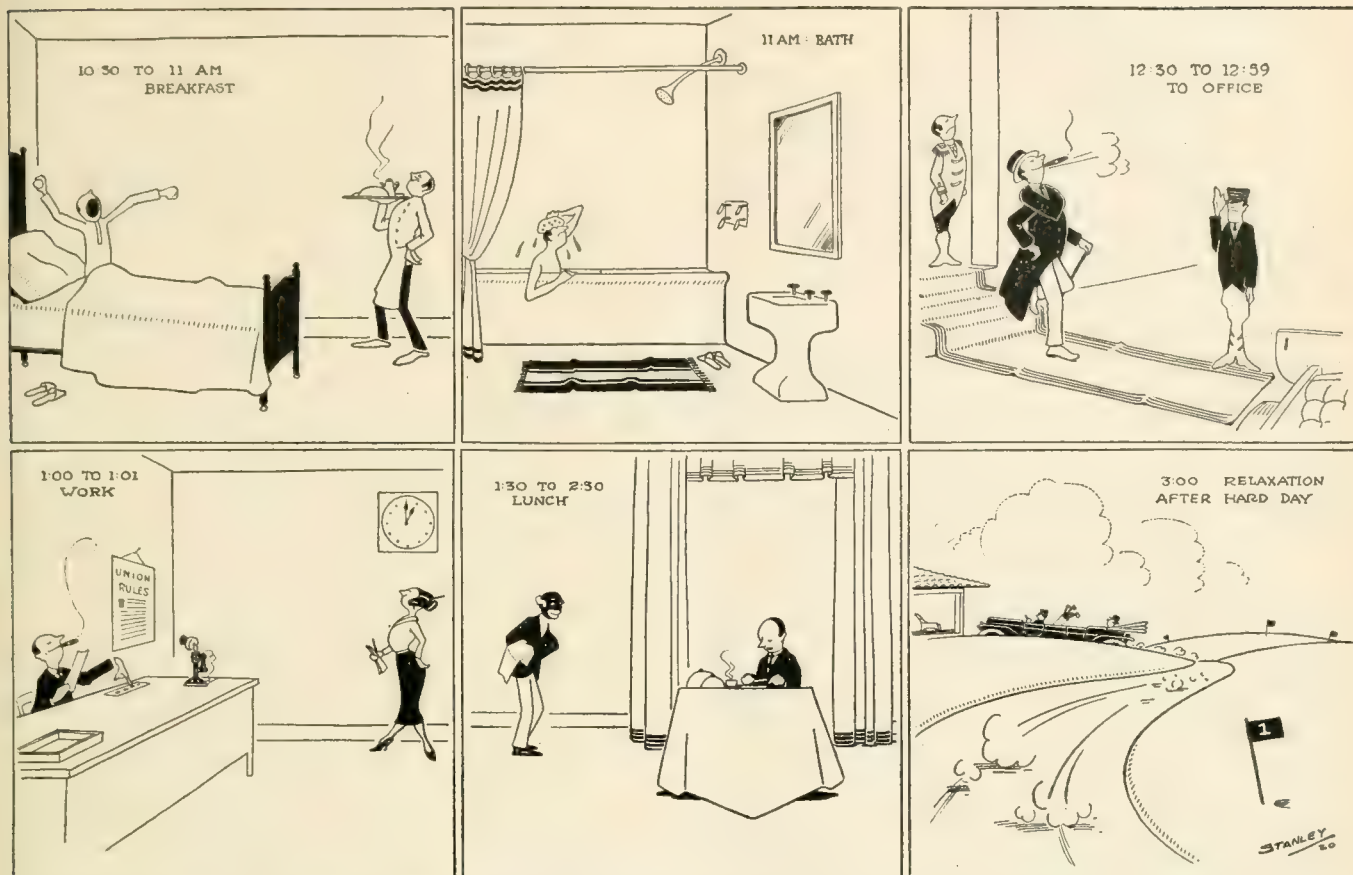
How the Bluebird Washing Machine Co. picture graphically the business possibilities in their field

he says, "There are two million five hundred thousand miles of rural roads in the United States. Of this great total only 6,000 miles may be said to be highly improved; that is, graded, straightened, drained, and surfaced with concrete."

Two and one-half million miles is *some* stretch—speaking both of the actual roads and the effort of imagination required to get it. So the Hercules people have very intelligently resorted to a graphic comparison in a decidedly novel and clever way. You will notice, if you look at the illustration, that the circle forming the border surrounding the principal cut drops below the drawing and draws the attention to an infinitely smaller circle.

The large circle represents the unimproved roads—the tiny circle shows the relative mileage of improved roads described by the

If Advertising Men Should Unionize on the Modern Plan



The first of a series of cartoons on timely advertising world topics which will appear regularly in ADVERTISING & SELLING from now on

cover about 4,000,000 worth-while homes in this country, the average taking about four each. Yet they all come in on week days, and while there is surely no law or precedent against reading magazines on Sunday, it is still true that the Sunday paper has the preference because it is fresh.

PRESENTING THE MESSAGE

The matter of presenting the message to the reader is an important consideration apparently slighted in many cases. One must not overlook the fact that the graphic section is a PICTURE section as compared to the literary or strictly editorial end of the sheet. The materials and methods used lend themselves peculiarly to splendid illustration—that's what they are used for. Consequently the advertising should be primarily pictorial. Its strongest appeal lies along that line and should, therefore, be developed for its possibilities as picture interest instead of type interest. That angles offers a new and highly interesting field for the national advertiser, for the artist and layout man, and opens up great advantages for the business

of departing from the beaten path of presentation.

The figures quoted above give in themselves ample evidence of the growing respect for the gravure medium. If you were to talk to the men who are buying this space, you would get some mighty illuminating opinions from them on the value of this kind of space. A prominent advertising agent, for example, has this to say on the subject:

"Speaking personally, almost my first question when we are discussing newspaper advertising in a town is this: Is there a gravure section in that town? I know that I am a long way from being alone in this viewpoint toward gravure as an advertising medium. I would like to see a gravure section in every town in the country."

The advertising manager of a well-known Fifth Avenue concern recently told a friend that if he only had \$50,000 to spend and was forced to put it in one particular medium, he would not hesitate to decide on the gravure sections of the first class papers. This advertiser is now spending fully a half million dollars yearly in advertis-

ing, and he is the sort of a man who bases his opinions in commercial matters on the cash register.

The head of a leading advertising agency recently said that the cost of inquiries for one of his clients suddenly dropped from around 30 cents each to about 5 cents as a result of his venture in gravure. Another agency man has data showing where distribution of a well-known household article was almost doubled in a certain city on the strength of a gravure campaign appearing in that city—and in the face of the fact that the product was not new but had been regularly advertised for years in black and white in the same town.

The full page gravure advertising of "Hotel Astor Coffee" appearing in the Sunday papers in the large cities in the East is another example of a use of this medium. It is the result of a business trip to South America by T. O. Budenbach, a member of the firm of B. Fischer & Co., Inc. Mr. Budenbach sailed the latter part of February, 1919, and among his personal effects was a kodak taken for pleasure only, or for the reason per-

haps that in his spare moments he could snap the wonders of the vast coffee plantations, to tell his friends "the story of coffee" in pictures upon his return home.

Some few months later when the films were developed the pictures were so clear and distinct their use for advertising purposes was given considerable thought and study. A coffee advertising campaign so illustrated would be unusual in its appeal and it is the unusual in advertising that has quick attention value and causes favorable comment. But the question arose as to whether the consumer would be interested in a series of advertisements so illustrated, to warrant an expenditure of a large sum of money. Would it interest the consumer to know where "Hotel Astor Coffee" is grown, or that it grows on trees that blossom the same as our fruit trees at home, and that each tree produces but a pound of coffee. Would she be interested in picturing the difficulties of transporting this coffee from the foothills of the Andes Mountains to the sea coast? Would she? It was thought she would.

It was, therefore, decided the photographs should be used as an educational advertising campaign to promote the sale of "Hotel Astor Coffee." Then came the problem of how they should be used, that is, in what medium should they be featured. An illustrated booklet, a series of lithographed window displays, car cards, daily newspapers, posters or Sunday gravure space—which? Magazines could not be used as our product is not sold nationally, nor could we begin to supply the entire United States.

Sunday gravure picture sections of the leading newspapers in the East were favored, first, because the photographs would show up to advantage if printed in Roto, and second, the atmosphere of the pictorial sections would add greatly to the reader interest of the advertisements.

As the company has over twenty-five thousand accounts on our books the question of dealer help was very important for it was of course necessary to link up the retail grocery store with the general publicity. Supplying twenty-five thousand dealers with good material for co-operative work could run up into a large sum of money and it required serious study. As the campaign is more or less educational in character they conceived the idea of reproducing the

full page rotogravure advertisements to be used in the form of a paster for the dealer's window. While the grocer does not favor window pasters as a rule, there was had no difficulty in getting this space as the pictures attracted the passer-by—for people are interested in pictures.

RESULTS, OF COURSE, COUNT

A specific case in point is the fourth annual campaign of the "Colorite" straw hat dye manufacturers—the Carpenter, Morton Co., of Boston. It will run in 44 gravure sections published in 27 cities of the United States and Canada. This is the second time that practically the whole list of graphics has been chosen by this advertiser, and the current appropriation is double that of a year ago. Which rather proves that the results of a year ago were satisfactory enough to warrant this doubling of the ante.

The reasons accepted by the Carpenter, Morton Company for increasing their space in this campaign include some original angles: they believe, for instance, that dealers have confidence in the probability of their stocks being moved by local gravure advertising because the newspapers have more circulation in their own trading areas than any conceivable combination of national media, and the newspaper copy carries the dealers' own names.

Furthermore, the gravure section is undoubtedly the favorite part of the newspaper with most readers, especially the women, and the women buy 85 per cent. of the advertised goods sold. They also include the points we made above—that no other medium reaches the family circle when it is gathered together at leisure on Sunday. Magazines are used in this drive, too, but the company feels that the Sunday paper end is the backbone of the campaign because with them they cover the most important part of the country at a relatively low cost.

THE COST OF GRAVURE SPACE

Which brings up a very important question—what does this medium cost? What is the expense of enjoying all of these munificent benefits?

Reverting back to the "Colorite" campaign for a moment, we find something interesting in this statement:

"The total population covered by

the campaign is approximately thirty million people or about a quarter of the population of the country; the combined circulation listed is five and a half million—almost one copy to a family with negligible duplication—and the total line rate is \$17.56½ or less than one-third of a cent a line per thousand circulation. No such volume of circulation could be bought in a list of general magazines with so little duplication, because the magazines are generally taken at the rate of about four to a family, while outside of New York City there is practically no duplication among the rotogravures. The comparison of rates is also interesting, because the general magazine rate basis, of six-tenths of a cent a line per thousand circulation (for ordinary black and white position) is almost double that of the 'Colorite' Rotogravure Campaign, which, by the way, will not earn the minimum rate in many papers. And, as previously stated, the rotogravure section is equivalent, in comparative attention value, to colored INSERT position, in magazines!"

Another estimate of the cost of gravure space, based on comparative figures, shows that the minimum combination rate, per agate line per thousand copies, is about one-quarter of a cent; which is the theoretical basis for transient newspaper rates, run of paper position. The magazine basis is about two-thirds of a cent per line per thousand, but rotogravure or color inserts in magazines cost still more than that. Class magazines charge about one cent per line per thousand. The graphic rate is higher than run-of-paper, but this section attracts more readers per copy than any other. The difference in readers is probably greater than the difference in rate, which would make graphic advertising basically the cheapest kind of publication space. This is because the black and white sections are sharply departmentalized and each one contains a single, specialized editorial appeal which is attractive only to certain readers for whom it is edited, but is generally uninteresting to the others.

These are the chief factors, considering the several points set down herein, which influence more and more national advertisers each week to take into their serious considerations the use of space in the graphic or gravure sections of the Sunday papers. They seem to be pretty satisfactory reasons upon which to base a decision to get in the swim.

The Circus Comes to Ad-Dom

Animals Begin to Chase the "Pretty Girl" Out of Advertising Illustration

By ALLAN DUANE

DESCRIBE the event in any way which pleases you—but the hard fact is that the famous pretty girl of the advertising artist is going through a revised pantomime stolen bodily from the dreadful experience of Little Miss Muffet.

Noah's Ark has landed at the pier; Friend Barnum's employees have quit the show for better jobs; the Zoo is working a side-line. Whatever the cause, the effect is that animals of various classes, breeds and descriptions are winning their way into the every-day advertisements at the expense of that over-worked attention getter, a feminine face or figure.

Like the ladies, bless 'em, the animals are used sometimes ineffectively and improperly, but both from the standpoint of change and from the utility value of the different species when used with discretion they fill a long felt need quite snugly. Eve's daughters have been used not only widely but outrageously. In places where a woman's likeness was appropriate or consistent a reasonable appeal could be made, but there are so many, many times where the connection can't be imagined that it has got to be more or less of a joke. Artists have shoved the Feminine Face into razor advertisements, and have used it in other lines with as little excuse. Probably there is some earnest chap at this moment putting the finishing touches on a brick-hod advertisement which shows a blonde wonder appreciating the conveniences of Mason's Double X Hod. Just the other day I saw a advertisement for a men's shirt house featuring two women in Grecian outfit, plus two more in the background not even wearing the proverbial smile.

It seems to be a maxim in the illustrator's office to use a woman when in doubt. Naturally enough they have been worked to death, and the appearance of the animal in the advertisement with increasing frequency is a good indication that things are to be made easier for our dear wives who always have felt the results of the advertising girl's competition.

It is appropriate that the masses of dumb neighbors we have should be represented. Many reasons prevail.

The first is that as yet they are not hackneyed. Another is that they can be used to legitimately cover a much wider field of appeals than the woman has been used for even in the most illogical cases. Taking only one angle of that idea, consider the pos-



Getting across an idea of the value of a gun by using a ferocious wild beast instead of a dainty milk-maid

sibility of using a woman—even the most vampirish Vampire—to suggest the tragic theme of starvation (assuming that vampires cause considerable of that) in a more graphic, lightning-like manner than the wolf sniffing at the door. Including the Amazons, what woman could be drawn into an advertisement for the purpose of signifying protection any better than the likeness of a faithful dog?

WIDE SUGGESTIVE POSSIBILITIES

And although we're all afraid of women, show us the artist who could by using the picture of one of them convey to our minds the instinctive feeling of fear that the gorilla instantly suggests. The tenacity of the bull-dog, the immeasurable strength of the elephant, the prestige of the eagle, the sturdiness of the ox, the sagacity of the fox, the supple power of the tiger—to say nothing about those several enviable qualities of the camel—are just a thimbleful of the ideas conveyed at a single glance by the picture of those respective animals or birds.

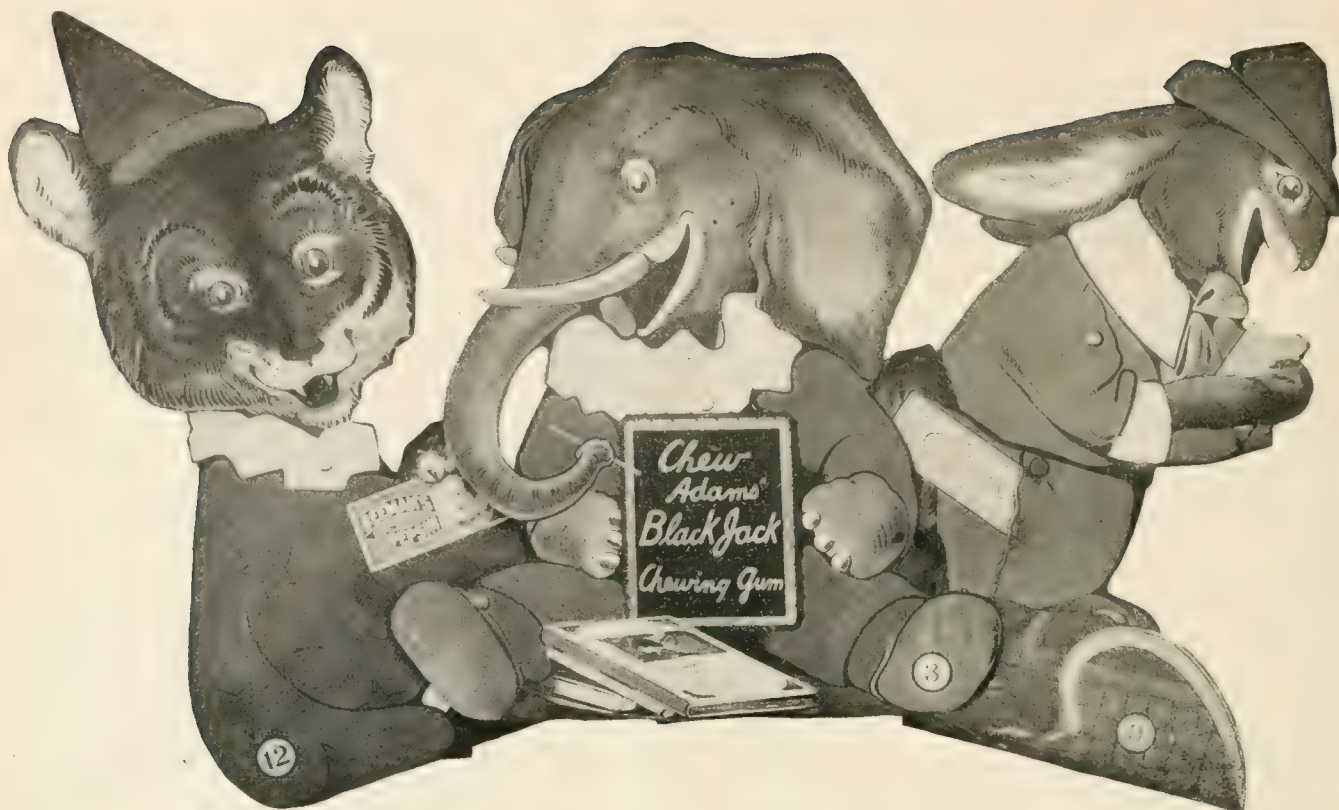
So we find what may be thought of as a third utility of the dumb neighbor for advertising purposes: the faculty of registering upon the mind instantaneously an idea that couldn't be as clearly conveyed by a page of copy. As a matter of fact, text is practically unnecessary in many cases. Just recently there appeared an advertisement for Bethlehem trucks which, in colors, showed the shadow of an elephant looming up behind the picture of the motor truck. The elephant was hauling a load of teak wood (that's what elephants haul, isn't it?) and in an instant all the things we've heard about elephants' power were registered on the mind clearly and distinctly in conjunction with the make of that truck.

Take such every-day animals as the cat and the dog. None of us, of course, can be responsible for what a cat does at night, but all of us know that in the daytime, while it is in its civilized state, the cat manages to find out the comfortable spots in the house and succeeds in sticking to the folks who have the say about food and drink. Snug, personal satisfaction is epitomized by the famous Perfection Oil Heater cat in a manner that defies mere words. Still along the lines of comfort we find the dog well used many times. You folks who sell books, for example, can't get a better emotional appeal than a picture of a well-fed bachelor lolling in a big chair before a shin-toasting fire, smoking as he reads with one hand over the chair-arm fondling the ear of the affectionate dog beside him. The phonograph advertisement, the chair man's ad, the tobacco, pipe or smoking jacket insertion could all use the same sort of an appeal. And at least the poor girls who try to sell those things now could concentrate on corsets and silk hosiery to good advantage!

USE NOT RESTRICTED TO SPECIAL LINES

In such an illustration you find the three points supporting the use of animals in illustration: newness, variety of appeal and immediate suggestion.

The lines which will permit the use of birds and beasts in illustration are numerous. Some are more directly connected with them than others: the man who produces hunting equipment, camping utensils, etc., has a very close relation with the great outdoors, and the people in these lines have probably used and developed this style of illustration to a greater degree of perfection than



Three of the animated animals used by the American Chiclé Company in the form of highly colored metal novelties. As has been remarked, nobody ever saw an elephant in pink pants, but the cards are so obviously caricatures that they get over

anyone else. Yet they are only comparatively perfect. An insertion appeared recently showing a hunting scene. In it were pictured a man, a gun, a bird and a dog. One would guess that the finished product was made from a collection of individual photographs of the different units, for the chief fault to be found rests on the presentation of the dog. He is standing squarely alongside the hunter; he is neither set to run nor is he set to "point," but stands there nonchalantly and unconcerned as the bird is in the process of flying away from that dangerous place. That isn't the nature of a hunting dog—unless he be a Bolshevik pup or a union dawg that won't work after hours.

But the improper use of animals in advertising hasn't grown to the advanced stage at which the illogical use of women now is. That's because the field is new. In that respect it ought to stay "new," for we have had plenty of experience in the right and wrong methods of utilizing other advertising characters.

BEARS VERSUS LIMBS AND LINGERIE

One need not be restricted, though, to such commodities as guns and tents for the privilege of using beasts and birds. If the manufacturers of an ignition system can use a feminine

limb without qualms in illuminating their white space, then it is reasonable to suppose that the maker of an automobile tire can use a polar bear without breaking anything. The Gillette Rubber Company, for example, ties up its manufacturing process, the text and illustration by showing us a goodly portion of Arctic ice. The whole trend of thought runs that way: the rubber is preserved by a chilling method, on the same theory that perishable merchandise is preserved, which enables it to withstand the attacks of severe weather, and consequently the ice pack and the bear are quite relevant, topped off with the apt slogan, "A Bear for Wear."

Dogs and Victrolas have no apparent relation, but show me a more significant and better known illustration than the famous Victor dog. Likewise Velvet Joe's hound fits well with his character, and to further prove the versatility of the beast, fox terriers and Kaynee blouses make a fine match in an ad featuring boys, while Iver Johnson advertise revolvers with the aid of a mad canine.

One of the day's most impressive advertisements was the one put out by the Hyatt Roller Bearing Company not so long ago. "Hyatt Quiet" is the theme of the series in which this appeared, and the insertion in

mind contained a picture of a roller bearing, about five words of text and several birds in flight. All of this was spread out over a full page, leaving plenty of white space, and the suggestion of the silent birds headed for the distance was most powerful.

The Jontee macaw is another example of the bird's place in advertising art, used in this connection to enable the application of vivid colors. In a recent Wrigley insertion two kangaroos, a horse and a camel were used to convey the idea of universal usage. No amount of text could improve on the value of these three sets of animals.

HAVING FUN WITH THE BEASTS

A still different use of the circus workers has been adopted by the American Chiclé Company. A stick of chewing gum and a rhinoscerous are not related at all, but by "humanizing" or caricaturing the latter, an attractive counter display card has been made up. Rabbits, bears, elephants and others have been toggled up in the clothing of human beings, produced as enameled cutouts and used effectively for display purposes. Unlike the other reproductions of animals we see in print, these are not strictly true to life—they are not

(Concluded on page 41)

The Men and Women Who Make Our Mediums

RALPH HARMAN BOOTH

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By VERNE EDWIN BURNETT

ADVERTISING managers and agency men can sit back and breathe a sigh of relief now and then, when they chance to come into contact with a great publisher or editor who really and truly appreciates the advertising man's viewpoint. Moreover, such a publisher can be appreciated even more by the public when he affects a happy marriage between editorial and advertising matter. Such a publisher is not necessarily the one who makes the advertising department far outdistance the editorial; but he is the one who makes both branches shine, creating thereby the golden medium.

In this story we are to consider a publisher of a great chain of large, daily newspapers, all of which are about equally strong in editorial and advertising qualities, and high qualities at that. The publisher to be divulged in these paragraphs is not a man with a big idea—he is a man with many big ideas. He knows the super-game of public intelligence inside and outside, and the swift success of the last few years of his work forms one of the startling phenomena of recent publishing history.

Ralph Harman Booth is a publisher, editor, financier, art critic, philanthropist and advertising field marshall. He is president of the Booth Publishing Company, with headquarters in Detroit, and with a chain of daily newspapers in many cities. Two years ago he was vice-president of the great Associated Press organization, and now he is chairman of the central advisory committee of A. P.

He is a real United States American in every way but one. He was born in Toronto, Canada, where he spent the first eight years of his life. His parents moved to Detroit, where he received a little schooling from pedagogues and much more from business men. He didn't even bother to go to college, but entered the big business university by starting work for the Detroit National Bank. That was in 1888, in his fifteenth year, when

he began his few years of business preliminaries before he jumped with both feet into the newspaper game.

In 1891 an eager-faced young man appeared at the cashier's desk of the *Detroit Tribune*. Observers agreed that he had the "makin's." And he certainly did, for young Booth put personality and plugging into his job so hard that he became business manager of the *Tribune*, while still in his early twenties. From the first he had a practical outlook upon the field of journalism and saw behind scenes with clear

eyes in a way which too many editors never see. He understood at the outset that a house builded upon rock, financially alone can succeed in the publishing world.

"The newspaper game has become a business," says Mr. Booth, "although it is very far from the goal which it will approach. I saw newspaperdom in the days when it was what insurance salesman might call the basis for a 'hazardous occupation'—six shooters and all that. The city press once got out by hook or crook in a junk shop has become a *public utility* much more fittingly housed. But even now, publishing is in a stage of very rapid transition. It has a future which appeals to the imagination. The opportunity for standardization, increased coordination and efficiency are perhaps nowhere paralleled."

BETTER NEWSPAPER CRUSADE

Detroit in the last century was a big country town where the farm-



RALPH HARMAN BOOTH

ers drove in every Saturday and hitched up their teams in front of the stores. It was certainly small and provincial compared with the rip-roaring metropolis of today with more than one million inhabitants—the Eldorado of youthful America. When the office of business manager of the *Tribune* once lay vanquished, it began to seem insufficient to young Booth. He would have confessed, had he been asked at the time, that he did not care to stay in an organization when he had gone about as far as he could expect to get in it. He did not care to suffocate a healthy ambition, so he accepted a job as secretary and business manager of the *Chicago Journal*. That publication, when he joined it in the early nineties, was famed far and wide as the oldest paper in Illinois. Booth put stamina into the organization which made it prick up its ears. The paper developed a new kick under the genius which Booth poured into it, and the inevitable result followed—he quickly rose to the highest position which the publication could offer, the job of editor and publisher. In 1904 the paper was sold and he became editor and publisher of the *Detroit Tribune*, continuing in that capacity for several years until that publication became merged with the *Detroit News*.

I believe that Ralph Booth throughout his career clung to a philosophy which feared stagnation and which craved the hardest, biggest task on the horizon. At any rate, a few years ago Ralph Booth started a sort of crusade for better newspapers over a wide area of the country, for better editorial matter and better advertising, performing the biggest possible service in its power. Today, after a few years of intense concentration in his crusade, he has emerged with spectacular triumph for his ideas.

KNOWS HOW TO SHAKE HANDS

Personally Mr. Booth today is a very tall, well-tailored man, giving one the impression that he has an inclination for athletics, combined with keen brain power. He looks physically as hard as nails—a man of iron. He knows the fine art of gripping a man by the hand and at the same time reading character. His cyclonic energy is contagious. You can notice his mighty grip upon himself, his tongue and the situation. His brain works like lightning and his answers fly out spontaneously—not giving the impression of snap judgments but

rather the voicing of ideas which he had long ago thought out. He is an art critic, a prominent clubman and a concentration camp of a thousand and one activities of many kinds. If he had to work for his living as a salesman, it is a safe bet that he would make a big enough living to support several families. You realize that he is still comparatively a young man and that great things must lie in store for him in the offing.

"My idea of building up the chain of dailies," he replied to a question along that line, "just happened. Any layman could have seen the need presented by many cities suffering from overdoses of too many, half-starved publications, most of them the victims of politics or the whims of one or a few advertisers. It was easy to see that the American principle of big business, consolidation and co-ordination, was required in this new field. The result of the last several years of my work has been one consolidation after another, leaving only one paper in each of five cities where our company operates. In the two other cities, however, our papers absolutely predominate their respective fields."

Naturally Mr. Booth is not the man to strike a pose and remark, "I did all this." Far from it. He gives emphasis to the credit due his associates and particularly to the important relationship of his two older brothers, but it is well known that he is the inspiring genius back of it all. He selects the hardest jobs in sight and then submerges his own personality in the greatness of the work. Here are seven of the great dailies which Booth controls in Michigan.

The Grand Rapids Press (largest daily in city.)

The Flint Daily Journal (only daily in city of 125,000).

The Saginaw News - Courier (only daily in city).

The Jackson Citizen Patriot (largest daily in city).

The Bay City Times-Tribune (only daily in city).

The Muskegon Chronicle (only daily in city).

The Ann Arbor Times News (only daily in city, excepting student newspaper printed part of year).

This shows the method of an exclusive advertising medium for each center of population. The two papers which are not the only ones in their areas are by far and large the

best in circulation and advertising and editorial quality. Mr. Booth has marshalled the triumvirate of editorial, circulation and advertising functions into a blending which makes the readers tend to become en rapporte with the editor, thus accomplishing the "perfect medium" for the advertiser. That, I consider, is the master-stroke of the advertising genius of this great publisher.

Thus one can gather some idea of what this man has achieved. The fact that he is still comparatively young, shows that his future is by no means behind him. It is a common topic for other publishing fraternity men to discuss just how far Booth may carry out his idea. The usual verdict is that the sky is the limit. If he felt the call keenly enough, there is little doubt but what he could put the newspapers of a great share of America upon his Michigan plan. Not that the present system in the Wolverine state is considered perfect. Mr. Booth deplores the condition involving hundreds of improvements which must be made; but even so, the work is monumental and splendid and deserves the study and praise of the publishing universe.

"The daily newspapers of Michigan today," he says, "are only about half as numerous as they were twenty-five years ago, although the population has more than doubled. This shows the unique trend of consolidation. Two daily newspapers to a city of 60,000 or less mean suicide to both, and it is upon this conviction that the 'consolidators' have worked for the past decade or so in Michigan, and a number of other states besides."

Mr. Booth emphasized the necessity of not 'squeezing' advertisers or taking unfair advantage of them in any way, merely because of exclusive control in a certain city. That, he believes, would kill the virtue of his system and invite competitors, whereas, under the present 'benevolent despotism', competition seldom if ever makes a show of raising its head. That is another master stroke of advertising genius—fairness.

TACIT FRANCHISE FROM PEOPLE

"A tacit franchise from the people has been awarded to the city dailies in Michigan. The papers of the bygone day often foisted themselves upon the public as political mouthpieces. A higher type of reading, literature, if you please, has replaced the old. And along

(Concluded on page 38)

The New York Globe

Announces the
Appointment of

Harold G. Schryver

As Western Representative

With Offices at
419 Marquette Building
Chicago

March 1, 1920

How Circulation Reaches Men Who Buy

Mere Size of Circulation No Better Criterion Than Stature of Your Salesman

By L. W. SEELIGSBURG

Circulation Manager, McGraw-Hill Company

FEW things happen without a cause. Circulation is no exception. Its character is what the publisher makes it.

Like human character, it needs constant vigilance and development to prevent degeneration.

Circulation that, like Topsy, "just grewed up" is merely "growed up" and nothing more.

Circulation size alone is no more important than salesman's size alone.

It is the character that counts, and two things determine the circulation character of a publication; the kind of editor and the kind of publisher.

The editor makes or breaks the circulation manager. He can do the same things to the publisher if the publisher lets him.

No effort can produce permanently satisfactory circulation if the editor does not make a permanently satisfactory publication.

To produce circulation that reaches men who buy, you need first an editor who knows how to talk to them.

It is the editor who determines the kind of circulation. But he cannot do the whole job. Subscriptions like insurance and advertising and even Salvation have to be sold.

To produce the necessary quantity of the right quality, the circulation must first of all brand on itself the principle of selection.

To collect buyers you must select buyers. And rejection is as much a factor in selection as is acceptance.

ABSTRACT VS. CONCRETE CIRCULATION

Abstract numbers must hold no interest to the builder of Buyer-circulation.

An abstract "two-million" means much less to an advertiser of cement than does a concrete "two thousand contractors."

Selection is the first principle.

We can select only what we can locate. Locating buyers is not difficult. It is merely expensive and laborious. It takes time and money

and thought. But buyers can be located. The subscription lists of the McGraw-Hill papers, for example, contain the names, addresses, positions, and business connec-



L. W. SEELIGSBURG

tions of nearly a quarter a million buyers and recommenders.

These readers had to be found before they could be sold.

With the machinery of compiling lists you are all familiar. Your own lists are hand picked too. You, too, make use of the timely appeal. A name and address today may be worth ten times as much as it was yesterday. For example, here is a news item—one of the hundreds that appear every week in the *Engineering News-Record*.

"Wyo., Casper - City let contract building water-gallery in bed of Platte River at pumping station intakes, also building and revising pumping station, etc., to W. F. Henning, Casper. Work involves 5,000 cubic yard earth excavation, 60 cubic yard reinforced concrete, 1 steel headgate and complete electric light fixtures. About \$47,650."

Before this item appears, as soon as the news is received, this contractor with a new contract on his hands gets a letter from us congratulating him and incidentally mentioning our publication.

Thousands of letters to men starting in business, enlarging their plants, entering new positions of responsibility, marketing a new line

of equipment in every branch of engineering have the subscription appeal made to them just before buying time—just at selecting time.

That is one way of making circulation that reaches buyers. It is typical of the mail order part of our circulation work.

In addition to that there is the subscription salesman. There are nearly seventy of them locating buyers who can be interested in the McGraw-Hill publications, for example.

Every one of these men works on a salary—no commissions. It is only by means of a salaried sales force that quality circulation can be insured.

No subscription salesman on a commission basis will travel through Alaska on a dog sled as one of our men did to reach important buying units there.

No subscription solicitor on a commission basis will travel through the heart of Mexico under present conditions as one of our men is doing at this very moment.

It is by adhering to the salary basis that our men can be sent to secure pre-selected buyers as they do. A two day trip across an Arizona desert to bring in an important mine superintendent's order for the *Engineering and Mining Journal* is all in the day's work.

With a field force of that kind and a mail order department such as I have outlined the publishers can offer controlled circulation.

WHAT CIRCULATION DEPARTMENT DOES

To sell and take care of this kind of circulation takes a big department. There are two hundred of us in circulation work at the home office and probably 10 percent of this number do nothing but compile the statistics which you advertisers want or should want.

The Audit Bureau of Circulations information is but a small part of their work.

How many industries depend upon *Electrical World* readers for their electrical advice?

How many electric railways are run by *Electric Railway Journal* subscribers?

Are there any automotive shops unreached by *The American Machinist*?

How many refrigerating plants are run by the readers of *Power*?

How many subscribers has *Coal Age* in the Anthracite fields?

These are samples of questions we are called upon to answer

Collier's

THE NATIONAL WEEKLY

under the Act of March 6, 5 CENTS A COPY



U. S. Tires and Collier's

The United States Tire Company has chosen Collier's as the backbone of its 1920 advertising campaign.

"Watch Collier's"

every day. And we answer them.

You see the publishers job doesn't end when he gets you the circulation that buys your advertised commodities.

He should be able to tell you all about this circulation that he has segregated as an audience for you.

The more thoroughly you know your audience, the more effectively can you talk to them.

It's the publishers job to produce the kind of circulation that it pays you to address.

He can do it only by limiting his subscription appeal to the buying class and by taking all limits off the effort and money necessary to produce that kind of circulation.

That's all there is to it—desire, knowledge, time and money.

And a publisher willing to devote all four of these in full measure to a high ideal of service.

From an address before the February meeting of the Technical Publicity Association.

From Advertising Man to Vice-President

The Unusual Career of Willard W. Wheeler a Lesson for Advertising Men Who Seek a Change—First of a New Series of Personality Stories

By WILLIAM FEATHER

I HAD in mind starting out this way: "Willard W. Wheeler, vice-president of The Pompeian Company, is the most modest man in Cleveland."

But that is a broad statement and I can't vouch for its accuracy, so I will qualify it and say that Mr. Wheeler is the most modest advertising man in Cleveland.

Mr. Wheeler's modesty is colossal.

For instance, the other day on his way to the office he picked up four men in his automobile, and as they were driving down Payne Avenue, a passenger called Mr. Wheeler's attention to a beautiful building in process of construction.

"That's one of the finest factory buildings I have ever seen," said the stranger.

"Yes?" answered Mr. Wheeler, immediately changing the subject.

Now it happens that the building of which the passenger spoke so highly is the future home of Pompeian toilet preparations, and that Mr. Wheeler is partly responsible for it being a beautiful structure.

But let me assert here the opinion—a purely personal one—that Mr. Wheeler should not be given too much credit for his excessive modesty. Had he turned to the stranger on the seat beside him and exclaimed: "Yes, I am vice-president of The Pompeian Company and I will have a suite of offices on the second floor," he would probably not have been believed.

Mr. Wheeler is forty, and doesn't look a day over twenty. [In evidence of which look at the front cover of this issue.—The Editor.]

THIS WEEK'S COVER ILLUSTRATES

what may be accomplished in the way of variety in producing a cover design. We have taken a regular sepia finished photograph of Mr. Willard W. Wheeler, vice-president of the Pompeian Manufacturing Co., of Cleveland, which has been enlarged and a single 120-line screen halftone made.

This half-tone we have run in a sepia to simulate an actual photograph. The cut at the top is our regular style lettering for the words "ADVERTISING & SELLING" while the feature articles are emphasized, or sold to the reader, by the right hand column of the cover.

The effect of this cover can well be compared with that on our January 10, 1920, issue. Following the printing of that number several readers wrote in asking us for complete details as to the production of that design. It was made from a water color drawing executed by the Louis C. Pedlar organization, with two 133-line screen halftones which were the product of the Walker Engraving Company. The single plate used in this week's cover is the work of the Sterling Engraving Company.

THE EDITOR

Often when a new solicitor calls at the Pompeian offices Mr. Wheeler has to convince him that he is really the merchandising manager and vice-president of the company and not the fourteenth assistant to the real Mr. Wheeler—otherwise the man will not talk to him.

His slight figure, blue eyes, blond hair, and the smile that forever lights up his face, rob him of all the majesty which is supposed to descend upon a man when he gets a titled job.

Therefore, my own theory is that Mr. Wheeler is modest because he has found it impossible to be otherwise. It is hard enough to get people to believe part of the truth about him-

self—there's not only no occasion, but no opportunity, for bluffing.

Mr. Wheeler's life naturally divides itself into two parts. There would be nothing of interest about his birth were it not for the fact that he was the sixth and last child of the family—the first five being girls! Under such conditions it is obvious that he received an unusual welcome.

He was fed, clothed and housed at the expense of the paternal pocket-book until he was graduated from Williams College, which he left in 1903, sheepskin in arm, to meet the world.

THE YOUNG AD MAN BURNS HIS BRIDGES

Here begins the second part, the scene being laid in New York City. Young Wheeler cut all bridges behind him by writing home to his father asking him to stop sending checks.

Edward Bok, until recently editor of *The Ladies Home Journal*, once wrote an editorial with the striking title "Why I Believe in Poverty," in which he brought out the point that poverty is the richest experience that can come to a boy.

In the editorial he says: "There is not a single step, not an inch, on the road of direst poverty that I do not know or have not experienced—I know what it means, not to earn a dollar, but to earn two cents—And yet I rejoice in the experience, and I repeat: I envy every boy who is in that condition and going through it. But—and here is the pivot of my strong belief in poverty as an undisguised blessing to a boy—I believe in poverty as a condition to experience, to go through, and then get out of: not as a condition to stay in."

From my talk with Mr. Wheeler I take it that he holds much the same view. He really didn't know what life was until he tackled the job of getting a living from the world—alone. He told me that during the first year in New York he was without his watch on numerous occasions, but he was always able to get it back.

"During the first year I began to doubt whether there really were one hundred cents in a dollar," he said. "At times I thought there were only about sixty-three."

But it was during this period that he learned to work—not eight hours a day, but often sixteen. Hard, grinding work, with no big prizes in view.

STARTED AS A REPORTER

He first made connection with a meal ticket in the editorial rooms of the *Commercial Advertiser*, later

Our Disabled Soldiers

Neglected—Exploited—Forgotten

The Public should be heard
from in no uncertain terms

WITHOUT the courage of conviction to speak aloud upon injustice, maladministration or incompetence a newspaper is false to its trust.

For 119 years, News Value and Journalistic Merit have been characteristic of articles appearing in The New York Evening Post.

Since its establishment, in 1801, successive generations of Americans have formed the habit of depending upon its columns for facts.

The New York Evening Post is an independent, not a partisan, newspaper. It will consistently follow the course of presenting facts and its utmost endeavor will be to see that these facts are fundamentally sound, uncolored by partisanship or personal feeling.

Such an occasion has now arisen—a most important “Draft upon the country’s honor” has been dishonored.

Every American with red blood in his veins should read Harold Littledale’s articles on the treatment accorded our disabled ex-service men. It is your fight they fought. They paid in blood and agony. Conditions shown are intolerable. It is your duty to learn the facts, which public demand must change.

With due regard to its responsibility—to its standing as a conservative and non-partisan publication—and only after very careful investigation, The New York Evening Post is printing a series of articles on the utter failure of the officials charged with the duty of so doing to pay this “draft of honor,” in so far as the rehabilitation of disabled soldiers, sailors and marines is concerned.

Articles of great interest are usually “syndicated” (allowed to be reprinted) at a price.

But this is a subject for neither commercialism nor delay. The information should reach every American citizen possible from Maine to California.

And to this end The New York Evening Post will reprint the first six or seven articles immediately, and will supply them at half their cost, in any quantity, to individuals or organizations. (\$2.50 a thousand.)

Public opinion must be aroused. Read the facts.

Investigate the situation in your own town, and let public indignation not subside until incompetence and gross neglect have been succeeded by the sort of treatment these boys have earned—that was promised them—that is being paid for.

All claim to “copyright” is expressly waived. Newspapers are urged to reprint. Upon request we will even supply “mats” without charge to those newspapers which will aid the boys by so doing.

Send two postage stamps for a copy—once read, you will need no further urging. Better yet, send for 1,000 or 5,000 copies of Littledale’s report—pass them on to others.

Give copies of the report to your Congressmen, your Senators, and your Mayor—to your clergymen, your local editors, to members of the American Legion and other patriotic societies.

Condemnation—destructive criticism, so richly merited, must be followed by a plan, some plan—your own plan perhaps that will bring order out of chaos.

This announcement is running in 65 nationally known newspapers, from coast to coast, and is paid for by the N. Y. Evening Post.

changing to the New York *Globe*. He wasn't given a regular place on the staff but was what is known as a "space writer," which means that he was paid only for what he got into the paper.

One week, at the end of a long pull, his weekly pay check totaled \$32.00. That Saturday afternoon the editor called him aside and offered him a regular job on the staff. Pleasant words were exchanged, but nothing was mentioned about the salary.

"So, as a parting shot, and in a way that indicated it was a mere detail in my young life, I asked the editor what my salary would be," said Mr. Wheeler.

"'Fifteen dollars a week,' was the answer.

"I reminded him that I had just drawn \$32 for a week's work on space, but he was unmoved.

"'Your salary will be \$15 a week.' This was in chilly tones.

"But, a moment later, he did offer me the opportunity to continue doing space work, which I readily accepted. During the next three weeks I lived on canary-bird rations because practically none of my stuff broke into print. So I capitulated, and joined the staff at \$15 per."

Mr. Wheeler rounded out about two years' service with *The Globe*, which was the name of the paper when he left. During the next year and a half he worked for the Hampton Agency, Frank Presbrey Co. and George Batten Co., making the changes deliberately in order to gain as much experience in as brief a time as possible.

Wheeler had definitely made up his mind that he was going to learn the advertising business.

In that eighteen months he estimates he worked on at least 150 different accounts—almost ten accounts to master each month. And that was only fifteen years ago!

He was with the Batten people, and among the accounts he dabbled into there was that of a Cleveland company, makers of Pompeian massage cream. This business had been founded four years before by Frederick W. Stecher, a Cleveland druggist.

Mr. Stecher had worked out the formula for the massage cream. He put it up in small jars and sold it to the women in his neighborhood. Working as a clerk in the store at the time was O. F. Leopold, now president of The Pompeian Company, Mr. Stecher having died three years ago.

One day it occurred to Mr. Stecher that if the women in the

neighborhood of their store liked this face cream perhaps the cream could be sold to all Cleveland women, Ohio women, and maybe the women of the United States.

Mr. Stecher later came to the Batten offices in search of a man to come to Cleveland and take charge of his advertising.

"Anxious to please their client, whose account showed prospects of growing rapidly, the officers looked around for the man who could best be spared, and offered me to Mr. Stecher," says Mr. Wheeler, modestly.

HE STARTS ON HIS FOURTEEN YEAR JOB

So, in 1906, Mr. Wheeler was installed in the job he has held continuously ever since—fourteen years—think of it! An advertising man in one place fourteen years! He has been given new responsibilities, as stated before, until now he is in entire charge of the merchandising of Pompeian products. I might also add that he is one of the owners of the business, so that he will probably be on the same job for many years to come.

So far as I know or could discover he has no redeeming vices, unless smoking can be so classified. In a corner of his office there is a bag filled with golf clubs, none of which are ever used. He reads a good deal. He is married and is the father of two girls—one of whom is four years old and the other ten months.

During the war he spent much of his time at Red Cross Headquarters, directing the advertising of the Lake Division, which comprises Ohio, Indiana, and Kentucky. He was in complete active charge of the final war campaign in which 50,000 workers were engaged in those three states.

He has served as a director of the Cleveland Advertising Club and also the Association of National Advertisers.

Right here let us observe that when Mr. Wheeler joined The Pompeian Company the offices and factory occupied only two floors of a small building. Four years ago headquarters were moved to a four-story building, and now that the big new factory, mentioned before, is being completed, it is already too small, and the old building must be retained to take care of the overflow.

Advertising of the right kind has done it.

BELIEVES IN WHOLESOME CON- SERVATIVE COPY

The Pompeian Company has pioneered the way in the advertising of facial preparations, and the note that has dominated it all has been "wholesomeness." Claims made for Pompeian products have always been conservative. Mr. Wheeler told me of a wonderful phrase which was once used, but which was discarded because it overstated the case.

As to advertising—he says the up-to-date advertising man is a merchandiser, meaning that copy, media, etc., not only are not the whole of it, but not the half of it.

"Advertising is an important part of modern merchandising, but only a part," said Mr. Wheeler. "Copy is important. So are media. But there must be a plan that takes all factors into consideration: marketing methods, dealer helps, mark-up, turnover, and so on. Advertising will help to solve all these problems, but if you try to make advertising do all the work it is mighty expensive."

Atlanta "Constitution" Man Becomes Advertising Manager

L. E. Winchell has been appointed Southern advertising manager for the *Southern Lumber Journal*, published at Wilmington, N. C., and will have full charge of the offices of the company at Jacksonville, Fla. He has been in the advertising department of the *Atlanta Constitution* for the past seven years.

Changes in Personnel at Square D Company

Several changes and additions in the sales and advertising departments of the Square D Company, manufacturers of electrical safety devices in Detroit, Mich., became effective February 1st. E. A. Printz, formerly district sales manager of the Chicago territory, was made sales manager, A. MacLachlan continuing in the capacity of secretary and director of distribution. D. M. Stone, formerly district sales manager of the Pittsburgh territory, has been transferred to the Detroit territory. J. A. Jaques, formerly in charge of the New York territory as district sales manager, is now directing the Pittsburgh territory, and H. W. Spahn, district sales manager of the Buffalo territory, was placed in charge of New York. D. H. Colcord, formerly of the department of Publicity of the Westinghouse Air Brake Company of Pittsburgh, was appointed director of research engineering. The annual Sales Conference of the Square D Company was held at the Hotel Statler, Detroit, February 16, 17 and 18.

"Farm Journal" Will Move Chicago Office

On March 1, *The Farm Journal*, published by the Wilmer Atkinson Co., Philadelphia, will move its Chicago office from the Peoples Gas Building to quarters more than twice as large in the Mallers Building.



Announcing
WILL H. HOWELL

Since the effective use of advertising of unusual quality depends so much upon the expression of the same spirit in the final printed presentation, our clients have prevailed upon us to extend our service by establishing a division of publication.

To those who are familiar with the development of the higher ideals in the printing art, the announcement of Mr. Will H. Howell as director of this department will be deeply significant.

Mr. Howell possesses that warm appreciation and love for work well done which, with a background of experience that is most broad, enables him to bring to the product of his hand and brain that desirable quality which discerning people at once recognize as a true expression of those rare qualities—good judgment and good taste.

**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations

DIVISION OF PUBLICATION

104 MICHIGAN AVENUE SOUTH
CHICAGO

EXPORT MEN DISCUSS TERMINAL COSTS

At the Hotel Commodore on February 25th the American Manufacturers' Export Association held its regular monthly luncheon meeting. Dr. R. S. MacElwee, assistant director of the Bureau of Foreign and Domestic Commerce talked on the subject of the meeting: "The Effect of Port and Terminal Costs on Our Export Trade," presenting some enlightening truths about the disgraceful situation existing in the Port of New York hampering foreign business.

Dr. MacElwee said, in part:

"Consider the cartage costs and waiting time as one of the items of extraordinary expense falling the shipper.

"As bad as cartage conditions are in New York, the high cartage rates as quoted above are not bona fide. There certainly is something rotten in the state of Denmark and in the Port of New York. Both high cartage costs and waiting time just quoted that made the cartage alone amount to 25 to 40 percent of the value of the goods are loaded down with graft.

"Also, the warehousing, which does not appear in the above quotation, because the firm itself says it could not bill the warehousing charges to the foreign customer and have any hope of selling the goods, is loaded down with graft. Perhaps 20% of the cartage charges in New York are graft. Of course there should be no cartage whatsoever on freight from the interior for export, the only carting is between the loft of the manufacturing houses located in New York where the goods are manufactured. Goods for export passing through New York should never be carted.

"I said a moment ago that there should be no trucking at New York, that the entire port has grown like topsy, topsy-turvey, and that the system on export trade is ridiculous—it is worse than criminal—it is silly.

"After considering all of these factors is it any wonder that we are killing our foreign commerce, strangling in its bed like Othello because we love it so? We are killing our foreign commerce with

our own hands, and simply because the Port of New York cannot wake up and reform itself. If I could spend an hour and a half with you and show you a hundred or so slides of better ways at other ports of the world we might develop some ideas for improvement."

B. F. Cresson, Jr., who was also listed to speak, found it impossible to attend.

Before the meeting adjourned, O. K. Davis, secretary of the National Foreign Trade Council, made an announcement about the San Francisco convention of that body, promising that at a date in the near future more elaborate details would be made public.

"Oral Hygiene" Has a New, Distinguished Editor

Rea Proctor McGee, M. D., D. D. S., a former Lieutenant-Colonel of the U. S. Army Dental Corps and an authority on oral surgery and general dental matters has been appointed the editor of *Oral Hygiene*. Besides having served in the army throughout the war, seeing service as chief of the Maxillo-Facial Service through practically every major battle, he has been Chief of the Dental Surgeons and of Dental Oral Surgery at General Hospital No. 40 in St. Louis and as Dental Oral Surgeon at Jefferson Barracks, Mo. He is an associate professor of Oral Surgery in the University of Denver, a member of many prominent dental associations, has held many important positions in his profession and has been directed by the War Department to write for the official history of the War, those chapters having to do with activities of the Maxillo-Facial surgeons in Mobile and Evacuation Hospitals in the Zone of Advance.

Another Electric Display for Broadway

A new electric sign facing down Long-acre Square from 48th Street, is now said to be the highest in the vicinity. In brilliant nitrogen lamps, are portrayed, a Sonora phonograph, the largest in the world; the words: "The highest class talking machine in the world" and a huge bell.

McCann Handles Big Campaign to Put "Garden Court" Articles on Market

A campaign of advertising calling for an indefinite number of full pages in colors in a selected group of magazines, has been begun by the Nelson-Baker Company of Detroit, to place a new line of cold creams, powders, before the public.

The campaign is being directed from the headquarters of the company, in Detroit, through the H. K. McCann agency, of New York.

Full pages will be used in colors in *Pictorial Review*, *Cosmopolitan*, *Vogue*, *People's Home Journal*, *Women's Home Companion*, *Photoplay Magazine*, *Red Book* and the *Butterick* trio on an irregular schedule during the year, figured to reach the greatest numbers.

The new line is called the Garden Court brand, and includes cold cream, double combination cream, extract, toilet water, talc, face powder, benzoïn and almond cream. Nelson-Baker Company has a subsidiary in the Penslar Company, and sales of the new line will be restricted to dealers already handling Penslar products.

Artificial Pearls, Art Goods and Vi-Tone are Being Advertised

Advertising orders are being placed by Scott & Scott, Inc., New York, in weekly and monthly magazines of national character, for Ayesha, Inc., makers of artificial pearls; for Marcus Simpson & Co., art goods, and for the Vi-Tone Co., Lewiston, Maine, who make a proprietary remedy.

Henry B. Sell Is Appointed Editor "Harper's Bazar"

Henry B. Sell, formerly literary editor of the *Chicago Daily News*, has been appointed editor-in-chief of *Harper's Bazar*. Mr. Sell, who was with the *News* for four years, having worked his way up as a reporter, has written articles on interior decoration, art, drama and kindred subjects for the *Ladies Home Journal*, *Harper's Bazar*, and other magazines. He is the author of "Good Taste Furnishing," published by the John Lane Co. Mr. Sell began his new work on February 16.

Batchelor, Mason and Brown a New Agency

A new advertising firm has entered the Detroit field, under the name of Batchelor, Mason and Brown Company. The trio are former newspaper and corporation advertising department men, E. A. Batchelor coming from the *Detroit News*, Charles A. Mason having been connected with several big automobile concerns in an advertising capacity, and William M. Brown leaving the insurance field, where he did advertising work.

International Motor Appoints H. C. Bailey, Advertising Manager

The International Motor Company, manufacturers of Mack trucks, has announced the appointment of H. C. Bailey as advertising manager to take the place of D. O. Skinner, who recently resigned.

Mr. Bailey has been with the company for a number of years, and although a native of Philadelphia, his activities have been centered principally in Chicago and St. Louis. His wide experience in selling, sales managing, advertising and editing has particularly fitted him for the position.

The New Orleans Item
 regularly receives
 more money from
local display advertisers
 than any other paper
 published in its field *

"Detroit News" to Carry on an Extensive Advertising Campaign in Great Britain in 1920-1921

Announcement has been made by the management of the *Detroit News* that an extensive advertising campaign will be carried on during 1920 and 1921 in Great Britain, with the purpose of bringing about closer relationship of the commercial enterprises of the two countries, and with a view of introducing Michigan and the Great Lakes Regions to the British Empire.

The campaign is unique in that only indirect reference to advertising in the *News* is made.

Full page advertisements will be used in the *London Times*, *London Telegraph*, *Manchester Guardian* and *Glasgow Herald*. Feeling that the stability of the world's business depends to a great extent on the ability of the two English-speaking nations to get together, the paper has engaged in the campaign to bring the section which its circulation dominates closer to the English business man, manufacturer and exporter.

The *News* will attempt to teach in these advertisements the economic and physical geography of the Great Lakes region, which will undoubtedly be of great interest to every Englishman. The newspaper will say little about itself, but will use the space to give detailed descriptions of Detroit's industries, growth, prosperity, harbor facilities, resources and people. The earning and spending power of the city is shown. Its industrial needs and imports are carefully explained. Each advertisement contains maps which not only tell about Detroit but also indicate its relation to the whole east-central region of America.

In making its appeal to the business men of Great Britain, the campaign recognizes the British point of view. The advertisements were prepared in the Detroit home of the *News*, but before being published, illustrations, maps, and copy took a trip to the editorial and business representatives of the paper in Great Britain. There local color, British spelling and idioms were injected. No attempt was made to attract attention by the use of bizarre or unusual in display. Typography and copy are conservative, but nevertheless pleasing and attractive.

This campaign offers a striking belief in a newspaper's belief in its own commodity. It is the hope of the *News* that the campaign will not serve to attract attention to the Detroit field, but that it will open up avenues of commerce between the two nations and encourage international amity and peace.

Twenty Michigan Dailies Plan to Have National Representative

At a meeting of the Michigan League of Home Dailies held recently in Grand Rapids, Michigan, plans were laid to secure a national advertising representative for the League. The League includes twenty Michigan dailies with a circulation of less than 5,000 each.

League of Advertising Women Preparing for Dinner Dance

March 16th is the date set for advertising folks to get together at the Annual Dinner Dance of the League of Advertising Women.

The affair is to take place as in previous years at the Astor Hotel, and promises to eclipse all past events in the history of the club. Those who have attended these din-

ner dances in former years will recall the entertaining programs which have included such favorites as Amelia Bingham, Vanity Fair and Fanny Brice, and it is whispered that this year equally well-known folks will participate in the program.

There is no doubt but that the event will as usual bring forth the most representative advertising men and women in the country.

British Editors Demand Peace Congress Publicity

The Provincial Newspaper Conference, which met in London last week, adopted a resolution urging the necessity of greater publicity regarding work of the peace conference. The resolution protested against the facilities granted the French press, which were withheld from the British. A copy was handed to Premier Lloyd George, with the request that he present it at the conference.

Managing Editor of Detroit Paper Dies

Max Cohen, managing editor of the *Detroit Abend Post*, and engaged actively in the newspaper business for forty-five years, died in Harper Hospital, Detroit, February 11, following an operation. He was born in Bavaria sixty-four years ago.

Harry A. Kaufman is Publicity Director for "The Fair"

Harry A. Kaufman has been appointed publicity director for the Fair department store of Chicago. He was formerly director of publicity for Kaufman's store in Pittsburgh.

"City Editor and Reporter" a New Paper in Chicago

The first number of the *City Editor and Reporter*, a publication to be issued monthly by the International Editorial Association has just made its appearance. It is published in Chicago.

Bush Terminal Official Dies

Albert C. Woodruff, eighty-two, vice-president of the Bush Terminal Company, and for more than half a century widely known in his field, died on Wednesday at his home, 38 South Oxford street, Brooklyn. He was connected with the Bush Terminal Company almost since it was organized, and before that time had been prominent in the management of two large warehouse concerns and with E. B. Bartlett, owner of the Bartlett Stores.

He leaves three daughters, two sons, a brother and a sister. Funeral services were held Friday afternoon.



HERMAN G. HALSTED

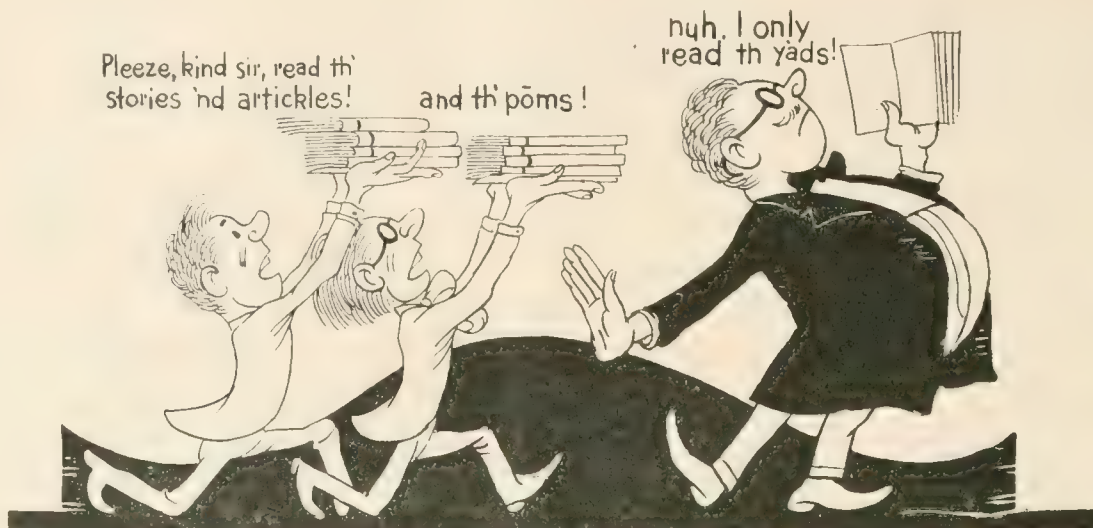
Herman Halsted has been associated with me in business for nearly twenty-five years and has been my friend for thirty-five years, as we were brought up together in Elmira, New York.

There are many phases of our business that I am proud of, but there is nothing that makes me more proud than to be able to say that Herman and I were great friends when we were eight years old and that after twenty-five years of business association we are even closer friends to-day.

Paul Block

Cleveland News & News-Leader

The CLEVELAND NEWS & NEWS-LEADER (formerly called the Leader) were considered good newspapers many years ago, but the changes which have taken place in these properties since Mr. D. R. Hanna bought them are very great. To-day the Evening NEWS and Sunday NEWS-LEADER are among the great newspapers of the Middle West. From unsuccessful properties they have become among the big money-making newspapers of the country. In the twenty years that I have been representing these newspapers I have seen the great development of these properties and have been extremely proud to be associated with them.



A SONG OF THE AD MEN

By PERRIN HOLMES LOWREY

I RARELY read the written line
For which the writer folk are paid.
My thoughts to other things incline.
I rarely read the written line,
Unless some little gem of mine
Be unobtrusively displayed.
I rarely read the written line
For which the writer folk are paid:

Of course I scan the magazines,
Though I'm a busy fellow, quite.
I guess at what an author means.
Of course I scan the magazines.
And thus my sprinting spirit gleans
A fund of sayings wise and bright.
Of course I scan the magazines,
Though I'm a busy fellow, quite.

Most fiction is, I take it, poor.
But, gosh, they carry bully ads!
I dodge the modern litratoor.
Most fiction is, I take it, poor.
Perhaps I show myself a hoor
To twit the literary fads.
Most fiction is, I take it, poor.
But, gosh, they carry bully ads!

I read the advertising page
And so I get my money's worth.
I am acquainted with the age.
I read the advertising page.
I know when things become the rage
In all the ends of all the earth—
I read the advertising page,
And so I get my money's worth.

Rich triumphs of alluring art!
They stir my vivid lips to song.
With illustration brightly smart—
Rich triumphs of alluring art—
And pictures, they entice my heart
And lead my wild desires along.
Rich triumphs of alluring art!
They stir my vivid lips to song.

I sing the advertising men.
They write the stuff that people read.
I clear my lyric throat and then
I sing the advertising men.
More power to the plural pen
That succors every human need!
I sing the advertising men.
They write the stuff that people read!

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AD MANS UTOPIA

GOHAM STUDIOS



The Five Big Outdoor Issues

of

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

May June July August and September

These 5 numbers will cover the biggest part of the out of doors camping and hiking season of 400,000 Boy Scouts. Practically every one of these Scouts is in camp for at least two weeks of this time, and they average three hikes of several days each.

Many boys stay in camp for a much longer period and do more hiking. The aim is to get every Scout into camp for a portion of the summer at least. And to realize this aim every scout troop is pledged to do its utmost this season.

These 400,000 boys need and buy practically everything that can be used in the open. Their needs range all the way from the necessities, such as food and camp equipment, to the things that can be used strictly for pleasure purposes.

The combined purchasing power of these hundreds of thousands of boys is enormous. It is a big and growing market in itself and one that demands your attention.

There is one direct way to get at this great group of boys. These 400,000 Scouts are organized in troops, some 17,000 in the United States.

Boys' Life, the Boy Scouts magazine, reaches every one of these 17,000 troops, in addition to its tens of thousands of individual readers.

By advertising in Boys' Life you can get before this worthwhile market through the only publication covering the Scout field.

The Boy Scout Movement represents the greatest out of door group of boys in the world. They need and buy practically everything that can be used in the open. Their average age is 15 to 16 years. These boys come from homes of unquestioned purchasing ability, and they are buying constantly.

BOYS' LIFE *The Boy Scouts Magazine*

200 Fifth Avenue
New York City

Owners and Publishers
BOY SCOUTS OF AMERICA
Member A B C

37 So. Wabash Avenue
Chicago

Serving the Field, Keynote of T. P. A. Meeting

Discussion Hinges on What the Advertiser and Subscriber Have a Right to Expect

THE fifth meeting of the Technical Publicity Association, held at the New York Advertising Club on February 19, took the form of a "McGraw-Hill Night" in the treatment of the topic, "How the Technical Publisher Serves His Field."

The meeting was opened after the coffee by the reading of a memorial by Charles A. Hirschberg to Harold McGill Davis, late publicity manager of the Sprague Electric Works, whose death was announced recently in these columns. The resolution will be presented to Mr. Davis' family.

F. M. Feiker, vice-president and editorial director of the McGraw-Hill Company, was the first speaker on the list. Mr. Feiker told how the editorial pages stimulate buying, pointing out the vital importance of the trade or technical paper as a leader of progress and its field for advancement laid out by the fact that it reaches the thinking men of the industry or profession in which it operates. By drawing attention to the function of a technical paper and the manner in which that function is realized, the speaker showed how advertising copy and editorial content can be hooked together by virtue of the definite appeal to a definite group embodied in the editorial columns.

Following Mr. Feiker, L. W. Seeligsberg, circulation manager of the McGraw-Hill group, talked on how the circulation man reaches the men who buy. Modern methods of boosting the subscription list was included as a part of the talk which has been reproduced elsewhere in this issue.

R. Bigelow Lockwood was the third speaker. With the aid of lantern slides he gave a very illuminating talk on the function of the service department of a technical paper, using for his topic, "How Technical Advertisements Are Prepared."

Mr. Lockwood said, in part:

In discussing the mechanics of copy preparation, I must be pardoned for referring to my own department.

The Advertising Service Department of the McGraw-Hill Company comprises 75 people—copy writers, artists, photo service and clerical.

In the main New York office we have about 30 copy writers and 25 artists, with a smaller branch in Chicago.

On the wall, facing the copy men, is a large sign which bears the slogan of the Department—

"It Can't Be Done—Here It Is."

I believe that in this slogan is incorporated the spirit of the technical publisher who earnestly tries to render service in all branches of his organization to his field.

As publisher of 11 different papers we have eleven fields to cover, and copy writers are selected with careful regard to their engineering training in these particular fields.

The day has gone by when the technical publisher can advertise for copy writers and take on the first man whose samples look good and who will start in for twenty

dollars a week. The requirements connected with properly serving our respective fields call for a specialized type of advertising writer, and your advertising service man today is not only a trained advertising man but, more than often, an engineer as well.

I submit that the most successful Service Department is the one which staggers its copy staff. And I mean by this the employment of two classes of writers.

One, the man who is an experienced good all-around advertising man—a star copy writer and idea man.

Two, the engineer or highly trained technical man who knows nothing whatsoever about advertising, but who *does* know the field and the application of the products.

If a Service Department is composed of these two classes in equal proportion, your engineer will rapidly acquire a knowledge of advertising from your trained advertising writer, and your advertising man will absorb from your engineer a surprising amount of technical knowledge within the same period.

Such a system renders a Service Department flexible and capable of rendering a specialized grade of service.

The Service Department man who can render the best service is the man who can advise regarding the engineering application, and who, because of his engineering knowledge, can point out to the prospective advertiser new and practical angles to be advertised. The more intelligently a Service man can talk to an advertiser about the engineering features of his proposition the more confidence will that advertiser have in that man.

If I needed a man to put in my Service Department to write copy about coal mining machinery, I would select a coal mining engineer—provided I could place beside him a trained advertising man from whom he could learn the essentials of good copy and display.

With these points in mind our Service Department is divided into Groups or Divisions and each group serves its respective paper.

The preparation of technical advertisements by the modern service department calls for more than just hashing up copy.

It calls for organization.

It calls for a high quality of man-power as regards copy writers and artists.

It calls for a copy man being a cross between a reporter, a diplomat, an engineering man, an advertising man, a skillful writer, an idea man, a research man and a man who can command the confidence of his advertisers.

This, gentlemen, is the sort of service the technical publisher owes his field. And in our own organization we try to build up our Advertising Service Department with just such men in order that the accounts we handle may be profitable for our advertisers.

The fourth speaker, J. Malcolm Muir, vice-president in charge of sales for the McGraw-Hill papers, also used the lantern slides in telling how the market is presented to the advertiser. Mr. Muir said, in part:

"Advertising has at last taken its place as a great economic force. It is brought to the foreground in the discussion of plans for the development of every business, no matter how great or how small. It is used to try out new markets. It is the twin brother of every salesman, and with him enters every industrial battle. It has proved a force in attracting capital to worthwhile enterprises. It has in short assumed a position in the industrial world that calls for its most enlightened and effective use as a weapon of modern business. The advertising manager, who a few years ago was only an important man in the farsighted and forward looking organization, is today an important factor in every worthwhile business concern. His work has developed from a copy-writer and a casual buyer of space to one of tremendous responsibility in cooperating with the sales organization. Upon his shoulders falls the responsibility, or, at least, his is the opportunity, if he will take it to point out new fields to conquer, to stabilize fluctuating markets, to nullify competition, and, in short, exercise a strong influence upon the destiny of his company.

"With these responsibilities comes the necessity for an intimate and first-hand knowledge of conditions in all fields which have any bearing upon the present or future development of his institution.

"What I have said might, and does apply to the place which advertising has assumed in industry as a whole. May I emphasize to you, however, that the responsibility which has fallen upon the shoulders of advertising managers of engineering or technical equipment is even far greater. It is generally recognized that the war has developed a true appreciation on the part of the world at large of the bearing that every engineering art of profession has upon the industrial fabric and social life of a nation. There is being built upon this great foundation of engineering development a superstructure of great and small manufacturers of engineering machinery, equipment and supplies. The markets for such equipment have changed in many cases entirely. New enterprises are calling for the use of standard equipment never before used for such purposes. Nations who are just finding themselves economically and who must have both an understanding of engineering practice and a knowledge as to the sources of supply of the proper engineering equipment are offering new markets overseas. Industries which before the war were too small to consider as profitable markets are now eagerly sought after by the far-seeing and resourceful organizations.

"Labor conditions are attracting labor-saving devices to markets heretofore unprofitable to attempt. Even the domestic servant situation is having its effect on the market for engineering equipment. I understand that the demand for electric washing machines and other devices to save labor in the home have thrown so many so-called 'war plants' into this industry that the volume of sales of this kind of equipment will be greater in 1920 than the total sales of machine tools. These home labor-saving devices alone will call for the use of 2,500,000 fractional horse-power motors. This is only one illustration of the new markets which are opening up in every direction for the manufacturer of engineering equipment,

The National Graphic Sales System

MOTION PICTURE ADVERTISING—PLUS

Gives the consumer the most powerful incentive to buy a manufacturer's product and to interest friends to buy it.

It focuses this demand upon retail stores adjacent to Motion Picture Theatres.

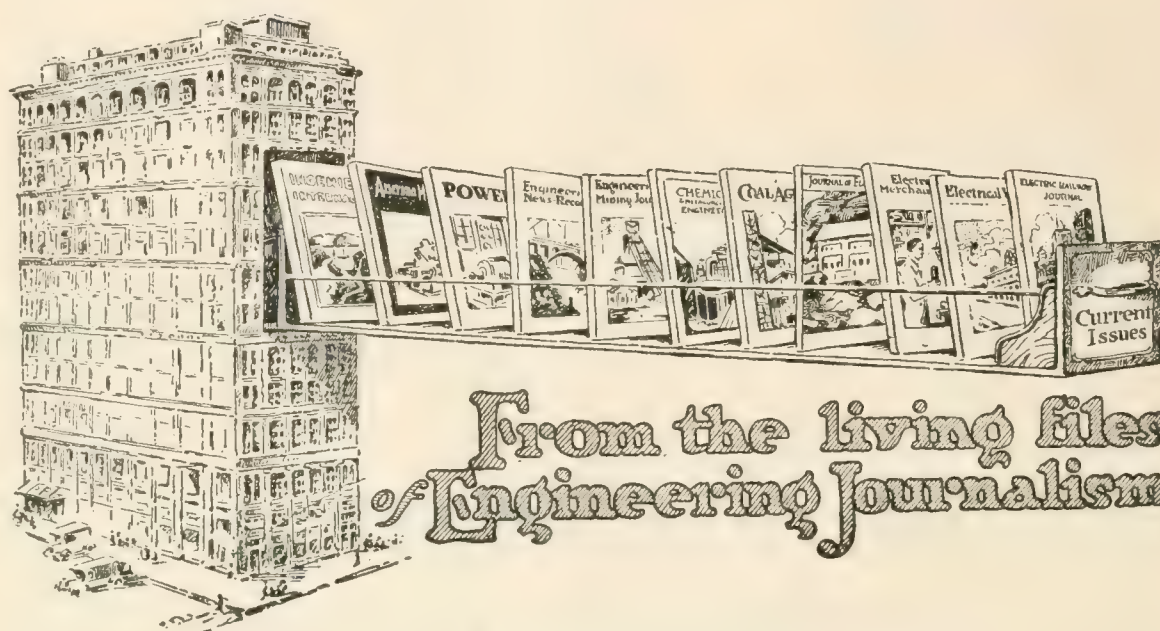
It enables manufacturers to concentrate intensive sales work in localities where maximum demand is developed.

National Graphic Sales Corporation

GERALD B. WADSWORTH, President

50 East 42nd Street

New York City



From the living files of Engineering Journalism

EACH copy of a McGraw-Hill publication reaches its reader fresh from the last-minute section of a living, humming card-index of engineering journalism. Directly supported by a staff of expert editors and fact-digestors, each McGraw-Hill technical journal forms a printed link connecting its readers with the vital center of the greatest engineering news gathering organization in the world.

Visit a new power plant in Washington State or study a new phase of mining in Arizona and it's a safe guess that a McGraw-Hill man has been there before you. If a street railway in Cleveland tries out a new fare system; or a

retail store in Maine develops a profitable renting plan on electric fans, McGraw-Hill knows about it. And in the shortest possible time the information goes into the publishing filing cabinet to come out immediately in the pages of those McGraw-Hill publications whose readers need it most.

Wherever such engineering development is going on, there material and equipment are being bought and used. The men who make decisions on the purchase of this material are engineers and engineering executives. Also they are McGraw-Hill readers. If your product fits their field, McGraw-Hill pages will help you sell it.

The 11 McGraw-Hill Publications

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

These facts may look dry, but -

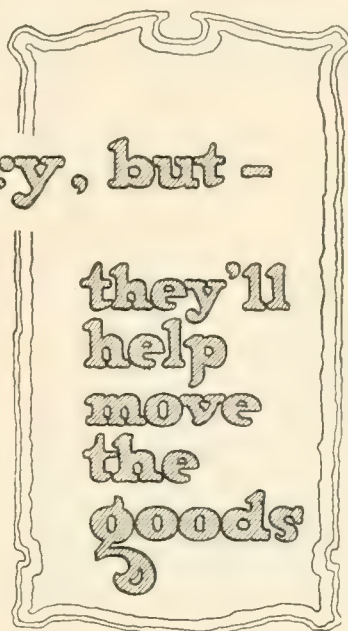
HERE are facts which every advertising and selling executive will want to carry away with him.

It would be easy to bore a *clergyman* with statements about the selling capacities of your several salesmen. To you, however, these facts are as human as batting averages to the baseball fan. They deal with *moving the goods*.

And so do these facts! These eleven technical journals exert as powerful a selling force as your salesmen who call on a thousand executives a month.

These publications call on 168,000 engineers and engineering executives a month! *And Engineers Buy!*

When you see a new cement mixer going by on a freight car, a load of conduit on its way to the job, or motors, oils, paints or labor-saving machinery en route to a new industrial home you can bet that the man who decided on its purchase—the man who said "We'll take this kind!" was an engineer.



American Machinist: The representative paper of those who make use of and sell machine tools. Covers design, construction and operation; also plant management.

Chemical and Metallurgical Engineering: Reaches the operating officials of chemical and industrial works, iron and steel plants, ore dressing mills and smelters.

Coal Age: The only national coal mine engineering weekly; covering the mining, handling, distribution of coal, manufacture of coke and byproducts.

Electrical Merchandising: Serves the electric trade—the dealer, the contractor, the jobber, the central station commercial official, the manufacturer of electrical appliances—with all the new selling ideas and methods.

Electrical World: Reflects and interprets current developments in the practice of the engineering, central station, manufacturing and general business fields of theoretical and applied electricity.

Journal of Electricity: Combines the service of the electrical trio of publications with

reference to the special geographical and trade conditions west of the Rockies.

Electric Railway Journal: The accepted authority everywhere on electric railway construction, operating and maintenance—engineering, practical methods, mechanical, traffic, financial, etc.

Engineering and Mining Journal: The standard publication of the metal mining field for over 50 years; covers every phase of the mining of metals and the milling and smelting of ores everywhere.

Engineering News-Record: The leading civil engineering and contracting publication, with 33,000 readers weekly. Covers design, construction methods and research.

Power: The only weekly power plant paper. Covers the generation and transmission of power—steam and electrical—including hydroelectric, refrigeration, heating, lighting, ventilation, elevator work.

Ingeniería Internacional: The educational review of American engineering methods and practice, circulates among Spanish-speaking engineers and industrial executives in Latin America, the Philippines and Spain.

The 11 McGraw-Hill Publications

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

and among our future capitalists of industry will be those who have had the vision and foresight to sense these conditions.

THE OPPORTUNITY FOR THE TECHNICAL PAPER

"With such a background of opportunities, do you blame me for saying that the advertising manager of a technical product has before him more opportunities to sense new markets and to be forward looking in a practical way than any other group of advertising men.

"As you know, the technical and engineering journals have grown in proportion to their new responsibilities and duties. They see themselves as leaders in their industries. Their editors, personally and through the columns of the technical press are influencing world progress and the development of their own industry.

"The advertising department of a technical journal sees itself as an interpreter of conditions in its field to manufacturers. It no longer sells white space, but interprets the market possibilities for a manufacturer in an authoritative and conclusive manner. Its salesmen are truly representatives of the publications, ready to discuss as experts the market possibilities for a product. They are as ready to reject from their field a product which cannot be profitably advertised as they are to accept and fight for the right kind of effective advertising for a product which needs it.

"Back of the modern salesman or business representative of an engineering paper today is the entire resource of his publication. When a manufacturer needs the advice of a publication upon the advisability of entering a market he does not receive merely the personal plea or opinion of the salesman. He has as a background every fact that can be compiled by the publication to throw light upon the problem.

"We hear a great deal these days about data and research. Anyone can count noses, but it remains for the technical journal, because of its position in its industry, to interpret these facts; to give an intimate point of view upon special conditions in an industry, and to be in fact a sales counselor to manufacturers of the first water.

"It so happens that because of our group of publications it falls more and more often to our lot to visualize not one market, but the entire market possibilities for an engineering product in every field. We have found it necessary in order to visualize the entire market covering many fields and industries, to establish an advertising counselor's staff or group sales division, which supplements the work of the individual publication and visualizes the market possibilities for a manufacturer in all of the engineering industries.

"To this staff has been brought some of the biggest advertising and sales problems that have been presented to the engineering industry since the armistice. To be of real service, the advertising counselor's staff must have a broad and liberal viewpoint. It holds no brief for anyone publication, nor are its recommendations limited to our publications, by any means.

"Do not think that the modern business paper publisher is so bigoted that he considers his kind of advertising and his kind of paper the only effective advertis-

ing force today. Your modern business paper publisher has the broadest viewpoint and a most liberal attitude on this whole suggestion. He sees that some of the largest manufacturers of engineering equipment who have grown great during the war have added many ramifications to their sales problems, and to meet these problems precedents must be broken and new things done in a big way. Your business paper publisher visualizes groups or classes of people as spheres of influence. He sees a population in the United States of 110,000,000 people. Of this 110,000,000—20,000,000 do the thinking for all the rest, and in the thinking of an engineering and industrial character only several hundred thousand engineering and industrial executives do the thinking for the 20,000,000. He sees as the primary sphere of influence in which the manufacturer of engineering equipment must win a professional or engineering consciousness the inner circle of engineering and industrial executives. He sees beyond this the 20,000,000 thinking men and women. He sees in this outer sphere of national consciousness the capitalists, bankers and lawyers who will not spend a dollar or raise a finger for the installation or equipment of large industrial undertakings without the say-so of the professional man or engineer. He recognizes that certain large industrial companies whose volume of sale is so tremendous and whose engineering equipment enters into every phase of industrial development that they can profitably develop a background of national consciousness among the 20,000,000, but he rejects as false and uneconomic and vitally defective a principal which admits or which implies that an engineering product can maintain and steadily increase its prestige in the industry by appealing to the 20,000,000 and ignoring the several hundred thousand and thereby forfeit its engineering consciousness.

"It is foolish for me to take your time to lay stress upon the fact that the engineering and technical publications are the vital tool of the professional men and engineers who influence our industrial development. Someone has aptly spoken of the advertising pages of an engineering publication as the coupon attached to the editorial section. How utterly false a doctrine is which overlooks the power of the advertising pages of the technical press to tie a manufacturer's product closely to the engineering developments of the day. While, as I have said before, your business paper publisher is broad in his viewpoint and liberal in his attitude, he will fight any policy which is other than the sound economic principle that a manufacturer of a technical product must first use to the limit of their possibilities the journals of the engineers and professional men. If in this way they are winning and maintaining the professional consciousness of their product, then, and only then, can they hope to win any permanent benefits by appealing to the public as a whole."

The concluding speaker of the evening was James H. McGraw, president of the McGraw-Hill Company, who told the audience about the responsibilities of the publisher and threw some light on the problems he has to contend with, stating that publishing costs had advanced 100% in the past 18 months. The first duty of a publisher is to provide such editorial

excellence that his paper fully meets the needs of the field. In dwelling upon the reference to what the publisher owes the reader, Mr. McGraw illustrated his point in telling that the *Electrical World*, one of the McGraw-Hill papers, the subscription price of which is \$5.00 a year, is produced at a cost of \$25.00.

The speaker held that "vision" is the fundamental essential to success in the field. It is a poignant fact, he pointed out, that in the years that have passed since the establishment of the first McGraw-Hill paper, thousands of periodicals of various natures have been founded while only a comparative few remain in existence. Their principal error of omission was the failure to incorporate a "soul" with the rest of the essentials commonly supposed to be a part of such an organization.

Following this last address of the evening, the meeting was opened for general discussion. Considerable interest is always shown in this phase of the T. P. A. gatherings, but in this instance the activity and response surpassed the usual. A very exciting time was had by all.

Six Point League to Give Dinner to Space Buyers of All New York Advertising Agencies

The Six Point League will give a dinner on Saturday, March 6, at the Hotel Astor, 6.30 P.M. The novel feature of this dinner will be the fact that the executive of each space buying department of every advertising agency in New York City will be there as the guest of the League. Mr. Herman G. Halstead will be the toastmaster. There will be quite an interesting list of speakers, headed by George S. Fowler, advertising manager of Colgate & Company; O. H. Blackman, president of the Blackman-Ross Company; Frank M. Lawrence, secretary of the George Batten Company, and John B. Woodward. The speeches will all be of the short, snappy and humorous type, for the reason that considerable time will be necessary to put over the entertainment which the Dinner Committee of the Six Point League has arranged. Altogether, this dinner promises to be very unusual from the many novel features which have been provided for.

Louis Gilman, chairman of the Dinner Committee, states that two days after the notices were sent out he received sufficient reservations to almost fill to capacity all the dining-room reserved at the Hotel Astor. Judging by the rapidity at which the reservations are coming in there will be an overflow into an adjoining room.

Cutting Will Start Agency in Chicago

Cecil Cutting has resigned from the *Detroit Journal* to form an advertising agency bearing his name in Chicago.

Miller-Beasley Place Black on Staff

William Black, a former New York and Detroit newspaper advertising man, is the latest addition to the staff of the Miller-Beasley Advertising Agency, Detroit, Mich.

"Morning Joy" Coffee Renews Advertising

The Chambers Agency, New Orleans, is placing new schedules with Southern newspapers for Morning Joy Coffee made by the New Orleans Coffee Co.

E. T. Meredith Resigns as President of the A. A. C. of W.

In spite of a strong disinclination to sever his connections with the association, Edwin T. Meredith, president of the Associated Advertising Clubs of the World, last week reached the definite decision that his duties as Secretary of Agriculture demand his whole time and undivided attention, and so on February 20, sent his resignation to the Executive Committee.

In a personal letter to a friend closely identified with the A. A. C. W. Mr. Meredith states: "I had rather hoped I might stay on until Indianapolis, but I believe the Association would be better served if some one else who can give their undivided attention were charged with the duties. The work is of sufficient importance to warrant this. I will be glad to help in any way possible, as you know." He also makes the statement that. "I would be pleased if you would convey my greeting to your members and assure them that, individually and collectively, they have a large place in my affections and my thoughts. I will hope to meet you and others of your club at Indianapolis. I certainly will give myself the pleasure of attending the convention.

"Let us all work to make the Indianapolis convention the most successful in the history of the Association, both in attendance and in constructive work. The program, as you know, is to be just "Advertising" and let us work to the end that it may be 'The place to go to learn how to advertise our town—not a place to go to advertise it.'"

According to the constitution of the A. A. C. W. in an emergency such as the present, the Executive Committee is empowered to elect one of their number, a vice-president, to fill the remainder of the president's unexpired term. The committee consists of the following vice-presidents: Rowe Stewart, Reuben H. Donnelly, William J. Betting; E. Lyell Gunts, John Ring, Jr.; Rollin C. Ayres, F. W. Stewart; Charles F. Higham, Miss Jane J. Martin, representing women and William C. D'Arcy, the retiring president, may cast their vote by mail, and the election of Mr. Meredith's successor will probably be announced within the next few weeks.

Bluebird Washing Machines Will Be Advertised in Foreign Countries— Sell Great Britain Rights for \$1,000,000

The Gardner Advertising Company, St. Louis, Mo., is arranging to handle an extensive foreign advertising campaign for the Bluebird Manufacturing Co. Recently the St. Louis manufacturers sold the rights to handle and manufacture their washing machine in the British Empire to a British syndicate for a cash sum of not less than \$1,000,000.

Erie Advertising Men Organize Club

Thirty-two advertising men of Erie, Pa., met last week and made plans for an Erie Advertising Club. E. S. McCumber called the meeting to order, and with H. J. Fries as acting chairman, the following temporary officers were appointed: President, J. C. Patterson; vice-president, Roy Hackenberg; secretary-treasurer, W. O. Strong. A constitutional and by-laws committee was named and will report this week. Its members are: Howard Holcomb, Ludwig Meyer, Morton Eschner and H. J. Fries.

The following were named on a publicity committee: R. L. Nolan, Errick P. Linderman, C. V. Emerick, Earl McDonald and Harold F. Waterman.

At a meeting to be held on Thursday of this week an officer of the Cleveland Advertising Club will be present, and permanent organization will be effected.

New Secretary of Advertising Section of the American Gas Association Begins a Campaign

Under the direction of Charles W. Person, newly appointed secretary of the advertising section of the American Gas Association, a publicity campaign is now being carried on through the daily newspapers of the country in the interests of the gas industry.

Denver Advertising Man Victim of Influenza

Eldon B. Henry, assistant advertising manager of the *Denver Express*, widely known and esteemed among Denver business men, died at his home in that city, Saturday, February 14, of double pneumonia. He is survived by a wife and two children.

Mr. Henry came to Denver two years ago from Kansas City, where he was in the employ of Montgomery, Ward & Co. He was 28 years of age, and a native of Illinois.

C. W. Merrill, Publisher, Dies

Charles W. Merrill, fifty-nine, of the publishing firm of Bobbs-Merrill Co., and literary critic, died at his home in Indianapolis, Wednesday, February 18.

Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers," and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., B. F. Dewees, J. G. Darlington & Co., Oppenheim Collins & Co., Goodrich Tires, Kellogg Krumbles, Moxley & Jelke butterine, and others do on Saturday evening.

Last Minute Facts About Philadelphia The Third Largest Market in the U. S.

Metropolitan population:—3,000,000
Bank Clearings 1919:—\$19,716,992,483.00
Bank Clearings 1920:—\$22,094,588,655.00
Savings Fund Deposits 1919:—\$215,992,775.00
Savings Fund Deposits 1920:—\$236,943,653.00
Depositors 1919:—417,784
Depositors 1920:—424,845
Average Savings Fund Deposit:—\$531.06

Twenty-one ocean steamship lines operate out of Philadelphia, the second largest port in the U. S. (in point of tonnage and harbor facilities), for European, South American, Asiatic and African ports.

Its principal industries are manufacturing; from hosiery, carpets and cloth to locomotives, shipping and warships.

Approximately 700,000 male and 300,000 female workers are employed in its 16,000 manufacturing places.

Philadelphia has 400,000 separate dwellings; one-third of which are owned by their occupants.

500,000 Philadelphians are shareholders in 1200 Home Building and Loan Associations.

One-seventh of all the Home Building and Loan Associations of the United States are in Philadelphia.

Philadelphia has 48,000 wholesale, jobbing and retail stores ranging from the big department store down to the small corner "variety" store.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

January
Circulation

463,551

Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Foreign Salesmanship As a Career

How to Acquire the Essentials for
Successfully Selling in Foreign Lands

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Brazilians
and Their Country," etc.

NEW occasions teach new duties; they open doors for new careers. It has been true always that the man who can sell something is a success in life. Everyone is engaged directly or indirectly in salesmanship. It is one of the elementary callings. The next decade will give this business of selling a new standing and a new scope as American salesmen go forth to other lands to sell their goods, their brains, their country's good will, and their own trained services.

To be a successful salesman of American commodities in foreign lands is something over and in addition to being a successful seller of goods at home. It is something more than being "a hustler," or "a drummer," or "a commercial traveller," or "a live wire"! It is something more than having the ability of "working off" goods!

Foreign salesmanship requires for its successful operation something even beyond a "self-made" man, fine and praiseworthy as such a man is rightfully estimated to be. Mr. Lincoln's observation may be remembered concerning a self-made man, who he averred, was "too often in love with his maker." We believe it was Oliver Wendell Holmes who said that he liked a self-made man, but for steady diet preferred a man in whom civilized arts and world culture had a hand in making. In this respect, Mr. Holmes was in line with the demand of the Latin, the Oriental, and in many cases with the colonizing Britisher and European. In other words—foreign salesmanship means virtually all of the abilities and accomplishments of the home sales man—plus. This "plus" is the vital consideration which we wish to emphasize particularly for the consideration of all those who expect to be the representatives of their nation in this new period of American over-seas trade.

Mr. W. C. Shaw, the head of a large jewelry firm in Washington, D. C., is quoted as saying:

"The thing which most salesmen do not realize is that the amount of goods a man sells depends to a very great extent upon his interest

in them, his *knowledge* about them, and his *imagination* concerning his goods and the customer."

When you gather these three traits together in one man in a rightful proportionate way, there is quite likely to result the personality of a successful salesman either at home or abroad. Yet, the application of these qualifications when applied to commerce amongst foreigners, requires earnest thoughtfulness, and brings out the individual capacity for adjustment, and that peculiar inner sense of understanding, which belongs alike to a diplomat and to a commercial agent working in other lands.

BROAD KNOWLEDGE AS A QUALIFICATION

The first essential of a foreign salesman is a broad and clear knowledge of the field and the facts in the realm of his prescribed activity. "Any problem can be solved," declared Herbert Hoover recently, "if you have the accurate

data. *Make sure you have the facts*; then you can command any situation if you work at it hard enough and long enough."

Success in the foreign field comes to the man who *knows*; to the man who grows mentally as well as in practical experience; to the man who sets no limits to his ideal of achievement in the realms of all-around education and the broadening of his knowledge. This knowledge on the part of a foreign salesman includes naturally a familiarity with such fundamental essentials as prices of his goods, methods of shipment, packing and financing, the rules and policy of his house, and the comparative value of his products as related to possible competitors. We take for granted that no manufacturer or firm would think of sending out of the country a man who had not grasped the rudimentary essentials for selling his goods at home. Foreign salesmanship, however, demands a super-salesman, one whose intelligence and



Here is a typical Latin American business office, this particular office is in Lima. It gives a definite idea of the high calibre of people your salesmen will have to do business with in South America, for example

The Baltimore Sun

Morning

Evening

Sunday

CARRIED

26,682,172

agate lines of advertising in 1919---a gain of

7,103,500 Lines

over the preceding year.

We believe that this is the largest volume of advertising carried by any newspaper in 1919.

Local, national and classified advertisers agree that

**Everything In Baltimore
Revolves Around
THE SUN**

John B. Woodward
Times Building
New York

Guy S. Osborn
Tribune Building
Chicago

(In pointing to this record-breaking volume of business carried in its advertising columns, THE SUN does not wish to detract in any way from the remarkable showing made by the Detroit News, which published over 25,000,000 lines, the Pittsburgh Press, which printed over 24,000,000 lines, and the Chicago Tribune, which carried over 23,000,000 lines.)

training enable him to get beyond his specialty to the country where he is selling and to the people with whom he trades. He must not only know the people and the lands which he visits, but he must be possessed of that sympathetic interest and imagination enabling him to see needs and possibilities from the point of view and out of the eyes of his prospective buyers.

Here is a work and a veritable career for a man who is willing to study and to acquire more than the average knowledge about his product and his new world of ac-


tivity. An American who breaks himself out, so to speak, into such new spheres of activities as are open to him now in Latin-America, in Central or Southern Africa, in India or in Russia, in China or Japan, will find himself in need of educational and social advantages far beyond those of the usual salesman at home. He may not use in every sale his exceptional knowledge, but this knowledge is always present with him as a background for his judgment, giving him perspective and confidence, without which he is doomed to the ranks

of mediocrity in any attempt to compete with European salesmen abroad.

Something like a year ago, a young man came to me saying that he expected to be sent to China to sell motor trucks. He had been successful in selling these in the United States, but China was different. He recognized the limitations of his knowledge regarding his new field and among questions which he set himself to answer were the following: "What about the Chinese—how have they been accustomed to transport their goods? What kind of roads are there in China? What are the facts concerning long hauls and short hauls, city traffic and country traffic and present systems of delivery? What of transportation in general? How about the possibility of training Chinese to drive motor trucks? What competition is there or is there likely to be in this line? Judging from the knowledge of the civilization and characteristics of the Chinese, as well as from the experience of successful foreign activities in this great country, what would be naturally the easiest approach to the Chinese business man?"

HOW ONE YOUNG MAN STUDIED

This young man spent his evenings for more than a year studying these questions. He has haunted libraries and he has read books without number, not only relative to technical matters and construction of motor trucks, but all of the available data in relation to the country in which there was a possibility of his spending many years of his life. The customs of the people, their religion, their literature, their education, their arts, and their shop-keeping propensities—all of these subjects were grists for his mill. He talked with Chinese students in our colleges here in the United States; he talked with laundry-men; he talked with exporters and with travelling agents who had spent years in the country; he examined pictures in magazines and art galleries; he gave particular attention to the subject of his competitors' lines already having a sale in China, he found out the names of firms who had purchased them; he convinced himself that he knew almost as much about his competitors' trucks as he did about his own; he studied the Government of China and the history of the British, the French, the Japanese and the American political and trade rela-



March
advertising
44%
Gain
over 1919

Everybody's
Magazine

tionships to this country. He studied Chinese exchange; the shipping laws; the use of the compradore. He even became something of a specialist in pidgin-English by conversing with sailors who had enlarged their vocabularies in the port cities of the erst while Manchu Empire. When I met him recently after a year of this kind of training, the prospective foreign salesman was in reality something of a specialist upon his subject. He seemed to exude China at every pore. It took only a few moves of conversation to get him started on China and motor trucks.

This man is going to be a super-salesman and we foresee his success, because he is going to know his subject in its broad relationships. He is going to be in a position to teach the Chinese something even about themselves and the possibilities of their commercial enterprises. He is climbing rapidly on the higher rungs of the foreign salesmanship ladder—the ladder of comprehensive knowledge. If he does not sell motor trucks he will sell something else in China, and we predict that he will succeed because he has taken pains to *know*.

Such knowledge in a foreign seller of American goods is important moreover because both the manufacturer and the business man at home, as well as buyers abroad, are accustomed to depend upon such salesmen for advice as well as for knowledge about goods and national conditions. These pioneering men of "the sale" are judges of conditions industrially, socially, and politically, in the lands where they are called upon to serve and all these conditions are vital to the activities and prospects of trade. These men are truly pioneers, carrying their firm's goods often for the first time to untold markets. The home firm must depend upon their judgment born of knowledge and intelligent measurement of possibilities and these traits are usually determining factors in the success or failure of the house in foreign lands.

The future of these foreign salesmen, their earning power—their careers, depend largely upon their super-knowledge, and their salesmanship ability is quite certain to be interwoven with an executive and administrative faculty as they grow in knowledge and experience. The big foreign salesman becomes the big executive of the firm's branch house, while the narrow gauge

salesman who has failed to see his chance is called home, often beneath a cloud of failure.

"Knowledge is power," and never more powerful than when applied to the selling of American products in foreign lands.

STUDENT OF CURRENT, INDUSTRIAL, AND FINANCIAL CONDITIONS

Another realm in which the foreign salesman must be equipped is that of current trade events and financial conditions both at home and abroad. For example, the man who is sent out from his home office in this month of February to

Central or South America, or to some European or Asiatic post, would be greatly handicapped if he did not understand thoroughly the question of exchange and credits. He must keep up on these facts through the newspapers and special Government and Board of Trade reports. He should be in touch with the Federal Reserve Board's action relative to banks in the curtailing of loans for speculative purposes. He should be familiar with such measures as the Webb bill, the Edge bill, the Seaman's Act, and he should know the latest facts

Even when compared with U. S. newspapers

LA NACION is a GREAT newspaper.

It buys \$1,500,000 worth of paper a year through its United States Business Office. It carries in the United States a standing credit of one million dollars. It has Editorial and Business offices in Paris, London and New York, and Advertising offices (not "Special Agencies") in New York, Chicago and Boston.

It spends from \$30,000 to \$40,000 a month for cable tolls. It has the cable service of the London Times, Associated Press, New York Times, New York World and the feature service of the Public Ledger.

LA NACION'S Fiftieth Anniversary Number, published January 4th, contained 134 pages, an accomplishment of such importance that its story was sent out to United States newspapers by the Associated Press.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
1 Wall Street, New York

A. EUGENE BOLLES
United States Advertising Director
120 West 32nd St., New York

JAMES A. RICE
58 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Bldg., Boston

A Foreign Salesman's Decalogue

First: Thou shalt not address thy prospective purchaser in what is to him an alien tongue! (This is to lose your case before you begin to plead it.)

Second: Thou shalt not yell at thy customer as though you were in a boiler factory! (Foreigners are not usually deaf.)

Third: Thou shalt not try to hustle your customer be he Latin, or Briton, Oriental, Spanish, or Portuguese-American! (This is one of the unpardonable sins of the foreign salesman.)

Fourth: Thou shalt not lie about thy goods, or thy firm, or thy income, or thy personal achievements! (Emerson said, "What you are makes so much noise that I can't hear what you say.")

Fifth: Thou shalt not wear clothes that herald thy approach by reason of the loudness of their color, neither shalt thou wear thy hat on thy head or thy cigar in thy mouth when entering a foreigner's office!

Sixth: Thou shalt not wax aggressively patriotic in the presence of a foreigner, nor shalt thou draw invidious comparisons between Paris and New

York or between Buenos Aires and Buffalo!

Seventh: Thou shalt not call Latin-Americans "thinly-veiled Indians," or Orientals "yellow men," or East Indians, "Eurasians," or Italians, "Wops," or in any wise deal expansively with the color of thy customers' skins! (Remember that there is no color line in foreign trade.)

Eighth: Thou shalt not vaunt thyself or be puffed up! (You can't beat the Englishman in conceit—so why try to compete with him?)

Ninth: Thou shalt not bear false witness against thy competitor!

Tenth: Thou shalt not criticize adversely thy customer's morals, thy customer's clothes, his amusements, his food, his house, nor his women, nor his trade methods, nor his religion! (Mark Twain said that the chief irreverence is irreverence for another man's gods.)

If this were not a decalogue we would be tempted to add as a rider to these rules, a positive command, namely: *Thou shalt put thyself in thy customer's place!*

relative to the U. S. Shipping Board's policy concerning over-seas carriers. Current labor questions should be known by him in order that he may compute their effect upon manufactures and the sale of his products abroad. If he is selling steel, he should know that the steel strike has curtailed production probably 3,000,000 tons and that it will be at least six months before the industry can catch up with its orders.

This man should not go out without having a general idea of the railroad situation in this country for transportation at home, possible rates, promptness of shipment, etc., relate directly to his success or failure in deliveries of his goods sold to foreign countries. Naturally, he would be asked, especially by Americans abroad, regarding income and excess profits taxes, as well as the results of such meetings as the Second Pan-American Fin-

ancial Conference recently held in Washington. He should know conditions relative to political radicals in the United States as they affect labor and unrest; market conditions as to coal and the reasons of its shortage; cable conditions; as well as commodities such as oil used increasingly as fuel for ships, all of which subjects are facts germane to his business of selling and deliveries.

It is taken for granted that if the man is going to a Spanish or French speaking country he has become sufficiently familiar with the languages of these countries to secure portions of his current information regarding these lands from the foreign representatives in Consulates and in these various like organizations here at home. In other words, the foreign salesman should be so capable through his industrious and thoughtful contact with current, financial and indus-

trial affairs, that he may be able to form correct, and as is often required, rapid decisions when out of touch with the home office and when often important undertakings depend solely upon his judgment and comprehensive business knowledge.

CHARACTER AND STRICT HONESTY

In the foreign field even more strictly than at home the general character and honesty of the representative of an American firm are inevitable factors of success or failure. There has been all too much criticism abroad by foreign competitors against our foreign salesmen in certain parts of the world who have been sent out without proper selection or equipment by some of our American houses. These have been called "fly by night" concerns, and in many cases it has not been realized that the "repeat orders" are the important

elements in building up foreign and American trade and that these orders never materialize if the character and honesty of the firm through the personality of the salesman is questionable by reason of the first contact. So important is this matter, to Latin-American countries for example, that committees of business men have been formed in Argentina for the purpose of keeping surveillance over American business houses and agents doing business in that country, guarding against infraction of accepted rules and regulations of inter-trade between the two nations. This matter was considered at length in the Second Pan-American Conference.

It is particularly true in Latin-America, where personal likes and dislikes are determining factors in trade relations, that the foreign salesman should be the kind of man whose word is as good as his bond and in whom the confidence of the Latin-American can be placed, not only for one year, but for the years to come. South Americans are particularly averse to doing business with new salesmen and if a man has proved his worth and has once gained confidence they would much prefer to deal with such a man than to change to another firm, even though there might be a prospect of certain economic advantages.

There is hardly a characteristic of the foreign salesman more valuable than the reputation of telling the strict truth regarding his goods and his house, and thereby gaining in the long run a confidence that is one of the most valuable assets in foreign commerce. That honesty proves to be the best policy among Americans doing business abroad, was suggested from a somewhat curious angle in an incident told me while I was in Brazil, regarding a visit of the President with his staff to one of the foreign trading enterprises. The Brazilian President had seen a certain change which it was necessary to make in a power plant in order to conform to Brazilian law. He brought it to the attention of the manager who happened to be an American, and the manager said that he would attend to it. Some time afterwards the President called his secretary and asked him if his order had been carried out, to which the Brazilian Secretary replied, "Why, of course, it must have been, because the manager said it would be done, and Americans always tell the truth."

The President thought for several minutes and then said, "Yes, the Americans seem to tell the truth, because they wish to save time and time is of great importance to them. They have learned that the man who does not tell the truth loses a lot of time because he is sure sooner or later to be found out and be obliged to make explanations and thereby lose more valuable time than he would if he had told the truth in the first place." We have some doubts as to the correctness of the Brazilian psychology concerning the American

character in this case, but he certainly was right in his conclusion that the foreigner abroad must somehow build up a reputation for truth telling if he expects to succeed.

It is essential also to lay emphasis upon the attention that the foreign salesman must give to the maintenance of his character when far from home and in an alien land, surrounded by new conditions and often by customs that make it easy to depart from habits of life which are easily followed at home. Those who have travelled abroad need

ANNOUNCEMENT

Effective March first, 1920

MR. E. G. KNIGHT

for some time past associated with our advertising department, becomes the Manager of our New England territory, with offices in the Little Building, 80 Boylston Street, Boston.

BUTTERICK

Publisher

not be told of the wrecks of American manhood that have been left upon the shores of many a foreign capital, simply because the man has lacked the strength and power of will to maintain his moral integrity abroad. The foreign salesman who indulges in habits of gambling or feels that he must fall into the social customs practiced by some of the foreign business men frequenting the Far East or West Africa for example during the last generation, is undercutting not only his usefulness, but his career. The American foreign salesman who goes out to other lands at this particular time must guard rigidly his own habits in relation to the drink problem lest the natural tendency of human nature carry him to excess. As truly as the Ambassador, the Foreign Minister, the Consul, or the Commercial Attache carry in their personalities and acts the good name of the United States, does the foreign salesman hold in his keeping the national good will and reputation of his country. In the field of foreign trade in the next twenty-five years the United States will be tested as perhaps never before in its history, and in no wise more truly than in the maintenance of those ideals of probity and unselfish ambition which have made our country conspicuous among nations during the war.

It is well for salesmen to remember that in offering goods, *the salesman sells himself first* and if he is the real thing, his product and house will not lack of acceptance in foreign communities.

MANNERS MAKETH THE MAN

Granted that this salesman-plus, who in Kipling's phrase "goes up to occupy" his rightful place in the sun, possesses a broad knowledge and adds to it the ability to sell together with moral integrity, he has yet to acquire a pearl of great price for a foreign salesman, namely—*manners*.

An unimportant and trivial matter, you say, but it is in these so-called unimportant and small adjustments that men succeed or fail abroad as at home. George J. Whelan who founded and built up a company that operates 1,300 stores in 400 cities (United Cigar Stores) says, "We found out that people dislike steps, so we put all our stores on a level with the street; one step can be counted on to lose just one customer a day and every

additional step just so many more. We found in this business that it is necessary to make things as easy and as pleasant as possible." In this connection it might be noted that one of the large cigar store men reported "a decided increase in business" after they had established the policy on the part of every one of their employees of saying "thank you" to their customers.

This emphasis upon the amenities of life as required by the foreign salesman is vital. What enterprise requires more generally the right attributes for first impress than the trade of the man who sells goods and service to foreigners whose confidence first of all must be won? For him the New England schoolmaster's verse to his graduates is vital:

"I send you forth. Go, lose or conquer as you can,

But if you fail or if you rise, be each, pay God, a gentleman."

The man who goes forth to other lands with what physicians call "megalo-cephalous," thinking to "put it over" by his rough and ready aggressiveness, despising the social graces, will come home shortly a sadder but wiser man.

The foreign seller will be called upon to match his wits and personality against the men who have inherited ancient and cultured civilizations, civilizations in existence centuries before our own country was discovered. He will be called upon to do business with men who are often more broadly intelligent, more cosmopolitan, more urbane, more civil, more ceremonious and more conscious of human dignity than are we as a rule here in this new viril land of youth and aggressive achievement.

A high-class Chinese, commenting to me upon the acts of a brusque, loud-spoken foreign salesman who had just visited him, said, "It takes centuries to breed culture. Your western countries are yet too young to attain it. We should not expect too much from you." In South America some years ago we were somewhat amused at the position of a Latin-American who was chairman of a reception committee to receive a delegation of business men from the United States. He was uncertain as to whether certain members of this delegation would know how to conduct themselves at a reception composed of some of the prominent officials of his coun-

try, since, he said in explanation, "I infer, judging from certain business men whom I have met in the North, that social customs and manners of the drawing room are considered too trivial for the American business man to bother with; yet with us, they are very important as they reveal the soul and breeding of the individual." If there is any uncomfortable work of God to a cultured Latin or Oriental, it is an effusive, peppery, pushing and aggressively patriotic, ill-mannered man or woman. No amount of "efficiency" can make up for the lack of taste in dress or deportment of a representative of an American house abroad. It is all very well to be patriotic and work off sentiments about "God's Country" while here at home, but the man who follows this custom abroad is usually spoken of as "Yankee," or "Gringo," or "Pork Packer," or "American Millionaire," according to the latitude and longitude of the earth he happens to be in. Usually when these terms are used relative to an American they are not intended to be complimentary.

We are inclined to believe from our observations that the foreign salesman prejudices his customer against him by too much talk. It is well too remember the old proverb of Josh Billings, who said, "A bore is a man who talks so much about *himself* that you can't talk about *yourself*." One of the most successful foreign salesmen whom I know is a very good listener. He has extremely quiet manners and never interrupts or gives his prospective buyer a feeling that he does not respect highly his opinions and ideas. He wins by his reserve rather than by his pushing ways.

So vital to the success of salesmanship abroad, if such salesmanship is to be regarded as a career, is the possession of a gentlemanly attitude, I trust I shall not be considered either sacrilegious or sacrilegious if I append in adjoining columns a human decalogue—a few "Thou shalt nots," which may help to make specific this very important point relative to manners.

Undertakers' Service Corporation an Advertising Firm

The Undertakers' Service Corporation was organized this week in Manhattan to engage in general advertising by H. Osborne, A. F. Williams and T. B. Barnes, 26 West 16th Street. The firm is capitalized at \$20,000.



The dinner that put an end to years of ill-feeling

AN ANGRY lot of farmers — a hostile crowd of commission men — with friction between them increasing all the time—

That was the situation at Warrior's Mark, Pa., a little while ago when W. W. Willard arrived.

Willard, besides being the new minister, was a diplomat. He realized that the years of ill-feeling between farmers and produce buyers were due simply to misunderstandings.

He arranged a big "get-together dinner." He had speakers to present and explain the problems of both the farmers and the commission merchants. He did a little explaining and recommending on his own account. And — the affair was so successful that old disputes were forgotten, while real under-

standing brought about real cooperation between the two factions.

Wherever you go — throughout the length and breadth of America—you'll find broad-minded Christians similarly engaged in deepening and enlarging community sympathy — in promoting understanding and cooperation between man and man.

People like these — three hundred thousand of them — read the **CHRISTIAN HERALD** regularly. In the serials by noted authors—the current news sections—the articles by famed sociologists and investigators—they find entertainment and instruction. Through the advertising columns they find guidance in selecting the best the market affords to meet their daily needs.



THE CHRISTIAN HERALD

Graham Patterson, Publisher

NEW YORK CITY

Samuel Adams Candidate for Vice-President—Editor Seeks Republican Nomination

Samuel Adams, editor of the *American Fruit Grower*, Chicago, who is a candidate for the Republican nomination for vice-president, was born at Westfield, Mass., May 13, 1876, and is a member of the Adams family that has already given two presidents to this country.

In 1880, Mr. Adams' family moved to Florida, where he spent his boyhood days and was a student at the Florida State College. Later he went west and engaged in newspaper work in leading cities of the United States and Canada with the object of securing the training that would enable him to develop fruit growing and farming and which has since given him an international reputation.

Mr. Adams established the *American Fruit Grower* in 1915, which has since



SAMUEL ADAMS

become the national fruit journal of America, with more than one million readers each month. Mr. Adams is not a theoretical editor, as he has been a commercial fruit grower and farmer for the past ten years at Greenwood, Albemarle County, Virginia. His business ability is shown by his work in making the *American Fruit Grower* one of the most successful enterprises in the publishing world.

The following statement of principles has been issued by Mr. Adams:

The enactment of drastic legislation to check profiteering and the prosecution of all profiteers.

The development of better marketing methods and cooperative buying and selling, to reduce the cost of living to consumers, and to secure a fair return to producers for their labor and capital.

The Americanization of aliens and the deportation of all aliens who advocate the overthrow by violence of the government of the United States.

The ratification of the peace treaty with the Lodge or similar reservations.

The enactment of the 19th amendment giving equal suffrage to women.

The recognition of the right of labor to form unions, with courts of arbitration to settle industrial disputes in regard to wages, working conditions, etc.

The establishment of the broadest educational system and the payment of such salaries to teachers as will attract the ablest persons for this work.

FRANCE PAYS GREAT TRIBUTE TO AMERICAN ADVERTISING METHODS

French Expert Writes to Johnson, Read & Company for the Plan Employed in Their Organization

France paid a real tribute to American advertising when M. Etienne Damour, General Secretary of the "Conference des Chefs de Publicite" (A. A. C. of W.) addressed to Johnson, Read & Company, the Chicago advertising agency, a request for the privilege of using and teaching the scientific system of advertising procedure worked out and practiced by that organization.

The success of American advertising methods, as manifested in the rapid but substantial growth of many American business institutions, prompted the desire for a better understanding of these methods. The ablest advertising men of France are now engaged in the dissemination of this information.

M. Damour, in addition to his Association activities, is Professor of Advertising at "Ecole Technique de Publicite," an institution subsidized by the French Ministry of Commerce, where he is delivering lectures on American advertising methods. He is bending all his energies to the up-building of French commerce and industry by teaching these successful methods to future generations so that France may continue to climb towards the top as a commercial world power.

To this end he has applied for further information as to the organization of the modern American advertising agency. His letter to Johnson, Read & Company says in part:

"Nowhere can we have better help in peace work than from our American friends who did so much to finish the war.

"Would you mind to let us know your own organization in its great principles? What are the different departments? Their work inside and out? Of course, we do not intend to intrude in the privacy of your business, but all of us 'over here' would be most thankful for any information that could help us to establish more firmly our authority over French commerce and industry, and in doing so, to recreate our national prosperity."

The scientific system of advertising procedure which the agency uses was formulated by George H. Read, vice-president of Johnson, Read & Company. In explaining its nature and purpose Mr. Read said:

"We have charted for quick reference, in their logical relationship to one another, all the fundamental principles which must be considered in the preparation and presentation of successful advertising campaigns. The system is elastic enough to cover any kind of campaign, yet specific enough to insure against the omission of important details by providing not only a comprehensive guide for building the campaign but also a reliable means of checking the various elements of the finished plans.

"The system was developed as a working basis for our own organization and for the use of such other advertising agencies as may be adequately equipped to render the thoroughgoing service which it demands.

"We have given our French friends the desired information and permission in the interests of better advertising. To eliminate guesswork and haphazard preparation of campaigns, was our original purpose in setting down on paper the elements necessary to success."

\$1,000 for a "Own Your Home" Poster

For the best idea embodying the theme of "Own Your Home" a prize of \$1,000 will be awarded to the person submitting it in pictorial form, regardless of the artistic presentation. A jury of Charles B. Falls, Society of Illustrators, chairman; Gifford D. Beal, President Art Students League; Ray Greenleaf, Society of Illustrators; J. Monroe Hewlett, president, Architectural League, and Frank Alvah Parsons, president, School Fine and Applied Arts, together with a committee of ten persons connected with the "Own Your Home" Exposition, New York, will award the prize.

Drawings may be in color, black and white, or in any medium that the contestant may care to use, but the size of the drawings must be in proportion to 2 inches wide by 3 inches high, and no drawing must be larger than 8 inches wide by 12 inches high. The slogan must appear on every design, and must be in the hands of the "Own Your Home" Poster Committee, Grand Central Palace, New York, by March 15, 1920. The decision of the jury will be final and will be announced on March 20, 1920.

London Will Have Permanent Goods Exhibit

According to special correspondence from London to the *New York Commercial*, arrangements are being made for the establishment of a permanent sample building, which will give six times the show space at present allotted for this purpose. The Department of Overseas Trade in London has obtained from abroad samples of foreign manufactured articles for exhibition in the principal cities of the United Kingdom, and three times as much money will be spent in the immediate future than has been expended in the past in purchasing specimens of goods placed by manufacturers on overseas markets.

Hyatt Bearing Co. Provides Farmers Means of Taking "Show" Advertising Matter Home

At the recent Kansas City National Tractor Show the Hyatt Roller Bearing Company distributed a large leatherette envelope to be used by visitors for collecting literature. The Hyatt Company points out that thousands of dollars worth of literature, consisting of catalogs, instruction books, etc., is wasted every year merely because the visitor has no convenient way of carrying it home.

They maintain that the farmer is sincere in collecting it but he becomes so burdened by the quantity that he loses or discards a part of his collection. The envelope bore the company's trade slogan: "Hyatts carry the load," and was one of the "hits" of the show.

Germany Plans Tremendous Advertising Campaign — "Advertising Agencies" to Be Established in All Countries — Will Publish Paper—Means to Regain Trade

Information received by the National Foreign Trade Council, New York, is to the effect that a tremendous advertising campaign is being organized by the "Reichsverband Deutscher Industrieller" (National Association of Industry), in conjunction with the "Verein Deutscher Ingenieure" (Society of German Engineers), as part of a serious effort to regain for Germany her former foreign markets.

The "ALA" (Allgemeine Anzeigen Gesellschaft m. b. H.), a notorious propaganda center of German war industry, intends to establish offices in all foreign capitals to act as advertising agencies, as distributing centers and news gatherers for the "Überseendienst" (Overseas Service), a large German agency for commercial news affiliated with the "ALA." In the capacity of an advertising agency they hope to wield much influence in the foreign press and trade periodicals. It is reported that they will flood the countries with German periodicals, and will soon publish an engineering export paper, issued in four languages: German, English, French and Spanish. German engineering concerns are subscribing heavily to this enterprise in the shape of advertising contracts and prepaid subscriptions for a large foreign circulation during a period of five years. Individual concerns, like Krupp's, alone have contracted to pay the fees for over 3,000 free copies to be sent out regularly during that period. Further, a combine or trust of the German industrial press is in the course of formation with a view to making concerted efforts in the same direction.

Sullivan Goes with Frey Organization

A. B. Sullivan, for six years in charge of the art department of N. W. Ayer & Son, Philadelphia, has joined the organization of the Charles Daniel Frey Co., advertising illustrators of Chicago.

W. B. Southwell Dies in Chicago

W. B. Southwell, publisher of the *Burlington Hawk-Eye* and formerly business manager of the Des Moines, Ia., *Register and Tribune*, died in a Chicago hospital last week following a surgical operation. As business manager of the *Register and Tribune* Mr. Southwell became widely known among the business men of Des Moines and in the national advertising field. The *Burlington Hawk-Eye*, under his management is said to have developed into one of the best newspaper properties in the state. Mr. Southwell, who was 57 years old, is survived by his wife and a daughter.

GOING UP!

Natural Newsstand Growth

(from A. B. C. figures)

—and in addition to the Newsstand Sales shown here, yearly subscribers for 1919 averaged 95,398 each week!

Judge

"The Happy Medium"
Established 1881

Circulation Guaranteed
175,000

Widest Circulation
Per Copy

NEWSSTAND
SALES

■ 100,136

SIX MONTHS'
AVERAGE ENDING
DECEMBER, 1919

■ 68,163

TWELVE MONTHS AVERAGE
ENDING JUNE, 1919

CLEAN WIT
AT

NO ONE'S EXPENSE

■ 31,957

TWELVE MONTHS AVERAGE
ENDING JUNE, 1918

■ 25,301

TWELVE MONTHS AVERAGE
ENDING JUNE, 1917

ARTHUR A. HINKLEY, ADV. MGR.
225 Fifth Avenue, New York City



Ralph Harman Booth

(Concluded from page 10)

with this new quality of news and other reading, a splendid *advertising medium* has evolved, bound up body and soul with the editorial and circulation progress, resulting in a *public utility*, a social institution.

"One reason that I am strong for newspaper advertising is knowledge of recent figures comparing magazine and newspaper rates. To advertise in newspapers with a circulation totaling 30,000,000 costs only half of what it costs to advertise in 20,000,000 copies of about fifty of the principal magazines. I believe the newspaper reader in the city is on more occasions likely to be caught in a buying frame of mind. There is much to be said on the other side of the fence, but it is with the daily press that I have thrown my lot, and naturally it would seem to be no secret that I have faith in the advertising supremacy of that medium."

MORE ADS, SMALLER SPACES

"What is your solution," I asked one day, "for making advertising step to the music of paper shortage?"

"I have no solution." And that is a typical answer. Mr. Booth is not one of the know-alls willing to take a chance at answering any question, looking wise in the process. But finally you can get him to tell a solution which is as good as, if not better than, you could get from anyone.

"This paper shortage is really crimping some of us seriously," he commented later on. "Mike Murphy's wallet can stand only a small display ad to tell the world of his Saturday sale each week. A lot of fine print would be lost, perhaps, in the scuffle of the survival of the fittest in the overcrowded advertising pages of some papers. So Mike has to resort to some such device as a picture of huge camel's footprints leading to a doorway bearing the sign, 'Mike Murphy, Square Deal Dry Goods Store.' Now that, in a way, is deplorable. Of course, much of such advertising is effective, but it reacts upon the buying public in a definite way in many cases. The prospective buyer gets so that he listens to the advertiser who shouts the loudest in type display, rather than heeding and judging between the relative merits of a product. Even a comparison of prices, models, qualities and so on would not be brought to the light, if the cam-

el-print type of advertising gained the complete ascendancy.

"A policy followed by the *Flint Journal*—and indeed with all our papers generally—is one which I believe to be a good one along these lines. Advertisers have been shown that it is better to use many insertions of moderate size rather than a few full pages. This certainly is better for the publisher, and in the long run the merchants' receipts improve thereby. For one thing, the advertiser keeps more constantly before the public. For another, there is more reading matter to a page as a rule, when his ad is of moderate size, and that rings in the casual ad reader. A paper is weakened editorially when it displays too many full page ads, because the number of reading columns are backed off the boards too often. One thing which tends to develop the use of more moderate sized spaces is the use of a rate card which does not put a premium upon full page insertions.

"*The Flint Daily Journal* has more definite space contracts for numerous small insertions than any other paper I know of. It has more than 400 fixed home contracts for the current year. This same idea is spreading to the papers in other cities with fine results. It makes it easier for the management to figure better on paper supply, mechanical preparations and so on, making for a better paper editorially and thus better as an advertising medium.

"I believe in the psychology of a rate card. Too many publishers ignore that important item, I believe."

Producing one of his rate cards, Mr. Booth pointed out items which his advertisers almost never make use of, but which serve as 'teasers,' leading the customer logically step by step to the items which would be more desirable for the paper as well as himself.

One pet peeve of Mr. Booth's is his aversion to open contracts. He objects to the common arrangement between many dailies and big advertisers for unlimited spaces on very short notice. He wishes to make a more equitable arrangement for all advertisers, allowing for general leeway, of course, but so regulating spaces that late, big ads can no longer make an edition come out late or with subscribers omitted at the end of the run, due to last minute expansion in number of pages without arrangements for extra paper.

SUCCESSFUL NEWSPAPER MANAGER MUST BE HUMAN

"But try as you may," he says, "I don't believe any advertising medium at this day and age can be run according to strict rules of fairness. To succeed a manager has to be very human and take into consideration the many special issues involved in many special cases. Clever space buyers and clever salesmen also play their mighty roles."

Each local manager of a Booth paper is given great leeway to handle all local problems to the best of his ability. The best of buildings are provided for the staff to work in, and the most up-to-date shops are built for the mechanical force, so that in no case is there an excuse for anything but progress, under the highly paid commanders at each link in the chain. In Flint a very advanced bonus system is worked out and in operation, and the housing shortage in that city is alleviated for the workers on the *Journal* by homes provided for by the paper. Each city is given an up-to-date metropolitan newspaper, and money is not spared in obtaining the best possible news and feature services.

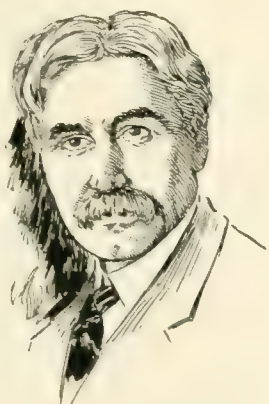
Upon such methods as these, Mr. Booth has gone ahead with great, successful strides. He is called an American Northcliffe. It keeps others guessing as to how far his Big Idea may run. Certain it is that the people won't balk, for the Booth papers are the "papers of the people" who buy what is advertised in the medium they like. They are independent papers boosting for a better home town. They foster civic pride and help to erect pyramids of prosperity and temples of intelligence. And some day the people may recognize the master mind behind it and give due homage.

Acme Trucks Are Being Advertised by McJunkin

A newspaper schedule of considerable pretensions is being sent out by the McJunkin Advertising Company of Chicago in behalf of the Acme Motor Truck Company of Cadillac, Michigan.

Charleston, S. C., Retailers Will Advertise

The Retail Merchants' Association of Charleston, S. C., is preparing plans for an advertising campaign to be carried out in their city and in the vicinity in the interest of retail trade extension. Business houses that are members of the association will contribute to a fund, and a committee will conduct the campaign.



CHARLES AUBREY EATON is the man whose personality goes over with men, whether they're in the shop or the office. He is the man who is interpreting the problems of labor to capital and of capital to labor. He is the man who is coming to play a leading part in solving this great problem of our industrial unrest—so naturally he is the man Leslie's readers* demanded. That his articles and editorials are exclusively Leslie's is incidental.

FRANK L. E. GAUSS

Advertising Director

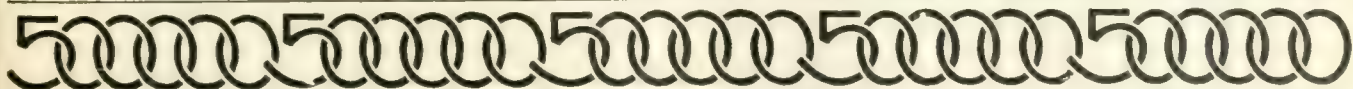
*20% rated in Dun or Bradstreet—58% from the employing class.

Leslie's

Illustrated Weekly Newspaper

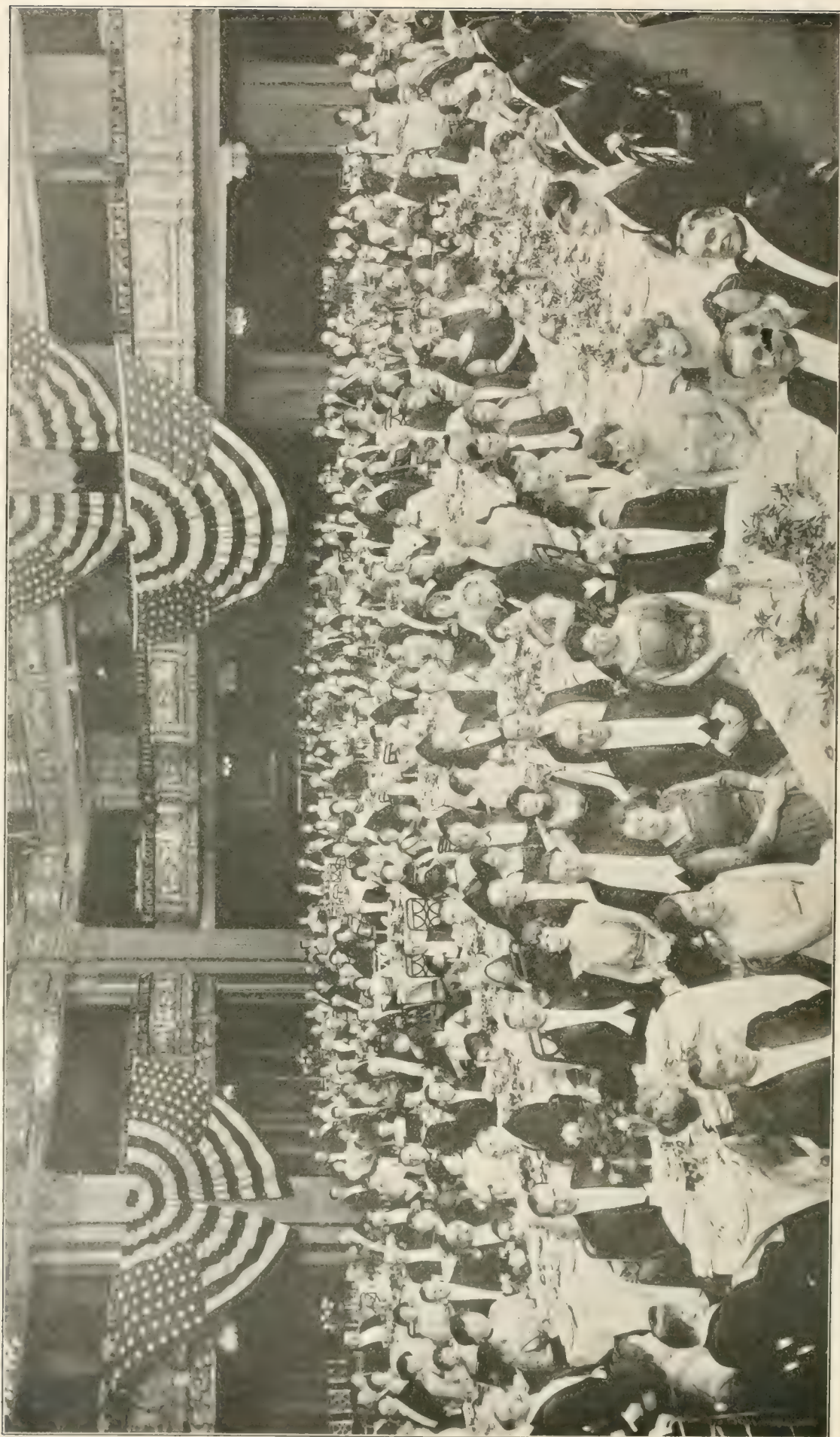
Half a Million Guaranteed
The First 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST



LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

1920 LADIES NIGHT OF THE SPHINX CLUB ATTRACTS BIG CROWD



The Sphinx Club held its Annual Ladies Night meeting in the Grand Ball Room of the Waldorf-Astoria on Wednesday night, February 25th. About 350 members and guests were present. In the absence of President George Ethridge, of the Sphinx Club, Vice-President R. F. R. Huntsman, president of the Brooklyn Standard-Union, welcomed the members and the guests. Mr. Paul Meyer, publisher of *Theatre Magazine*, arranged a splendid entertainment in the way of dances and sketches from the Ziegfeld Follie.

The Circus Comes to Ad-Dom

(Concluded from page 8)

supposed to be. No sober man ever saw an elephant in green pants or a rabbit with a package of Black Jack in his pocket, but the work is all caricature in colors and is aimed at a definite end. And none can say that, with their frank admission of the cartoon spirit, they are quite as illogical as the current national advertiser's picture of an "up-stairs" maid polishing a touring car in the garage!

These few samples, picked at random without any effort at research, go to show that Noah's tribe has arrived. The flood of advertising brought them in, and we can well afford to land them while ideas and the cost of executing them remain at their present high-water mark. The sum and substance of this brief supporting our speechless friends is that their functions and uses are manifold and that their judicious introduction to the reading public will mean a great economy of thought and talk to the man with a message to impart.

The wiser citizens of Ad-dom are already lined up along the curbstone bearing a glad hand and a welcome smile for the Circus Parade. And, praise to the All Highest, the Advertising Girl can stick to hair nets and face powder. There's work enough for all.

Fleischmann's "Eat More Bread" Campaign Has Many Colorful Advertisements—Health Advertising to Be Featured This Spring

The Fleischmann Company, makers of Fleischmann's Yeast, have put out a very attractive portfolio in colors entitled, "Stimulating a National Appetite for Bread," in which is depicted some of the beautiful advertisements appearing in their campaign, together with the story regarding the movement under way. In the February *Ladies' Home Journal*, the company is running an ad, illustrated by Cushman Parker, who is responsible for the Beechnut boys and girls. This page, the advertising department believes, is to be one of the most attractive bread "ads" of the entire campaign. Franklin Booth, F. Luis Mara and other artists have paintings which will appear each month in the *Ladies' Home Journal*, *Saturday Evening Post*, *Good Housekeeping*, *Pictorial Review*, *Delineator*, and *Woman's Home Companion*, making in all over 8,000,000 copies of these advertisements that will be published and distributed all over the country every month.

Besides the full page "Eat More Bread" advertising, the company is planning a health campaign this spring, to follow the heels of the medical campaign, and to get across to the public that "A Cake of

Yeast Is Worth a Pound of Cure." The new advertisements, which are no less attractive than of the "Eat More Bread" drive, have been placed through Donovan & Armstrong, Philadelphia, with *Good Housekeeping*, *The American*, *Cosmopolitan*, *Literary Digest*, *Delineator*, *Pictorial Review*, and *Woman's Home Companion*. "Yeast for Health" is the title of a new booklet that the company is getting up to explain the value of yeast as a household remedy, and it is to be distributed in place of the original one called: "The Healing Power of Compressed Yeast."

Lord & Thomas Knew B. & B. Advertising

Renewal contracts are being sent out by Lord & Thomas for the advertising account of Bauer & Black, Chicago.

Johnson-Ayres Adds Hasty and Johnson to Staff

J. E. Hasty, formerly with the advertising department of the B. F. Goodrich Rubber Company, has joined the staff of the Johnson-Ayres Advertising Agency, San Francisco, as a copy writer. During the war Mr. Hasty was in charge of the U. S. Marine Corps Publicity Bureau. He has a wide newspaper experience, and has been on the contributing staff of several national magazines.

Donald M. Johnson has also become a member of the Johnson-Ayres Company. Mr. Johnson, who was formerly connected with the Carl S. von Poettgen Advertising Agency, Detroit, Mich., saw thirteen months of active service in France as a member of the U. S. Air Service. He is a graduate of Santa Clara University.

Dignity and Punch

Bigness, impressiveness and coloring,—make Posters stand out with dignity and punch as clearly as a sky line.

Posters are ever ready reminders to out of door people—reach the people who buy when ready to buy—are strong enough to command attention rather than beg for it.

—and Nordhem Service, specializes in the fine points of Poster Advertising.

The intimate knowledge and long experience of the Nordhem organization is yours to command.

IVAN • B • NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays
in the United States & Canada

8 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

CLASSIFIED ADVERTISEMENTS

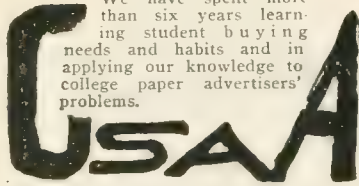
WANTED—A high grade man of experience to edit house organs, write publicity, etc., by large motor truck manufacturer in the Middle West. State age, qualifications and salary expected. Address Box 270, ADVERTISING & SELLING.

MAN POWER WANTED FOR THE PACIFIC COAST. Three of the best heads in the United States, with or without capital—one for plans and copy, one for art work and one for sales work—can get in touch with a well established nucleus with which to form an advertising and selling organization that will dominate the Pacific Coast (now ripe for profitable development) by inquiring of Box 260, care ADVERTISING & SELLING.

FOR SALE

One of the oldest farm papers in the south. A paper with a prestige that is without a peer. Reasons for selling gladly given to prospective purchasers. If you are not interested, do not reply. Box 255, care of ADVERTISING & SELLING.

We have spent more than six years learning student buying needs and habits and in applying our knowledge to college paper advertisers' problems.



Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York *Established 1913*
Chicago Office: 110 So. Wabash Ave.

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers.

SALES MANAGER

Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1114 Sun Bldg., New York City, N. Y.

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.
POSTAGE, Room 297, Metropolitan Building, New York

We specialize in house to house distributing of
Advertising Literature
and **Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B&B SIGN Co., INC.
341-347 Fifth Ave. N.Y.
Advertising Signs Window Displays
Counter Display Cases

Sound Economics Can Cure Industrial Obsessions

A Grasp of a Few Basic Principles Can Straighten Out Universally Twisted Conclusions

By HARRINGTON EMERSON

RECENTLY I attended a meeting of 600 engineers to listen to a lecture on Industrial Unrest and Remedies. The speaker spoke two hours and the substance of his remarks was: "Join the American Federation of Labor, and if you do not accept collective bargaining, you are a back number and the tank will roll over you." A rabid speaker, an educated American Socialist, jumped to the platform and declared that because the owners of railroad securities were only four tenths of one percent of the population, therefore the great majority of ninety-nine and six tenths who had no railroad securities could confiscate the holdings of the insignificant minority. When later we objected that a minority of one against the whole world might be right and that no majority had any right to violate the fundamental moralities, a responsibility to be exercised only by those having authority not of force but of goodwill and competence, he asked by what principle of fairness or right were the investments in distilleries, in breweries, in vineyards, in wineries, in bars and restaurants, in stocks of drinks, destroyed almost overnight by small majorities, if indeed, not minorities. I had no answer. Prohibition is a question of expediency, but the confiscation of individual property without compensation strikes at the very root of society, and if we destroy distilleries without compensation because we don't like them, the Socialist has the better excuse to confiscate railroad property for what he considers the common good.

Two nights later I attended a small gathering of prominent efficiency engineers; one of these advanced the theory that the man who shuts down his plant is a yellow pup, and another stated and restated that the worker had the same right to be protected in the possession

of his job that the manufacturer has to be protected in the ownership of his plant. Here are two views very wide apart. The Socialist would destroy all individual right to possession of any kind, probably including wives and children, and these two engineers would extend the right of property to employment.

I heard of a soap-box orator in Chicago urging all workers to hate their jobs (not their employers) in order sooner to destroy the present system, but in Russia the Revolutionists urge men to carry on as to jobs, but to exterminate the classes who are not workers.

I have heard our President advocate, as principles, methods that I consider vicious expedients, as cost plus profit, and similarly I have seen large employers attempt and fail to make a go of profit-sharing.

WHERE IS THE ANCHOR

In this welter of complexity of thought is there any possibility of finding basic truths? Every ship that goes to sea has anchors and cables so that in case of direct need it can hook into something that does not move. Because it is fully as important for a ship to hold to her anchorage, as it is to float, the laws governing the manufacture and testing of anchors and cables are exceedingly rigid as also are those specifying this kind of equipment.

In social and industrial problems; Can't we find any holding ground? I shall submit to you certain basic and fundamental truths, which I have found valuable as guides. When I am tempted to stray from the straight and narrow path, I bump up against some of these guide posts and carom back into the middle of the road.

The first principle that I submit for your consideration is that man is a living creature, that the most fundamental laws of his existence appertain to his physiological life, and, therefore, that as to any thing whatever with which man has to

From an address before the National Association of Employment Managers at the Pennsylvania Hotel, New York.

"GIBBONS KNOWS CANADA"

do the biologic, or natural, laws come first, not man-made laws or customs or inventions or wishes. This is seemingly elementary, yet when we begin to devise social or industrial organizations it is almost universally overlooked. Let us take an army. We think of it as consisting of line and of staff, of different branches of the service, of officers and of privates, etc., etc. Yet the fundamentals of an army are that it must have pure air to breathe, that it must be regularly fed, that the men must be clothed, must be able to sleep, to rest, and, if possible, to have shelter and warm.

But when we come to artificial, industrial organizations we overlook that mere operation is not enough, they also have to be maintained, to be guided, to be directed as well. Even as in every animal, therefore, also in man, we find four organized divisions each taking care of a different function, so also in artificial organizations made up of human and other units we find the same four divisions.

(1) The division of upkeep and growth.

(2) The division of counseling.

(3) The division of correlation and direction.

(4) The division of execution or creation.

The laws as to these four are simple and plain.

(1) The organs of upkeep work continuously, at low intensity, without specific orders, as heart and lungs.

(2) The counselors, the five senses, look ahead, not backward, and it is the unusual and minute that attracts attention.

(3) The brain is single from birth to death, is guided solely by counselors and executed solely through doers. It never leaves its desk, nor does it butt into other departments.

(4) The doers, the hands and the feet, work strenuously under orders for a short time, taking long rests between jobs.

Notice particularly that of these four divisions two are essential to life, and the other two not essential, but very desirable. We cannot live a second after the brain is shattered, we can only live a few minutes if the heart or the lungs stop functioning. The brain, however, can go to sleep, be quiescent for hours, days, months, without permanent injury. We can eliminate most of the counselors and most of the doers, yet the body still lives. I, therefore,

conclude that the organs of upkeep and growth have duties more fundamental than those of the counseling and doing divisions.

INTELLIGENT INDIVIDUAL OPERATION

In fact, the largest and by far the most intelligent division of life, plants, prosper permanently, depending on the single division of maintainers, the individuals in the group fulfilling their duties so perfectly as to need neither counsel, direction nor creators.

There is no such limited combination in biology as executives and doers. In nature, unadvised execu-

tives and unmaintained doers do not exist.

That provision should be made for succession is a biological requirement, not a legal one. That in the rough days of early history males alone could hold and defend property and inherit leadership (the Salic law) was a biological condition.

That sailors and passengers on a life boat, after a wreck, share equally in the food and water and take their turn at pumps and oars has a biological basis, not a social or legal basis. But very many

Salesmen Wanted

Two salesmen are wanted on well known publication, one for Chicago office and one in New York.

Only experienced men will be considered.

The right men should be able to earn and receive from five thousand to eight thousand dollars per year.

Real salesmen can even exceed these figures.

Address, PUBLISHER BOX 265,
care of ADVERTISING & SELLING
471 Fourth Avenue, New York

human organizations are started without due regard to the need of these four divisions. When investigating the functioning of industrial plants, I often find flagrant violations of natural organization.

I find an organization with no provision for upkeep and growth, this basic function being left to hap-hazard. I find no provision for counselors, I find plural heads, a kind of hydra, and I find undirected doers butting into each others functions. Such an organization, no matter how legally it has been formed, does not, cannot function well.

I have said much on this subject of biologic foundation. Let us go further.

There are in the biologic world six great mandatory moralities. They are all busy with waste elimination. If they all functioned perfectly, human life would be almost perfect in the present and without limit improvable in the future.

Parents inculcate in and impose on their children these six moralities. If the child has acquired them until they are an instinctive part of his life, he is well equipped. I would rather have my children equipped with and know that they were practicing these moralities than bequeath to each a million dollars, yet the moralities be lacking.

The six moralities are:

(1) Right relations to self and others.

(2) Hygiene.

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE CO.

New York
San Francisco

Pittsfield

Boston
Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.

Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or
business house in Chicago.

(3) Cooperation.

(4) Education, the development of all capacities and the acquirement of special skill.

(5) Vocational aptitude.

(6) Industrial competence.

COOPERATION TO THE RIGHT END

Not only are these fundamentals obligatory on all expedient activities, but they are binding on each other.

Cooperation is highly desirable, but cooperation of thieves would be precluded, since the right relation to others preclude thievery, and, therefore, any cooperation for thievery.

Similarly, vocational aptitude for thievery or industrial competence in thievery will both be suppressed, because the thievery itself must be suppressed.

In the war as to many individuals, hygiene, education, vocational aptitude, industrial competence were all curtailed, violated, because we were cooperating to enforce the obligations and rights of nations toward each other. When I see a big ruffian beating up a helpless child on the street, it is my duty to intervene, and when a big country, without any provocation whatever, invades a little country it is the duty of the outside nation to protest, to intervene, if for no other reason because the same fate may overwhelm it later, if might, not right, is to rule.

In organized society these six divisions are in over charge, in super charge:

Of maintenance and growth.

Of counseling.

Of directing.

Of doing.

The six mandatories are of supreme importance and universal, not national or local authority and neither individual nor organization should be permitted to set them aside. Free will is to some degree permissible, only as to the balance between the relative importance of the six mandatories.

Admitting that these six mandatories are all important for child, for grown-up, for every unit of the commonwealth, for every organization, for the whole world, the question immediately arises as to where authority resides to prescribe the details of the six mandatories.

Who or what gives authority to any one? Is authority something that can be conferred or delegated?

Who gave Hoover his authority? His good-will toward the starving

Belgians, his very great competence and a modicum of power.

I sent one of my associates into a large plant. The owner told me: "This young associate of yours has no authority, yet all the foremen call on him for advice. They look up to him as to a father, and do what he says." Why? Because he was filled with good-will and was besides exceedingly competent. They also knew that the owner approved of him.

On what fundamental qualities does authority rest?

On any single One? On a great variety? also. No. There are at least four chief qualities and on possession and exercise of a varying combination of these four, possibly five, virtually all authority rests.

(1) Love, good-will.

(2) Competence.

(3) Courage.

(4) Charm.

(5) Power.

I have put them in what seems to me the order of their importance, although I am tempted to put charm first. I am not in doubt that power is the least important. If any one of the other four is lacking, the throne becomes a three-legged stool; if two are lacking, we have an unstable teeter; if only one is left, we have to sit very closely on the one-legged milking stool.

Parents have authority over their children because of the divine law which associates them with love, and among animals at least the parents are usually very competent. A man may have enormous influence, which is another word for authority through charm alone. A parent, animated by deep love and very competent, may yet fail in authority, because he is a grouch.

Moses had authority because he had shown his good-will for the Israelites by killing an Egyptian who was oppressing one of them. He charmed the priest of Midian, because he chivalrously championed the daughters from the rough necks at the well. Moses had competence since he was learned in all the learning of the Egyptians.

CURBING THE INDIVIDUAL

But the man of authority must not try to do it all, himself. Moses made this mistake, so his father-in-law, the priest, counseled him: "Thou shalt teach the people ordinance and laws (principles), thou shalt show them the way wherein they must walk and the work that they must do, but of all the people

provide able men, such as fear God, men of truth, hating covetousness and make them rulers." So Moses hearkened to the voice of his father-in-law and chose able men and made them heads over the people.

Authority comes from within and not from without. Who conferred authority on Moses, on Buddha, on Confucius, on Mohamet, on Luther, on Franklin, on Washington, on Jefferson, on Florence Nightingale, on Lincoln, on Pasteur, on Lister, on Carrel, on Hoover?

There is a splendid story of a frontier railroad station agent who when a passenger train went through a bridge, improvised a hospital, adjusted claims for damages, rebuilt the bridge. When the officers of the road arrived by special train and he made his report, the general manager, in astonishment asked him who gave him authority. Unabashed, he replied, "The emergency had created a need and I assumed authority." Later he became one of the greatest of early American railroad managers.

There is the other story of the Eskimo, who the long winter through, the thermometer 40 to 60 degrees below zero, strong wind blowing, dug a hole 8 to 10 feet to water through the Arctic ice and, sheltered by a barrier of ice blocks, fished until there were vast accumulations of frozen fish. A white scientist from Boston, who often accompanied him, asked, "Why do you thus fish under extreme difficulty and discomfort? You have already more than enough food to last until summer!"

Said the Eskimo, "I am a chief, because in the spring of the year I am able to feed the starving Indians who will come to me from the inland.

The man who assumes authority, whether in morals, cooperation, hygiene, education, industrial competence or vocational aptitudes must be approved ultimately by the best men in the community.

What the best man of whatever creed or age have agreed is right no one of us may gainsay.

What the leading physicians and hygienists agree is dangerous to health, the rest of us must accept.

What the best educators recommend, that the rest of us is obliged to accept.

When all the leading industrial engineers state and have demonstrated that falling costs and rising wages go together, it must be accepted until some one else has discovered and proved a better way.

This brings us to face the fact that careful, impersonal tests made by examining over 1,500,000 soldiers show that out of a hundred men about

5 percent have superfine qualities;
7 percent more have excellent qualities;

18 percent more have very good qualities;

20 percent more are good;

25 percent more are inferior;

12 percent more are very poor;

10 percent more are unusable.

No kind of readjustment can give the brains of the 5 percent at the

top to the 10 percent at the bottom. Eugenics alone can supply a permanent remedy. The 5 percent at the top, the 7 percent, the 18 percent and the 20 percent constituting half of all have not prospered at the expense of the other 50 percent, any more than the worth while officers and soldiers won battles at the expense of the slackers and shirkers. The slackers and shirkers dragged down and held back. The 50 percent who are doing about 90 percent of all the world's worthwhile work have, since slavery and serfdom were abolished, made the world rich, not by exploiting the

*Good, Better, Best,
Never let it rest
Till the Good is Better
And the Better Best.*

Copyrighted

THE GOTHAM IDEA is to put real artists—big creative, skillful artists—at the service of business.

Our illustrations are original creations, conveying an impression of quality and distinction.

We function as an auxiliary working with the client towards the end of making the pro-

duct better known to the public.

Gotham's services are at the disposal of all business firms who seek the highest service that art can render business.

GOTHAM STUDIOS INC^D

Martin Ullman, Managing Artist

111 East 24th Street, New York

Madison Square 8517 and 8518



GOTHAM
for Art Work

less competent, but by recovering and appropriating the untold resources of nature. The men who flew from America to England in a single day did not do it at the expense of the man who never got beyond a slow walk.

I do not wish you to accept anything I have said because I have said it.

You cannot gainsay that human beings are subject to biologic laws, though you may dispute my interpretation of them.

You cannot gainsay that there are certain fundamental and mandatory moralities, even though you may think that I have not found them.

You cannot gainsay the value of authority, even if you think it rests on something else than love, competence, courage and charm.

You cannot gainsay that in one hundred men there are great natural differences in character gifts and ability, and that no artificial combination can offset these differences, much less put the less competent permanently in control.

I want a civilization developing along natural laws, following fundamental moralities, with the best, acting as guides and using their great abilities to build up on earth a paradise for a worth-while humanity.

Associated Advertising Agencies of Southern California a New Body

The announcement of a new association of advertising men known as the Associated Advertising Agencies of Southern California has been made by A. Carman Smith, of Los Angeles, who is chairman.

The objects of the organization are to raise the standard of advertising service rendered by its members through constructive suggestions, mutual helpfulness, and cooperative analysis, and to make membership in it significant of efficiency, dependability and stability through the high standard of its personnel; by pledged mutual helpfulness in emergencies.

Among the first steps taken by the members was the decision to submit to local newspapers, prior to the first of every month, their schedules so that publishers may be guided as to the amount of white paper that probably will be necessary during the following thirty days. Other plans of a helpful nature, and which it is believed will be mutually beneficial to both agencies and newspapers, are under consideration.

The membership list includes the following: Duke Advertising Agency, Inc., Dan B. Miner Co., A. Carman Smith, C. R. Stuart, Joseph G. Lemen, R. N. Lockwood Co., R. J. Culver Co., Bates, Harrison & Jones, Crank Paris Co., The McCarthy Co., Woodside, Brown & Hanna, F. W. Johansen is secretary.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT,

Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD,

New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW,

New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES,

New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER,

Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE,

New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST,

New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 3/4 x 12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES,

New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD,

Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE,

New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE,

New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 1/2 x 11; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL,

Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE,

Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Classified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATIONS

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,900 copies. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA,

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG,

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ, "More Pep."

CLASS TRADE AND TECHNICAL

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER, with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matters of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS, Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwest Rate 50 cents an acre line. Minnesota. Circulation 90,000.

Green-Lucas Client Selects Atlanta As One of Twelve Cities

E. L. Gunts, vice-president of the Green-Lucas Advertising Agency of Baltimore, and vice-president of the Southern Division of the A. A. C. W., was the guest of the Atlanta Ad Men's Club recently, at which time he announced that the Gibbs Preserving Company of Baltimore had selected Atlanta as one of twelve cities in the country where an intensive advertising campaign will be carried on through local newspapers. W. J. Hales, sales manager of the company, was with Mr. Gunts, both being in Atlanta to look over the field in preparation for the coming campaign.

Crescent Washing Machine Executive Resigns to Come East

William Scheibel, former advertising manager for the Crescent Washing Machine Company, of Chicago, Ill., and later on in charge of their sales and service department, has resigned his position. He returns to New York to take up similar work.

Kelly-Springfield Move Sales Headquarters—Will Erect Building

The general sales department of the Kelly-Springfield Tire Co., which has been in Cleveland, will be moved to New York, and the company will soon start the erection of a sixteen-story office building here, where the general sales department will be housed, together with the executive offices of the company.

Films to Teach Selling

Motion-pictures for instructing sales persons in their work are now available, according to the Department of Research and Information of the National Retail Dry Goods Association. Many firms, concluding that books on salesmanship are not attractive enough to the average sales person, have decided to capitalize the "movie" inclination, and use films to show processes of manufacture and the details of the modern store delivery. The expense of production has so far limited the adoption of the plan to only two or three very large metropolitan concerns, but the idea is growing.

Randall Appointed by General Motors Man

Daniel A. Burke, recently made president and general manager of one of the newer, large subsidiaries of the General Motors Corporation, has appointed Fred M. Randall company, of Detroit and Chicago, as advertising and sales counsel. Mr. Burke is former Buick distributor for Chicago.

W. R. Baranger Company is Appointed By the "World"

In order to become identified with the vast development taking place on the Pacific Coast, The World Publishing Co., publishers of the *Morning Evening* and *Sunday World*, in New York, has appointed as their salaried representative on the coast the W. R. Baranger Company of San Francisco, Los Angeles and Seattle. The Billings (Mont.) *Gazette* is also a recent addition to the Baranger Company's list of newspapers.

Calendar of Coming Events

Under this standing heading **ADVERTISING & SELLING** will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep **ADVERTISING & SELLING** advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

February 20-28—Fifteenth Annual Motor Boat Show, Grand Central Palace, New York, under the auspices of the National Association of Engine and Boat Manufacturers.

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando,

April 26—National Association of Hosiery and Underwear Manufacturers Convention and Annual Exhibition, Philadelphia.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 28-30—National Association of Cotton Manufacturers Convention, Boston, Mass.

Advertising Engineers, Inc., Open in New York—Professional Men to Serve the Technical Manufacturer

The Advertising Engineers, Inc., 50 Union Square, New York City, have opened an office for the purpose of carrying on the business of counselors and complete service for advertisers of technical products.

Curtis F. Columbia, C. E., who will act as eastern manager, was at one time publicity engineer for the United States Gypsum Co., and of The New Jersey Zinc Company. He has devoted his energy to the merchandising of technical products, having a special appeal to the engineering profession. He has written on technical subjects for the engineering press and is a member of The American Society of Civil Engineers, American Society of Testing Materials and The Princeton Engineering Association.

Associated with Mr. Columbia are: Virgil G. Marani, C. E., at one time Building Commissioner of Cleveland, Ohio; Victor Hugo Halperin, Ph.B., who was the originator of the well known "GF" products of the General Fireproofing Company, and F. W. Liggett, E. E., director of publicity for the Bell Telephone Company.

Langland Is Added to Klau-Van Pietersom-Dunlap Staff

Le Roy Langland, formerly assistant advertising manager of Marshall Field & Co., wholesale, Chicago, has been added to the staff of Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agents.

Miller Goes with Chappelow Advertising Co.

Leonard E. Miller, who recently conducted the Miller Sales Service, of Indianapolis, has become a member of the copy department of Chappelow Advertising Company, St. Louis, Mo. Mr. Miller begins his new work in the agency field with a broad experience in advertising and merchandising problems. At one time he was advertising manager of the Free Sewing Machine Company, Rockford, Ill., and previous to that he was assistant sales manager of the Sterling Motor Truck Company, Milwaukee. He also spent some time in the advertising department of Siegel, Cooper & Company, Chicago.

Willis Is General Sales Manager of Kelly-Springfield Truck

Frank B. Willis, who has been connected with several automobile concerns in Detroit, has been appointed general sales manager of the Kelly-Springfield Motor Truck company. Mr. Willis was for several years sales manager of the Chalmers Motor company, Detroit.

Auto Manufacturer Appoints Cley Sales Manager

W. G. Cley has been appointed sales manager of the Harvey G. Wilson Company, automobile manufacturers, of Detroit. Mr. Cley has been identified with automotive industries for ten years.

Findlay Rejoins J. J. Gibbons

W. M. Findlay, for the past five years with the advertising department of Willy-Overland, Inc., Toledo, Ohio, has rejoined J. J. Gibbons, Limited, advertising agency, Toronto, Canada.

Mr. Findlay was a member of the Gibbons organization for three years before going to Toledo; for a time at Toronto, and later at Montreal. He rejoins the Canadian advertising agency as a member of the executive department at the head office in Toronto.

Cross & Simmons Secure a New Account and a Publicity Manager

An advertising campaign in agricultural newspapers for the Martin-Senour Company, Chicago, producers of paints, varnishes, insecticides, disinfectants and dips, will be handled by Cross & Simmons, Inc., of that city.

Einar Graff, formerly with the Fred M. Randall Company in Chicago, is now in charge of the publicity department of Cross & Simmons.

Two Directories Have Chicago Office in Charge of Dwyer

Henry H. Burdick, general manager of the S. E. Hendricks Co., announces the opening of a Chicago office for *Hendricks' Commercial Register* and *Kelly's Directory of Merchants, Manufacturers and Shippers of the World* and other Kelly publications. D. J. Dwyer, who formerly covered Chicago, Cleveland, Philadelphia and Pittsburgh for these publica-

tions, has been appointed western representative in charge of the Chicago office, and will cover the central states from that point.

Howard Davis Is Made a Director

At the annual meeting of the New York Tribune Corporation, held Monday, February 16, Howard Davis, business manager of the *Tribune*, was elected a director of the corporation.

J. W. Morgan, Advertising Man, Dies

James W. Morgan, of the advertising firm of Morgan, Tuttle & Jennings, 44 East Twenty-third street, New York, died last Monday at his home in Cedar Grove, N. J., from tuberculosis. He was born in England fifty-one years ago, and formerly served in the English army, taking part in the siege of Alexandria. He was a charter member of the American Association of Advertising Agencies, and for two years was secretary of the New York Council of that association. He is survived by his wife, three sons and a daughter.

Knight Will Serve with Bundscho

Herbert A. Knight, who has been connected with the productions departments of several large advertising agencies in Chicago, has joined J. M. Bundscho, advertising typographer, to serve in a consulting capacity with clients.

Asheville "Daily Citizen" Buys Y. M. C. A. Building

The Asheville, N. C., *Daily Citizen* has purchased for \$100,000 the Y. M. C. A. building of that city, and will completely remodel it into a newspaper plant. It will not be ready for occupancy until about March 1, 1921.

Two New Executives in American Writing Paper Co.

Promotions at the American Writing Paper Company, Holyoke, Mass., recently, included the election of Raymond R. Campbell as a vice-president, and George J. Caldwell, formerly of the Chicago office, as assistant sales manager.

"The Farm Journal" Appoints Miss Masonick Manager


Miss Dorothy R. Masonick has been made manager of the Chicago office of *The Farm Journal*, which is located in the People's Gas Building.

P. L. Sniffin Made Associate Editor of the "Mack Bulldog"

The appointment of P. L. Sniffin as assistant editor of its trade magazine, *The Mack Bulldog*, has recently been announced by the International Motor Company, manufacturers of Mack trucks. Mr. Sniffin is also in charge of the Mack publicity bureau, and will combine these duties together with executing the booklets and circulars issued by the company.

Inquest Being Made Into Death of Pritchard, Critchfield Vice-President

An inquest has been ordered into the cause of death of W. A. Pritchard, Detroit advertising man and vice-president of the Critchfield and Company, Chicago. He died on a Pullman car en route to Chicago.



SERVING The NATION'S BUSINESS

Let Us Make a Paper Analysis of Your Direct Advertising

*Without cost or obligation
you can learn the best
paper for every appeal*

There is *one best* paper for the advertising of your product, merchandise or service. The color, finish, quality and appearance of the paper you use are vital factors in putting your direct advertising message across whether your appeal is addressed to bankers or prospects who do not even read the English language. *Send your complete campaign today—catalogues, booklets, mailing cards, circulars, letterheads—for this profitable analysis.*

It will help you build every piece of Direct Advertising on the right basis which means greater returns and more profit.

Research Laboratories

Seaman Paper Company

1102—208 South La Salle Street
Chicago, Ill.



**Even the Sun
Goes Down At Night**

Thos. Casack Co.

OUTDOOR ADVERTISING

CHICAGO

NEW YORK

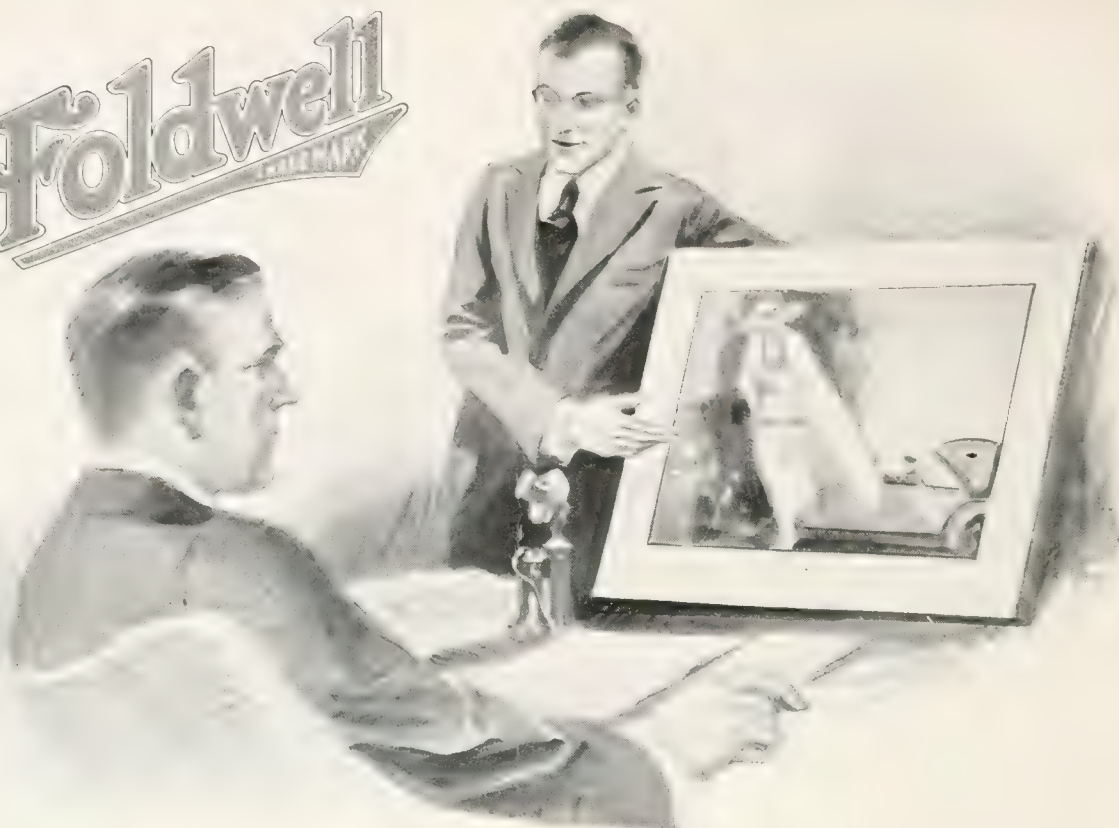
Advertising & Selling

MARCH-6
1920



WILLIAM H. LINDSEY

Foldwell



“Certainly, It will Preserve These Color Values”

“There would be no reason for buying quality art work and expensive engravings if the color values were to be lost in your broadside. But you *can* get a printed illustration just like this original by using Foldwell.”

Long experience has taught commercial artists to specify Foldwell Coated Papers for the best printing results. For Foldwell has a beautiful surface, which is so developed that it brings out the most subtle shading of which the artist and engraver are capable.

But more than this, illustrations beautifully printed on long-fibred Foldwell will remain beautiful. Unlike any other coated papers, Foldwell will not crack in the bindery, nor in the mail, nor even under manhandling.

You can depend upon Foldwell to take illustrations clearly and to deliver them to their farthest destination unmarred.

Out booklet “Illustrating the Sales Letter” on request.

CHICAGO PAPER COMPANY, Manufacturers, 829 S. Wells St., Chicago, Ill.

Lasher & Lathrop, Inc.,
29-33 Lafayette St., New York City.
Whitehead & Alliger Co.,
8 Thomas St., New York City.
John Carter & Company, Inc.,
100 Federal St., Boston, Mass.
Alling & Cory, Rochester, N. Y.
Alling & Cory, Buffalo, N. Y.
Alling & Cory, Pittsburgh, Pa.
D. L. Ward & Co.,
28 S. Sixth St., Philadelphia, Pa.
Phelps & Lasher, Bridgeport, Conn.
McClellan Paper Company,
700 S. Fourth St., Minneapolis, Minn.
McClellan Paper Company,
Duluth, Minn.
Acme Paper Company,
115 S. Eight St., St. Louis, Mo.

NATIONALLY DISTRIBUTED BY

Carpenter Paper Company,
106 Seventh St., Viaduct,
Des Moines, Iowa.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.
Spokane Paper & Stationery Co.,
Spokane, Washington.
Tacoma Paper & Stationery Co.,
Tacoma, Washington.
Carpenter Paper Company,
Ninth and Harney Sts., Omaha, Neb.
Kansas City Paper House,
Kansas City, Mo.
Carpenter Paper Company,
143 State St., Salt Lake City, Utah.
Commerce Paper Co., Toledo, Ohio.
Commerce Paper Company,
Columbus, Ohio.

St. Paul Paper Co., St. Paul, Minn.
Allman-Christiansen Paper Co.,
131 Michigan St., Milwaukee, Wis.
Cincinnati Cordage & Paper Co.,
535 E. Third St., Dayton, Ohio.
John Martin Paper Co., Ltd.,
Winnipeg and Calgary, Canada.
Chope Stevens Paper Co.,
Detroit, Michigan.
Blake, Moffitt & Towne,
242 S. Los Angeles St.,
Los Angeles, California.
Blake, Moffitt & Towne,
45 First St., San Francisco, Calif.
Blake, McFall Company,
Portland, Oregon.
American Paper Company,
Seattle, Washington.

ADVERTISING & SELLING, MARCH 6, 1920

29th year. No. 37. Issued weekly. Entered as second-class matter October 7, 1918 at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City.

WHEN a merchant or manufacturer charges twice as much for a piano, for instance, and sells twice as many as competing pianos, obviously it must be the best.

When a newspaper does this same thing obviously it, too, must be the best.

The New York Sunday American sells for ten cents and has more than twice the circulation of the Sunday newspapers which sell for five cents.

In fact it has the largest circulation in America—and at the highest price.

It is read by progressive, prosperous and discriminating people to whom Quality is more important than Price.



LARGEST CIRCULATION IN AMERICA

Frederick J. Ross, by friendly agreement, withdraws his interests about March 15th from Blackman-Ross Company of Ninety Five Madison Ave. New York. Thereafter this Company will be known as The Blackman Company.

F. J. ROSS COMPANY

INCORPORATED FEBRUARY 11, 1920

with organization personnel complete wishes to announce that it will practice advertising in its own quarters, on or about March fifteenth 1920, at 119 West Fortieth Street, New York. The members of its organization desire now publicly to commit themselves to a full acceptance of every obligation attached to the ethical conduct of business and the sound practice of advertising.



Advertising & Selling

Established 1891

J. M. Hopkins, President;
Robert E. Ramsay, Editor;

H. B. Williams, Vice President;

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

MARCH 6, 1920

Number 37

Making Better Advertising Men

Something About Reading Books Which
Have Nothing To Do with Advertising

By ARNOLD W. ROSENTHAL

EVERYBODY remembers Arnold Bennett's "How to Live on Twenty-four Hours a Day"—a title clever enough to have been written by an advertising man. The volume is little more than good journalism but the inscription implies something of real importance—that a day constitutes more than eight hours and that the remaining available hours may be made to yield not only pleasurable reactions but solid, constructive values.

And that, precisely, is the point of my present thesis. I admit with Durant that a conclusion is an idea that has lost its breath. And yet, I am convinced that so far as literature and general interests go, the average advertising man is overlooking possibilities of incalculable importance.

I find, as a rule, that advertising men read—when they read at all—newspapers, magazines and a certain proportion of literature devoted to their calling. Now, up to a certain limit, there is no objection to this. I appreciate the trade possibilities and copy-angles to be gained from the daily press. I realize how important it is to read general magazines. I am sensible of the significance of such publications as ADVERTISING & SELLING and the technical information they give. I agree that it is of equal importance to read Nystrom on "Retail Selling." And then, of course, there is the usual bulk of "literature" that is consumed—best sellers and what not.

All of these items have a definite place of *some* value in an advertising man's equipment. It is my belief, however, that too much time is given to this sort of thing *and not enough to the subjects which have nothing to*

OBEDYING THE POETS, SCULPTORS AND OTHERS

YOU all remember the immortal line of Bobby Burns where he prays for the power that we may see ourselves as others see us.

You probably recall what the sculptor Saint-Gaudens said about the desirability of inventing a machine which would automatically draw his students back from their work once each day that they might look upon it from the outside viewpoint.

And I am sure you have often heard the sweeping criticism made of advertising men that they too frequently get so wrapped up in advertising they overlook the broad fundamental principles of business.

So what Mr. Rosenthal argues for in the accompanying article has the endorsement of poets, sculptors and big business executives. It will well repay you for the reading.

THE EDITOR.

do with advertising. It is the books, apparently disassociated entirely from advertising itself, which, if read properly, will lead to greater originality, to more brilliance, to results which will place the advertising man among the constructive figures of his calling.

THE SOURCE OF ORIGINALITY

As Huneker said of Walter Pater, that author of golden phrases: "His originality was the result of accretions and subtle rejections; the tact of omission, as he put the phrase." In other words, Pater had absorbed a background which was wide and vigorous enough to set himself apart from writers generally. And this must always be the effect, with obvious limitations, of such a procedure, whether the student be a writer on Greek culture or guaranteed hosiery.

I have mentioned Pater. There is

hardly a writer who has used English as a medium of expression who could be read with greater profit by copywriters, and advertising men generally, than this hedonist. I really ought to be afraid to call him a hedonist. As he himself once remarked, "I wish they wouldn't call me a hedonist; it produces such a bad effect on the minds of the people who don't know Greek." However, he was a pagan. He wrote exquisitely, "romantic prose" it has often been called. Take, for instance, his Greek Studies containing his observations about the beginnings of Greek sculpture or the Bacchanals of Euripides. Or again, his "Appreciations," which include essays on "Style," "Lamb," "Coleridge." Not so much as a critic but as a pure stylist is he of value to men who are writing advertising. He knew how to say things.

It is impossible to mention Pater without thinking of another man who wrote exquisite English. Oscar Wilde, I mean. You recall his *bon mot* about the difference between journalism and literature. He observed that the difference lies in this: that journalism is unreadable and literature is unread. He may be overrated as an author but the fact cannot be gainsaid that he wrote, among other things, the most perfect farce ever done in English—"The Importance of Being Earnest."

WILDE WOULD HAVE MADE A GOOD COPY MAN

His greatest genius lay, perhaps, in his conversation. Luckily, he wrote most of it down, and practically all of it may be read with profit. He loved words and played with

them delightfully. He never wrote a line of advertising in his life—if you exclude the things he said about himself—but I can conceive that he could have written Franklin Simon's men's clothing advertisements with considerable ease and extraordinary effectiveness.

Bracketed with this pair, only because he reflects the same æsthetic spirit, might be listed George Moore. With a French point of view and an Irish sense of humor, he is the author of the most beautiful English being written to-day. What a delicate tracery of words, like fine lace, are the passages that weave themselves in and out of his books. Read "Memoirs of My Dead Life," for instance, and see if you don't agree with me. His judgments on art are equally stimulating.

And then there is James Huneker, whom I have quoted previously. This critic knows more about modern music and art and literature than any other living American. After reading a volume or two of his, such as "Ivory, Apes and Peacocks" or "Unicorns," you will find yourself flying to your favorite book shop as well as to the Metropolitan Museum of Art, there to gaze at a great many of the pictorial treasures that advertising men are overlooking.

At the expense of seeming precious (I use the term in the Molièrian sense) I make the suggestion that not enough is known about the best pictures in the world by the men who are buying art work for commercial purposes. These old pictures and *objets d'art* are fine, not because they are old but because they possess the significance that makes them great. In this connection might be suggested one of the finest books ever written on the subject—"Art," by Clive Bell. If more art-directors understood what is meant by significant form, composition, the juxtaposition of color, less that is atrocious would appear in newspaper, magazine, bill board, and direct-mail campaigns.

The particular significance of these discursive recommendations may be summarized by quoting a sentence from Pater's once suppressed Conclusion to "The Renaissance." He said: "The service of philosophy, of speculative culture . . . is to startle it to a life of constant and eager observation."

That is the goal of the reading suggested. Not to absorb a quantity of self-conscious erudition, not to achieve ready-made opinions about Huysmanns or the Goncourts, Matisse or Picasso, but to gain, as a result of this varied study, a broader outlook, a more flexible point of

view, a vision, an æsthetic perception which will give advertising, in

its creative and physical aspects, a value of unquestioned permanence.

Fertilizer Salesmen Go to College

Efficiency and Service in Dealing with Soil Fertility Problems the Object

By CHARLES A. WHITTLE

Editorial Manager, Soil Improvement Committee of the South

THE fertilizer business is distinctly a re-selling proposition. To stay in the business or to grow, there must be money in it to the farmer. Out of the profit which fertilizers make for the farmer must come the money with which he will buy the next year's supply. In a word, the business can build only its own increment of profit to the consumer.

To know the kind of plant food and just the right amount to bring the farmer maximum profits on his particular soil is no small matter. A fertilizer salesman may know the selling game; he may know what plants take out of the soil and just how much of each element is removed, but that is far from enough. Many things happen in the soil to help and hinder a plant. To know these and to keep up with the latest discoveries about them is of greatest importance in selling fertilizers. Out of a keen appreciation of this fact grew the idea of the short course for fertilizer salesmen.

At its summer meeting at New London, Conn., in June, 1919, the Southern Fertilizer Association determined upon such college short courses for its salesmen. It was encouraged to take this step because of the great success attending the two-day salesmen's schools which had been conducted by the staff of the Soil Improvement Committee two years before. Why not a regular college short course of a week's duration, was the question raised. The very thing! There was enthusiastic agreement and committees were appointed to see it through. Incidentally, this college short course for salesmen is the first step ever taken by any organized industry.

The organized fertilizer manufacturers have for several years maintained Soil Improvement Committees, which committees employ agricultural experts whose business it is to keep up with soil science and emphasize every well-known fact about plant feeding. Upon the staff of the

committee of the Southern Fertilizer Association was placed the responsibility of arranging a course of study that would cover the desired work and recommend it to the colleges. This work was so well done that the colleges adopted the course without change, and offered it to the salesmen.

725 SALESMEN ENROLL

In all, 725 fertilizer salesmen enrolled at the four different short courses which were conducted by the North Carolina Agricultural and Engineering College; Clemson College of South Carolina; Georgia State College of Agriculture, and Louisiana State University.

The enrollment was more than 80 per cent. of all the salesmen employed by the members of the Southern Fertilizer Association. No comment need be made to further indicate the favor in which the short course idea was held.

Were the salesmen interested?

When a business man has been out of college and away from lectures and lessons for a few years, it will be conceded that he will have to be mightily interested to sit through a week of lectures touching osmosis, chlorophyll, protoplasm, bacteria, soil physics, nematodes, fungi, the origin of soils, and the like. But fertilizer salesmen did it, and never went to sleep. What more eloquent tribute could be desired. In fact, the faculty found the salesmen keen at both listening and asking questions, and disposed to add a thought now and then to the considerations in hand, on their own account.

While it was considered desirable to have lectures on fundamentals like, how plants feed, what they feed upon, the functions of each part of a plant, the origin of soils, soil physics, the functions of each plant food element, and the like, there were many discussions that related very closely to the successful use of fertilizers. Among these subjects

were "Fertilizer Requirements of Main Soil Types"; "Sources of Commercial Plant Food"; "Availability of Various Plant Food Materials"; "Organic Matter—Its Functions in Soil Fertility"; "Diseases and Insects Limiting Plant Growth"; "Importance and Limitation of Legumes and Livestock in Soil Building"; "Plant Food Requirements of Southern Field Crops"; "Fertilizer Laws"; "Factors Influencing Profitable Acre Yields"; "The County Agent and Soil Fertility Problems"; "Soil Management"; and "Methods of Applying Fertilizers."

KNOWLEDGE BECOMES SELLING POWER

Nothing was more directly helpful than the results obtained by the agricultural experiment stations. At every college field observations were made that proved the results given out in the lectures. No less important were the results of experiments gathered from various quarters and from various soil types. These were the direct answers of the soil and plant. These told what the plants were asking for and what the soil could not give. They told what must be supplied and the right amount for largest profits to the farmer. What information could be of greater value to the fertilizer salesmen?

However correct a fertilizer formula and however correct the quantity of fertilizer that may have been revealed for a given soil type, it was shown in the lectures that they may amount to little if right soil management does not accompany them. Consequently, great stress was placed upon making the soil physically efficient by incorporating vegetable matter in it, by right plowing and proper cultivation.

When the fertilizer salesman has done all that he should do, when he has met every requirement within his power to grow profitable crops, it was shown that diseases, insects and drouth may undo much that has been done. Often a plant disease is not recognized by the farmer and he is inclined to lay his loss upon the fertilizer used. To protect himself against such charges the fertilizer salesman was taught how to distinguish several of the leading diseases of southern field crops.

Thus in every conceivable way the fertilizer salesman was taught how to get the largest returns for his customer and how to protect himself against unfair charges. Involved as it is with so many complicating factors, the sale of fertilizers is one of the most difficult jobs with which to make a permanent success; but,

fortified with a knowledge of the foundation principles of agriculture, and of plant foods, there is no more fascinating selling game in the world than the fertilizer man's. No work is more constructive. Few positions carry with them a greater amount of the satisfaction that comes from service.

Not until these salesmen's short courses were held did the fertilizer men appreciate fully the value of the data which the colleges and experiment stations afforded for the use of the fertilizer salesmen. Never

before was there such an appreciation of possibilities of coöperation between the fertilizer industry and the agricultural institution for the farmer's good.

Perhaps there is a reflex influence felt by the farmer already in observing that the fertilizer salesmen are attending college short courses for the sole purpose of making fertilizers pay the farmer better.

Certain it is, that from every viewpoint the college short courses for fertilizer salesmen seem to have been immensely worth while.

Men and Women Who Make Our Mediums

GRIFFITH OGDEN ELLIS

One of a Series of Informal Visits with the Leading
American Editors and Publishers with the Object
of Interpreting What They Mean to Advertisers

By VERNE EDWIN BURNETT

ONE day an editor in the West wanted to get some personal data concerning a noted writer. He wanted the information quickly. He wanted it authentic. And the first man he buttonholed gave this advice: "Get in touch with Griffith Ogden Ellis."

And sure enough, Mr. Ellis poured forth a whole treasure of information—just what was needed.

"It was nine years ago next week," began Mr. Ellis, "that the affair to which you refer happened. You see, that writer was a personal friend of mine."

Ellis doesn't pose as a memory shark and he probably does not know he is regarded as such. But in his offices, assistants have been known to speak with wholesome respect about that memory. It is not the kind where a certain question is tossed at the Precocious Prodigy at the circus and the answer pops out like a jawbreaker from the slot. Mr. Ellis simply has a great, active brain, which has lived through the constant tide of facts flowing about an editor, without being overwhelmed. He seldom if ever got excited; instead, he saw clearly and thoughtfully with the result that now he has a mind which is a miracle of a filing system. His keen grasp upon the past happened to be my first impression of the man, years ago, and to-day his memory is one of the most definite facts I could point out about him.

Mr. Ellis could apply his expres-

sion, "personal friend," to hundreds of noted men and women in the fields of literature, advertising and art. Take for example, Clarence Budington Kelland, perhaps the most prolific magazine writer to-day. Kelland was one of a long cavalcade of editors and writers, who grew up into their profession after a term as an apprentice or journeyman in the editorial offices of Ellis. Kelland, by the way, is the victim of what is dubbed the "Ellisian" humor whenever at a banquet with his former employer, inasmuch as Mr. Ellis invariably calls upon Kelland to give a toast to the title, "How I Almost Caught a Deer by the Tail."

Hamlin Garland, Melville Davisson Post, Peter Kyne and hundreds of other notables in the writing craft number Ellis among their warmest friends. Scores of them contribute to his magazine to-day. Likewise the same may be said for a group of famous artists including Norman Rockwell, Tony Sarg, Charles Livingston Bull and William W. Clarke. Several hundred testimonial letters were presented at a banquet for Mr. Ellis in November, 1919, celebrating his twentieth year with *The American Boy*, of which he has been for many years the editor. This enormous batch of mail came as a complete surprise and the roster sounded like part of the élite of the Who's Who of American Editing, Writing, Illustrating and Advertising. University presidents, industrial magnates, chiefs of great organizations, men of



GRIFFITH OGDEN ELLIS

the hour in the magazine and newspaper world—representatives of practically all public interests.

Ellis is an editor de luxe, but it is easy to see that he measures success to a considerable extent by his friends, and they are legion. They certainly aren't all professional acquaintances, for he is a member of a great number of clubs and organizations. In the Book of Human Friendships he holds an AA-1 rating.

UNAFRAID OF SHIRTSLEEVES

Mr. Ellis is a gentleman of gentlemen, a modern Beau Brummel to a slight extent. But you should glance into his office to learn another important side of his personality. I have seen him toiling away with coat on the hook and shirt-sleeves rolled up. Between 5,000 and 10,000 manuscripts are submitted to his office in a year and he reads thousands of them himself. That means he must make things hum in his office a great many hours a day. Many a time he works until even

the janitor has punched the time clock in the hall and left for home.

Then there is the unusual correspondence. Few men have so many letters to read and to write. He proofreads and signs his outgoing mail himself, inasmuch as a vast number contain something of a personal nature.

An assistant serving under Mr. Ellis enlisted in the Army during the war and discovered that practically every buddy in his company had at some time or other been a reader of the magazine. Mr. Ellis had had considerable to say in the education of perhaps a large part of the American Army. His twenty years of opportunity have not been wasted with the youth of the land.

"Why does light run around a corner?" is a sample of the letters which boys write to him as though their life depended upon the answer. Then the good-natured editor speaks the best of what he knows concerning the transfusion of light in the simplest of entertaining language.

He uses the dictating machine because, he says, it makes him sort of feel he is on a long distance line talking heart to heart with his boy pal.

"Is it a disgrace for a boy to have red hair?" is another of the perpetual torrent of letters which come to the editor's desk. Another sort is, "How can I start a newspaper for boys?" No one is allowed to pass by without getting the highest satisfaction which Ellis can give. I believe he would value the gaining of one life friend by performing some such service more than he would care for a big number of subscriptions coming through ordinary channels.

Some editors walk around their domain too much for the peace of mind of the staff. Some give too many little unnecessary instructions and suggestions to allow the best morale. Not Mr. Ellis. He gives his helpers private offices and opens the doors leading to them only once or twice a year. And yet he reads every word which enters the magazine and tests every line so that it measures up to the standard of clean Americanism. Besides clean, healthy Americanism, every possible effort is exerted to make every page and paragraph bright and entertaining. You see, he has the unusually hard job of keeping out every suggestion of evil. He endeavors to suit the most "persnickety" of fond mothers and at the same time tries to do what will be best for the boys.

Ellis doesn't bawl folks out. It would be about the hardest job he could stumble into. He is a big boy himself in spirit and sees the other fellows' side of the question.

He is the sort of man who doesn't grow fossilized because of great success coming rather early and coursing his career down a more or less fixed groove. He shows perpetual vigor and newness of ideas. There is no rut about his domain. And he could earn a good living if he were suddenly thrown into some other profession.

Graduating from the Law School at the University of Michigan, he conducted a law correspondence school in Detroit. It made a ten strike. Along with this venture, *The American Boy* was taken up in November, 1899, under what looked like adverse circumstances. It was published by the Sprague Publishing Company, of which Ellis is now president. Under Ellis, the publication made so many ten strikes that the law correspondence was dropped in the rush of the victorious magazine enterprise.

The business runs smoothly within

(Concluded on page 63)

Why Not Advertise to the Farmer in Summer?

He Gets More, Needs More and Spends More in
the Busy Season than in the Slack Winter Months

By J. H. LEWIS

WE find few advertisers who are thoroughly "sold" on the idea of advertising to the farmer in the summer time. The majority hold to the reasoning that, first, it is useless to pay for space during the warm months because the farmer is too busy to read. He has a great deal more work to do, less leisure and less inclination to spend his time with a publication than in the winter. Consequently, he is not as good a prospect during June, July and August as in any other set of three months or in any other season, if you will.

There seemed to be room for argument there and we proceeded to argue the point with a variety of advertisers, agency men and other folks interested in selling to the farm field. The majority of answers said that the farmer is too busy to read in the summer. And if any of them come from real ex-farmers, these men were working the soil some years ago—not to-day.

And that's where the argument ended. But in our individual minds there stuck a lingering thought that maybe the "whole blamed world is wrong." There are various reasons why a man with a more or less general line should advertise in the summer to farmers. On the expenditure of a little thought, they line themselves up, roughly, in this fashion:

1. The roads are open; the buying centers are accessible; automobiles are used frequently.
2. There are more people on each farm and the demand for general lines of merchandise is greater.
3. There are more visitors and more entertainments in progress.
4. There is more work which means that more food, clothing and utensils will be used up or worn out and replaced.
5. Money is looser because the end of the crop investment is in sight and spending becomes freer.

We read in the summer, particularly if the material we subscribe for so vitally concerns our work as do the farm papers.

A little personal observation on the farm convinces us that if the farmer has time (in his rush season)

to float down to the village and sit around the tavern or to go to the movies or to visit and entertain, then he ought to have a little time to read. The contention is that he isn't as frightfully busy as he is supposed to be—although it is willingly granted that he isn't taking any vacations during the hot weather.

HOW ABOUT THE FAMILY BUYER?

And, speaking about reading, how about the farmer's family? It is a fact that the average farm family is somewhere around five members or a little over. A little more observation leads us to believe that the farmer's family's work isn't increased in the same proportion during the summer as the work of the farmer himself. The woman of the house buys more stuff than her husband, having something to say in the purchase of his other materials as well.

Which gives us two premises—the farmer doesn't stop reading entirely in the summer; the slack in the family's reading is hardly noticeable—and none of them, certainly, stop buying!

Different things tend to back up these statements. It has been found, by concerns who tried it on general lines, that inquiries from advertisements run during the summer months equaled or exceeded those pulled in the winter. We have in mind a book publisher who found that to be true. It has been found, furthermore, by other concerns that their sales during the summer months jumped in the farm field. One at the finger-tips is the Maytag Company, washing machine manufacturers of Newton, Ia. L. B. Maytag, vice-president, told us a little bit about his experience that strengthens our contention. He said:

"It has been our policy to advertise continuously and it is a fact that our sales during the months of June, July and August have, for the past three or four years, been larger than in the months of December, January and February. We would not consider reducing copy in the summer time under any circumstances, because we believe those months are at least fully as good as other months, if not better, and it is our opinion that advertising is a good deal like firing a boiler—whenever

you stop shoveling coal, the fire begins to die out."

"IT PAYS" SOME PROVE

Another prominent manufacturer, talking about this question, said: "We have tried advertising to the farmer during the summer months. One significant feature of our farm paper advertising was the fact that insertions run in March and April kept on pulling right through to September, and even later. For illustration, a May insertion in a leading woman's farm paper pulled stronger in July than it did in June. In another leading farm paper of national circulation, the May insertion brought more inquiries than the June, although from a mail order standpoint we did not begin to cash in until August.

"It seems to me that as long as we keep advertising we get inquiries (and this man has a 'seasonable' product) regardless of the season. I know that in 1918 we received a larger number of orders in July and August than we did in March, April and May. In June and July I believe that small town dealers have greater opportunities to do a big business than during any other months."

This reference to the dealer, who is to be considered, is given much weight by the fact that a research shows a considerable increase in bank deposits by retailers during the summer in rural communities. Additional weight is given by a conversation had not so long ago with four different clerks in a farm community. One said, "I think the farmer will buy 100 per cent. more during the summer than during the winter." Another said, "In my opinion, the farmer will buy 50 per cent. more." The third said 60 per cent., while the fourth claimed the increase to be between 50 and 75 per cent. And so it goes.

To come back to the reading question for a moment (for that seems to be the mote in the advertiser's eye) two other thoughts crop up: Knowing the economic and frugal nature of the farmer, is it reasonable to suppose that he pays good cash for a publication that he will only read half of the time? Or, from the other angle, is the publisher going to print a publication that is doomed to get dusty on the hall-room table?

If We Could Only Be Present When Our Letters Arrive



This week cartoonist Stanley, who is drawing this series exclusively for ADVERTISING & SELLING, takes a gentle rap at some of our letter-writing ideas.

THE FARMER WANTS TO READ

The second thought is this: since the farm paper is essentially made to help the farmer do his work, won't he read it just as much during the period in which he has the work to do as he does in the period when he hasn't much?

Along this line, H. C. Fehr, advertising manager of the Pratt Food Company, Philadelphia, gave us a little light a short time ago:

"We presume," he said, "the opinion would prevail with many people that the farmer is so very busy during the summer time that he does not have an opportunity to read or examine his farm papers to any extent and, therefore, advertising done during that period is likely to be wasted. With the improved methods of working the farm existing at the present time and the desire of the majority of farmers to keep posted on all matters of interest to themselves, we are of the impression that the summer issues of the various farm papers receive almost as much attention as during the other seasons and, therefore, we know of no reason why a summer campaign in farm papers should not prove just as effective as during the other months."

Combining the questions of spare time and summer sales, A. H. Berwald, advertising manager of the DuPont Fabrikoid Company, Wilmington, Del., passes on some more information of interest. Mr. Berwald speaks of the characteristic of the field:

"I personally sold hardware and sporting goods to a large number of country stores for a period of eight years, and I know that their business on miscellaneous items of all kinds is much greater in the summer time than in the winter months. A great many necessities bring the farmer or some of his family into the store on summer days or evenings, and once there a good many things are purchased in addition to the items which occasioned the trip.

THE RETAILER'S EXPERIENCE

"Over the most of my territory, which covered northwestern Pennsylvania and southwestern New York State, there was an immense amount of snow fall each winter and the roads in some places were impassable for weeks at a time. Many of the farmers and their families practically hibernated and got to the stores very seldom. In fact, there was very little occasion for going there, since the cellar was well

stocked with food, the winter clothing on hand, and all the farm activities at so low an ebb that very few miscellaneous supplies were needed."

A prominent New York agency has organized an agricultural department and spent considerable time in research and investigation. After trying summer advertising successfully with several different accounts, this is what they have to say:

"There is a general impression that farmers do not read in the summer time and that summer advertising in the farm papers is not productive.

"It is undoubtedly true that the size of the summer issues of farm papers is limited by the smaller amount of advertising which they carry as the editorial content and advertising are usually on a fifty-fifty basis.

"But our own observation and experience is that the progressive farmers do read during the summer, and that advertising of many classes of products can be carried with profitable results through the summer months.

"It is difficult to prove just how much reader interest farm papers carry during the summer months. We know that for several weeks in the spring when the farmer is plant-

The Newspaper Situation in New York Is Changing!

Beneath the surface there are important changes working in the New York newspaper field.

The changes should be studied by all advertisers and agents interested in New York as a market.

Owing to the prevailing newsprint stringency these changes are not clearly reflecting themselves in circulation figures.

Some of the long standing traditions regarding New York newspapers are being, and, in fact, have been rudely shocked.

Certain papers that once were strong in the minds and hearts of the people are losing their strength and influence.

Others, with a high regard for their moral responsibility during these trying times in

particular, are winning greater confidence—developing greater influence.

Because of its broad and useful activities in the general welfare and because of its sound and comprehensive editorial policy, the New York Globe commands a position of marked influence and respect.

When an advertiser or agent is considering a newspaper as a vehicle through which to impress the people, he must not deal with only quantity of circulation nor that nebulous thing called quality, nor even both, without taking into account that priceless feature—character.

It is the belief of many worth-while people that The Globe is to-day the best edited and the most genuinely useful newspaper published in New York.

Member A. B. C.

THE NEW YORK GLOBE

180,000 a Day

JASON ROGERS, Publisher

ing his crops, and for a shorter period in the late summer or autumn when he is harvesting, that he has little time for reading. This period varies for different localities, and with the kinds of crops grown, with the result that only a limited number of the subscribers are too busy to read at any given time and then for only a small part of the summer season. Most farmers are busy all summer, but not too busy to read, and their interest in agricultural matter is keener because of the activity all about them.

"The old conception of summer advertising in farm papers may have been true once, but conditions have

changed. The farm paper of to-day is a better paper. It is a valued aid in the busy summer season as well as a means of 'passing the time' during the winter. The farmers are conducting their business more along the line of other businesses and they read at all seasons of the year just as other business men do."

In the face of these well-founded opinions, it is rather difficult for us (using the "us" editorially) to banish the idea that it is not a good policy to advertise to the farmer during the summer months.

You'll have to show "us" something more than flat denials!

conviction on our part, for as the policy and the advertising have progressed in unison, our success has multiplied. Each peace year more cars have been built and sold. There were, of course, unusual reasons why we were unable to begin to supply the demand during most of the duration of the war. But this year, again, the call for our product has been far beyond our ability to answer—out of proportion even to the general inflation of post war need. Dealers' allotments have been curtailed—necessarily. At times, showroom floors have remained bare of cars and only orders for delivery months later were accepted.

In all of this outworking of careful plan and procedure, we have found a thorough confirmation of the soundness of this plan and procedure. We have seen that our advertising has had the broadening and building influence which we intended it should have; that it has been a consistent force constantly gathering strength from the new strength it itself has helped to create and nurture.

To narrow this analysis: to endeavor to determine for what part of this success the advertising should be given credit, is not to us a vague matter. Rather it is quite clear to us, from to-day's vantage point, that our advertising should be given credit for a definite share in our progress-making—for that share for which all well ordered advertising should be given credit in a totally successful campaign of manufacturing and marketing.

It has multiplied the message. In so doing it has saved distributing and selling time. It has encouraged dealers to do more in each season, to plan farther ahead of each season. It has helped consumers to absorb our idea and to see in it the working out of their own practical ideas of what an automobile should be. It has helped to draw together the threads that have been woven quickly into a firm mercantile fabric of sales consummated.

So we emphasize the point that Oakland advertising *has saved time*. Only a few years have passed since the car has been established in the ownership of more than 100,000. This rapid advance into a tremendously big public acceptance, we are convinced, has been accelerated in thousands of ways by our advertisements in the national and farm press.

This accelerating influence was compensated during the war by another influence of this advertising: for, as we passed through several

Why We Have Not Featured Mechanical Details in Our Advertising

The Part the Oakland Publicity Program Has Taken in Building Up the Present Prestige of Our Car

By W. H. MASTER

ANY discussion of Oakland advertising, to give a thorough understanding of the purpose and plan underlying recent campaigns, must deal with all of it rather than with any particular part of it.

This is true for the reason that our advertising conforms exactly to our manufacturing and selling policy.

Our factory policy comprehends the building of a car of value and the marketing of it to automobile buyers generally; both to those seeking a car of merit and to those desiring particularly an automobile fundamentally economical.

This is reflected faithfully in our creed, a statement well known to dealers and among owners of our cars—which runs as follows:

"To build at a fair price an automobile so sightly as to uphold its owner's honest pride, so competent as to arouse his genuine respect, so reliable as to win his deepest confidence, so economical as to serve his highest interest—this has been the purpose, is now the accomplishment, and will continue to be the endeavor to which Oakland devotes the whole of its energies, its resources and its skill."

It is patent, therefore, that the Oakland cannot be presented adequately by way of emphasizing only certain mechanical features or by talking to grades of buyers.

Proceeding from this primary conclusion, let us note, then that Oakland advertising of recent years has had nothing of temporary purpose or fractional presentation in its make-up. It has been, rather, an investment made for continuous and cumulative returns of public appreciation. It has sought to build up and perpetuate about the name Oakland a confidence and good will which should transcend from year to year such variables and insecurities as mechanical details and features of construction.

A review of our advertising of several years past, shows how this theme has been worked out; mainly, it shows that the name *Oakland* has been stressed and that the character and competence of the company has been employed as reason for and evidence of the worth of the product, instead of dependence for advertising effectiveness and result being placed upon details of construction or design.

Right along, we have felt that this kind of advertising has held less of a speculative element; that it has been a necessary protection for investments in public recognition previously made; and that it has built around the potential market a bulwark of receptiveness and kindly feeling well calculated to endure.

This belief has been a growing

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



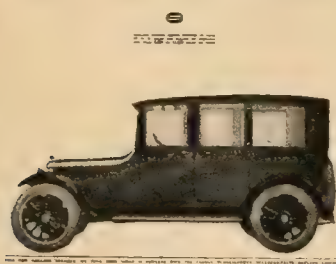
Lewis Homes and Collier's

The Lewis Manufacturing Company has chosen Collier's as the backbone of its 1920 advertising campaign in general publications.

"Watch Collier's"

abrupt stages of international experience, swiftly reversing markets, we noted the stabilizing influence of this advertising. The Oakland idea remained fixed in the minds of our dealers and our public during the period of curtailment. We had reason to know that this was so—when we observed what followed that period.

We refer here directly to the almost spectacular resumption of sales experienced since the Armistice. Consistent advertising had laid the foundation for such a resumption.



OAKLAND
SENSIBLE SIX

NOWHERE better than on the motor made in America, has the new Oakland Sensible Six been able to prove its remarkable worth as a means of thoroughly efficient transportation. There is no daily demerit in its performance, either in maintenance, nor only by delivering service at the most reliable rate, but by making the car with maximum number of the motor's horsepower. The Oakland Sensible Six motor includes the most advanced principle of high power and lightweight construction and a degree of mechanical efficiency that even the most famous motor cannot defeat. Only inherent mechanical excellence, and a production of unusual magnitude, make possible the very modest price at which it is sold.

OAKLAND MOTOR CAR COMPANY
Pontiac, Michigan

Typical Oakland copy showing absence of mechanical details.

And the new campaign emphasized the continuance of these principles. Consequently, results were practically automatic. So extensive was the demand for cars that two and three times as many could have been delivered during the winter and spring months.

In such a retrospect there can be but one conclusion; all of this activity points to the quickening effect of advertising properly representative of the produced and the product.

To-day, more than ever, we look upon our advertising as force vitally stimulating alike to our nation-wide sales organization and to all those processes by which public demand is directed and through which this demand is expressed.

New Type of Top To Be Advertised

The Green, Fulton, Cunningham Company of Detroit and Chicago, has the account of the General Top Company of Cleveland, manufacturers of Aircraft Tops, the new type of permanent top which is distinctively different from any heretofore made.

Selling the Dealer Before He Sells the Consumer

An Oleomargarine Campaign Which Starts With Selling the Dealer on How to Sell the Product

By HINTON GILMORE

AN advertising and merchandising campaign to set oleomargarine and the so-called coconut butters in a better light before the consuming public is now in operation.

Behind the new plan is the Kellogg Products, Inc., of Buffalo, manufacturers of Kingnut, which is a nut margarine of exceptional quality and which has already been introduced through an extensive and expensive campaign of publicity.

Under the newer conception of the field for this spread for bread a somewhat new tangent in advertising will be taken, the chief motif being the determination to give the product a commercial standing quite apart from its resemblance in texture, taste and uses, to butter.

Heretofore, the nut butters have been crowded into the class of "substitutes," but the Kingnut campaign is designed to lift the product into a field of usefulness of its own, rather than to have it succeed as a poor relation of the butter family. To this end, the future Kingnut advertising will eliminate the word "butter" from the dictionary. In the bright lexicon of the Kingnut advertising forces there will be no such word as butter. Kingnut will be a spread for bread and will be so designated. In other connections it will bear the designation of oleomargarine and the advertising will be prepared with an idea of giving oleomargarine a better standing with the consuming public.

In this connection, it is pointed out by W. D. Shafer of Stavrum and Shafer, advertising agents of Chicago, who are handling the Kingnut account, that oleomargarine, admittedly a useful food product, has had a "black eye" from the start, so to speak, because the original manufacturers were intent on palming it off as a butter substitute rather than as a product of innate merit. Another point against the popularity of oleomargarine has been the government espionage over its manufacture and sale. The government has branded it as a sort of a suspicious character in the world of food, and the public has accepted the government regulation as an indication of some undesirable quality.

In England and other countries, where the government regulation amounts to nothing in regard to this particular product, oleomargarine products are much more widely used than in this country, due to this better appreciation of the product thus created by the negative action of the government.

THE BIG PLAN OF THE CAMPAIGN

Through the campaign of advertising and selling now in contemplation oleomargarine products, in general, and Kingnut in particular will be given the benefit of an educational effort which will be designed to convince the public that oleomargarine and the nut margarine products are valuable household aids, quite irrespective of butter or other dairy products. It will be the plan, under this new conception, to give the nut margarines an individual standing.

The campaign, as at present contemplated, will include the education of the public to an appreciation of the product and an education of the dealer in the right treatment and handling of Kingnut.

It is said that the handling of oleomargarine products by the dealer has been of such a negligent character that much of the blame for the failure of these products to displace butter is to be laid at his door. In handling butter, the grocer is sure to give the product instant and constant refrigeration, but in handling oleomargarine products, which are affected by heat just the same as butter is, no provision is made for refrigeration. On the contrary, the goods stay for weeks on the open shelves in a hot atmosphere, with the result that the oleomargarine takes on the rancor of age. Butter, it is pointed out, will perform similarly under similar conditions.

THE CAMPAIGN STARTS WITH THE DEALER

Beginning with the dealer, the Kingnut advertising will show that Kingnut must be kept on ice. No dealer who declines to give such refrigeration will be permitted to handle the product. Frequent turnover is also insisted upon. A gro-

(Continued on page 16)

To make ADVERTISING PULL—*Try This*

*An editorial secret for
inspiring action in men.*

EVERY advertiser knows that his hardest job is to overcome that human inertia which keeps men from acting even after they are convinced.

How to make a message quicken the hidden energies of men, so that they not only will know what we want them to know, but do what we want them to do, is the problem every editor faces.

*Is there an editorial form
that rouses men to action.*

Here on *Farm & Fireside* we have learned that there is one form to give a message which always increases the responsiveness of our readers to it.

Whether the subject be crops or cattle, babies or buildings, *Farm & Fireside* tells not what *ought to be* done but what *has been* done.

Fact-stories of persistent effort, of ingenuity, of resourcefulness; stories full of "I's" and "You's," as chatty as crossroads gossip, as warm and friendly as a neighbor's greeting, as inspiring as the fact that a man you know has done something you would like to do.

Example is quick. "I was inspired by his example to go and do likewise." is said somewhere in every great autobiography.

From *Farm & Fireside's* more than 700,000 homes comes increasing evidence of that desire to *do* more and *be* more which is so valuable to editor and advertiser alike.



FARM & FIRESIDE

The National Farm Magazine

THE CROWELL PUBLISHING COMPANY

381 Fourth Avenue, NEW YORK

Farm & Fireside
The American Magazine

Woman's Home Companion
Collier's, The National Weekly

Fifteen Years of



C. A. TAYLOR

There is no business that has developed more in the last 15 years than that of publishing farm papers.

One of the leading papers which now has an advertising revenue of a quarter of a million dollars a month did not then exist; another with a present advertising revenue of from \$150,000 to \$200,000 a month was getting half its present rate and had a press capacity limited to 40 pages.



GEO. WEYMOUTH

Few general advertisers then were using farm papers. They knew nothing about them. Today all advertisers know them, many are using them and more are about to try them. It is recognized that to try to merchandise an article of general use which farmers buy, without using the farm papers is like trying to walk on one leg.

It is now twelve years since C. A. Taylor, president of Farm Life and D. W. Beach, secretary and treasurer, met in Indianapolis and decided to buy the Agricultural Epitomist which has since become Farm Life. The property they took over consisted of a subscription list and a very limited amount of office furniture.



D. W. BEACH

Mr. Taylor, however, had a wide acquaintance and a long experience as an advertising manager as a partner

SPENCER, IND.

Farm Life

Growth and Progress

in a firm of special advertising representatives; Mr. Beach was experienced in the business management of publications and the conduct of their inside affairs.

Six years ago these two men were joined by George Weymouth, now editor and vice-president of Farm Life. He brought a wide range of editorial experience on many types of publications. He knew people and he knew how to write and what kind of writing it paid best to print.

The work of these three men has made Farm Life the third largest farm paper in the United States. It goes into 650,000 farm homes—every subscription paid in advance and no arrears—and it is read by millions of farm people.

It stands well with them. And because of this prestige and influence many of its advertisers report that it leads their list in low cost of inquiries and sales.

Farm Life starts 1920 with the largest circulation in its history. It is pulling better than ever. Rate cards and literature on request.

The Farm Life Publishing Company

THE JOHN M. BRANHAM CO.

Special Representatives

NEW YORK

CHICAGO

DETROIT

ST. LOUIS

ATLANTA

SPENCER, IND.

Farm Life



The outside fold of a very attractive three-fold sales letter used in the Kingnut campaign. The drawing was made by one of the leading illustrators of the day.

Selling the Dealer Before He Sells the Consumer

(Continued from page 12)

cer cannot buy more than a week or ten days' supply, but must constantly replenish the supply. Jobbers are rigidly instructed not to oversell the retailer—all this in an effort to give the public fresh, sweet and appetizing Kingnut.

In connection with the advertising, an absolute guaranty of quality, without strings or conditions, goes to the consumer. A printed slip with each package of the product informs the user that if the product fails in any respect to be entirely satisfactory, money will be refunded upon the presentation of that printed slip to the grocer, jobber or manufacturers. It is not even necessary to bring back the Kingnut—just the consumer's word that the product is not thoroughly satisfactory will be sufficient to secure the refund.

It is the purpose of the Kingnut manufacturers to meet the laws in every State to the letter and to go beyond them, if necessary, in order to give the product a permanent place as an article of food.

The campaign of advertising, thus far, includes the circular material for dealers. Consumer advertising has already begun on a large scale in many newspapers throughout the country. A house-organ, to be called *The Link*, has been started. This house-organ, edited by Mr. Shafer, is the link between manufacturer and distributor.

Ramsay Returns to the Manufacturing Field

Robert E. Ramsay, who for more than a year past has been editor of *ADVERTISING & SELLING*, has resigned to return to the manufacturing field. He will, at an early date, take up his duties as director of the sales promotion, advertising and publicity departments and executive assistant of the American Writing Paper Company at Holyoke, Mass.

Prior to his connection with *ADVERTISING & SELLING* Mr. Ramsay had for four years been the advertising manager of the Art Metal Construction Company at Jamestown, N. Y.

M. F. Duhamel, one of the small number of newspaper executives retained by Frank Munsey when he bought the *New York Herald and Telegram*, has been appointed managing editor of *ADVERTISING & SELLING*.

Mr. Duhamel, while only thirty-three years old, has had experience in the editorial and business end of newspaper work, having worked in the mechanical department, then reporter, city editor, managing editor and managing director in charge of the editorial, circulation and advertising departments.

Marschalk and Nystrom Address Representatives Club

At the monthly luncheon of the Representatives Club held at the McAlpin on Monday, March 1, some 125 members and guests were addressed by Harry Marschalk, of the Eugene McGuckin Agency, Philadelphia, and Dr. Paul Nystrom, of the International Magazine Co. Mr. Marschalk's subject was "Prophets of Prosperity," contending that the representatives could carry on valuable work by selling manufacturers on the ground that all indications for 1920 are for a banner year. Dr. Nystrom talked on the psychology of selling.

W. R. Hill Goes With the Isko Company

W. R. Hill, Manager of Builders' Hardware Sales for the Yale & Towne Manufacturing Company of Stamford, Conn., resigned his position with that company on

March 1. Mr. Hill is taking up a new line of work, in charge of sales and advertising for the Isko Company, of Chicago, Ill.

Mr. Hill who has been with the Yale organization for twenty-two years, is a member of the Sales Managers Club of New York and the American Society of Sales Executives.

In his new field he is undertaking a line of work in which he has long been interested. The Isko Company manufacture electrically driven and automatically controlled refrigerating machines for domestic and commercial use. The machines can be used on any ice box and may be installed either on the ice box itself or in the cellar, or, in fact, in any part of the house. It was only after thorough tests that proved the satisfactory application and operation of the refrigerating machines that Mr. Hill determined to apply his many years of experience in selling and advertising to the development of the Isko Company's machine.

His many friends in business and in personal fields will follow his new venture with a great deal of interest.

W. Bruce Morgan Becomes a Member of Floyd Short and Partners

W. Bruce Morgan, advertising manager of the *Great Lakes Recruit* during the war, and Western advertising manager of *Photoplay*, is now in the advertising agency business with Floyd Short and Partners, Chicago.

Editor of "Life" Shoots Himself Accidentally

Thomas L. Masson, the editor of *Life*, while cleaning what he calls a "safety revolver" this week accidentally shot himself in the fleshy part of his leg. The bullet wound though painful, was not serious. Mr. Masson, who returned home from the hospital in Montclair on Friday of this week, said that he did not regret the occurrence, as it provided him with the first real rest in years.

Advertising Manager of New York "Sun" Will Direct "Telegram" Advertising

Beginning Monday, March 8, D. Fitzgibbon, advertising manager of the *New York Sun*, will take over the direction of the *New York Telegram's* advertising department. Under a policy of strict censorship a remarkable improvement has been witnessed in the *Telegram*; and it is Mr. Fitzgibbon's purpose to maintain the new advertising standards which now rank with those of the *Sun* and other papers of the highest reliability.

Ambrose Is Radiant Advertising Manager

A. H. Ambrose, for the past eight years sales manager of the Associated Manufacturers Company, Waterloo, Ia., as sales manager for the "Jerry Boy" hand car engines, has joined the Radiant Manufacturing Co., Sandusky, Ohio, manufacturers of farm light and powers plants, as advertising manager. The company, under Mr. Ambrose, is about to start an intensive advertising campaign directed to dealers and farmers.

This Week We Use An Oil Painting for Our Cover Design

The timely cover of this week's issue was painted in black and white oil by William Van Dresser of the Ethridge Association of Artists.

This medium gives such great depth and richness to the values even in black

and white that for certain subjects it is very desirable.

The method of reproduction is simple. The straight half-tone plate in this case is printed in a rich dark brown, but it could be printed in almost any dark color, such as a rich green or a dark blue.

The second color is confined to the lettering. This gives the title added effect because it has no other spots of the same color throughout the design to interfere with its predominance. This color could be changed to any light or contrasting color to the key plate.

The Farm Journal

All Topics in Season

Photo Design by C. Gardner Richards



The Farmer Buys 22% More in Summer

General stores, in country trading centers, report that their total sales are 22% larger in June, July and August than in December, January and February. This means that the farmer's action-season is his buying-season. Copies of this new research may be examined at any of our offices.

The Farm Journal

15 E. 40th Street
New York City

Washington Square
Philadelphia

Mallers Bldg.
Chicago, Ill.

A Year Round Market *in* A Real Farm Land

There's a twelve months' market
for you in Ohio, Pennsylvania
and West Virginia if you will
but take it

investigate
it through

"The World's Greatest Farm Paper"

The National Stockman and Farmer
Pittsburgh, Pa.

An Order Worth Taking Is Worth Writing Well

Careless, Inaccurate Salesmen Write
Careless, Inaccurate Orders

By SAUNDERS NORVELL

Chairman of Board, McKesson & Robbins Inc.,

ONE carbon copy of each of the invoices that go to customers should be filed monthly under the name of each salesman. From these carbons the salesman's business is analyzed and his sales record is made up. Employees in the sales department should make from these invoice copies records of the sales of various goods made by the salesmen. The sales manager with these records can tell at a glance what lines the salesman is pushing—where he is strong and where he is weak. When the salesman makes his visit to the house in February, the sales manager, having all the facts, can inquire why sales of certain lines have not been made, and can strengthen the salesman on these lines by seeing that the information he needs is given to him.

Sometimes a salesman believes that some mistake has been made about the volume of his sales for a certain month. By having all of his invoices clipped together that were billed that month, he can be handed these invoices and told to check them up for himself. This system convinces the salesman that he is being given a square deal.

GETTING THE ORDER STARTED

Every new salesman starting to work up trade, especially in a new territory, should be given certain *very evident advantages in goods or prices* to offer the trade. Everything being just equal, it is quite difficult for the new salesman to break into the business. Almost every house is stronger on some lines than on others. In going over the prices of any house it will be found that some houses sell some goods lower than their competitors. Sometimes these differences in price are simply a matter of accident and other times there are reasons for them. The sales manager is naturally supposed to be better posted than any one else on these strong points. He should

call these items either in goods or in prices to the attention of the new salesman so the new salesman will use them as an entering wedge to open new accounts.

I, of course, do not believe in baiting a customer and cutting prices just to open an account. Such a method of doing business never commands respect, but what I mean is that a first-class sales manager knows or should know where his house is strong and where it is weak, and when instructing a new salesman he should tell him all the strong points of the house—the items that the house sells low—the most attractive lines of goods they have. By



giving this information to the new salesman, he can in turn call the customers' attention to these items and so get their business started. I have known certain houses to practically control the market on certain lines of goods with the sole idea that this control by reason of low prices brought so much other business that it was a paying proposition to sell this particular line of goods on a very narrow margin of profit.

THE ATTRACTION GAME

I mean by this that the house always priced this particular line of goods very low and gave the benefit of these prices to their customers. No one except their competitors could object to this custom.

As a matter of fact, if I were running a peanut stand, I would try to figure out a peculiar kind of whistle, different from any other kind of peanut whistle, and I would also try to dominate the peanut trade with a certain kind of peanut that could only be bought from my own peanut stand.

The writer knows of one very successful house which bought certain lines of goods and had a certain "off-brand" put on them with the sole object of selling these lines at a low price. While these goods were

in many cases of a very fair quality, as they bore "off-brands" they did not demoralize the market, but when sold by sample, where the quality of the goods and the price were taken into consideration, they made splendid order-starters. New salesmen were especially trained in the selling of these goods, not because they were especially profitable, *but because they opened an account* and got the house on the "map" and on the books of the trade in a new territory.

NEW SALESMAN'S MAIN DUTY IS TO OPEN ACCOUNT

In other words, in organizing a new territory, the first point is no always to make a profit. *The main thing is to open accounts*—to get merchants into the habit of buying. In doing this it is not always wise to be too insistent in pushing goods you wish to sell. It is rather wiser to sell the merchants the goods they want.

On his first trip a new salesman in a new territory should not be criticized too harshly if his business runs largely to staple goods. The main thing for him to do, as I have said before, is to open accounts. *If he does that, he is doing well.* Later in the year, when these new accounts have been "consolidated," it is time enough to start on your own specialties and the lines which you are most anxious to sell. The part I am now discussing is a very practical one. Many a sales manager and a new salesman have made a serious mistake—trying on the first trip to put over some pet hobby of the house in the way of a line of goods, and as a result getting turned down altogether by the retail merchant, while if pet hobbies had been kept in the background, probably valuable future accounts would have been opened.

DON'T BE CARELESS IN WRITING YOUR ORDERS

If I wrote a whole article on the following point, it would not be too long—I mean upon the absolute necessity of salesmen writing up their orders properly. An order that is worth taking is certainly worth writing up, but when I think of the years I spent as a sales manager and the work I have had to do in actually blackjacking salesmen into the habit of writing up their orders correctly, it is still a sore spot with me. The manner in which a salesman writes up his order simply indicates the accuracy or the lack of accuracy of his mental processes. Of course a salesman excuses himself on the basis of being in a hurry—so much work to do, etc. *No excuse is sufficient for a*



poorly written order. In the first place, names and addresses should be printed and not written. In large cities the street and number should be given. A salesman in writing up his order should consider the weak-minded Bolshevik into whose hands it may fall. His orders should come to the house fool-proof. He should anticipate the mistakes that are usually made and on such items should warn the house against these mistakes.

Having been a stock clerk is often a great help to a salesman because he knows then how orders are handled. I can remember when I was

a stock clerk that we used to grab certain salesmen's orders because they were always so well written up. It was so easy to get them out. Other salesmen's orders, if possible, were shuffled to the bottom of the pile. We knew when we got these orders that we would lose time trying to figure out what the salesman wanted and trying to decipher numbers and sizes. Often a stock clerk who had been in the business two or three months would guess what the salesman wanted. Sometimes these guesses resulted in horrible mistakes and errors.

THE GUYS WHO GUESS

I remember in one case that a carload of grindstones was shipped to a certain place in Texas with holes in them a FOOT in diameter because a certain green stock clerk understood the order to read one foot instead of one INCH.

Out in Colorado in a certain town there is a chain strung along in front of the stores, attached to hitching posts, that is as large as the anchor chain of a Cunarder. This chain, weighing several tons, arrived in Colorado from a hardware house because the stock clerk took it upon himself to guess at the size they wanted. Freight in those days was so expensive that they never shipped the chain back, and the wholesale house made the town a present of the chain.

Of course my drug readers will all remember some of the things that have been done to their customers by order clerks guessing at what is needed; but back of all this, if a salesman will write up his orders carefully, the percentage of errors that will be made will be largely reduced.

In this one particular there are still many salesmen who do not realize their responsibility. Put it down as a maxim that if you can only sell five items a day and have time to write up the order properly, then do not sell any more. It is an interesting fact, however, that some of the best salesmen, the men whose business looms up to the greatest volume, somehow find the time to write up the best orders. The man who drives the sales department to drink in writing up his orders is not the top-notch. He is usually some fellow who just travels along the ragged edge of being fired. Of all lines of business it of course is obvious that in the drug business orders should be written up the most carefully.

IT DOESN'T TAKE A LARGE CLERICAL FORCE

Now, in regard to the organizing of territory, let me state that I am fully aware that some of my readers will say they can not afford to employ the clerical force to carry out such ideas as I have outlined in my previous article. As a matter of fact, if our sales manager is a good teacher, it is not necessary to have a large or expensive force. The details can be carried out by a few bright girls. I have found carefully selected women very much better at doing this kind of work than men or boys, but of course the sales manager must explain clearly just what

"Who's Who-s" in the March Munsey

These notable writers are all listed in "Who's Who" in America and in England, and they have contributed 137 pages to the MARCH MUNSEY.

Judge
the
Reader
by
the
Writer

Sir Gilbert Parker, Author of "The Seats of the Mighty," "The Right of Way," etc.

Darwin P. Kingsley, President of the New York Life Insurance Co. A writer and speaker of authority, both on historical and financial subjects.

Svetozar Tonjoroff, Author, Journalist and Editorial writer. An authority on foreign affairs.

Herman George Scheffauer, Author and Contributor to magazine reviews—author of "The New Shylock," "Drake in California," etc.

Hildegard Hawthorne, Author and Contributor of poems, short stories and sketches. Regular contributor to The N. Y. Times Book Review.

James Luby, Editor New York Evening Sun. Writer and Lecturer of note. Has traveled extensively.

Matthew White, Jr., Author and Editor. Dramatic Editor Munsey's Magazine for twenty-seven years. Author of "Eric Dane," "Guy Hammersley," etc.

John Fleming Wilson, Author of "The Man Who Came Back," "The Princess of Sorry Valley," etc.

Harold Titus, Author and Magazine Contributor. Author of "I Conquered," "Bruce of the Circle A," etc.

Voluntary circulation means—

"The Writer Makes the Reader"

Such a magazine is

MUNSEY'S

No premiums—no prizes—no clubs

is wanted, and he must see that the records kept are respected, and are therefore kept accurately.

I remember once I went through a large establishment and the president spoke very proudly of his system of figuring profits. Just to have a little fun, I remarked to him that I did not think his profits were figured accurately. He was very indignant. He said, "How do you know whether they are or not in the few moments you have devoted to walking through the house?" "Well"—I answered—"I will bet you a Dunlap hat that you could go over any salesman's file of profits and you will find that it is full of errors." He became interested, and we made a test. The profit figuring turned out to be a joke. Then he turned to me indignantly, and asked what made me think that their profits were not figured correctly. I answered: "Just because I took a good hard look at the man who is doing the work and I made up my mind from his untidy, slipshod appearance and the way he was jollyng the girl sitting next to him that no ACCURACY could come forth from that source."

NO SYSTEM IS GOOD WITHOUT ACCURACY

Therefore right here allow me to say that when you start a sales system, see that whatever systems you do introduce are done accurately. Better have fewer forms and systems and have them right. To pull a lot of records on a salesman in order to check up his work and then have him show you that these records are all wrong certainly makes a very bad impression upon the mind of the salesman. In other words, no sales manager can ever command the respect of his men and no system of records could ever command any respect unless the salesman knows that these records are ACCURATE just as far as is humanly possible for them to be.

GETTING MAIL ORDERS

Many houses have entirely overlooked the development of mail order business direct from customers. No house divided against itself can stand, so I have always believed in giving salesmen full credit for mail orders just as if they sold the goods in person. This enlists the co-operation and support of salesmen in having mail orders sent direct to the house instead of their advocating the risky business of having mail orders mailed to their headquarters.

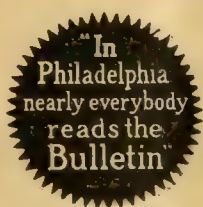
In a comparatively small business the sales manager must manage sales

and the mail order manager must handle mail orders, but where the business is large enough to justify a number of sub-sales managers under a general sales manager, then the sales manager assigned to a certain geographical territory should also handle not only the salesmen's orders, but the mail orders and the claims from that territory. There might be a claim man who O. K.'d and checked up all claims when they were allowed, but the best results are obtained by having sales managers pass on both claims and mail orders.

The basic idea under the organization of even the largest business is to try to get it down to a point where it would be just as much as possible like the small business handled by one man.

I know some merchants will immediately say that the sales manager cannot do all this work; he cannot watch the salesman's orders, mail orders and claims. My answer is that he can do it, if he properly trains his assistants so they will relieve him of detail work, only referring matters to him for decisions.

(Continued on page 61)



"When people actually pay for the privilege of reading a paper, the advertiser gets full value for his money."

Printers' Ink, February 26, 1920

When you buy advertising space in The Bulletin, you deal in known quality and quantity, and enjoy the benefit of known rates that are absolutely not deviated from.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation figures are net; all damaged and unsold copies have been omitted.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody reads"—

The Bulletin

January
Circulation

463,551

Copies
a Day

The Bulletin is the only Philadelphia paper which prints its circulation figures regularly each day.

Selling Your Wares to the Farmer

The Possibilities for High Quality Goods Often Ignored

An Authorized Interview by

H. ARTHUR ENGLEMAN

With W. F. THERKILDSON

MANY a manufacturer, at present confining his selling efforts to the large cities, would find the *logical* market for his merchandise among the farming communities. Yet comparatively few men engaged to-day in marketing, either understand or appreciate fully the enormous possibilities that the farm market affords!"

This at least is the assertion of my good friend, W. F. Therkildson. And Mr. Therkildson's statement may be considered authoritative. It is based on an experience in selling to farmers covering a period of over twenty years, as sales and advertising manager for Burpee's Seeds and as head of the agricultural division of one of the foremost advertising agencies in the country.

It is not generally realized, for instance, that the majority of talking machines are purchased in the rural districts and not in the metropolitan cities as one might suppose. And what Mr. Therkildson found recently being sold in a farmers' general store way down in Alabama, well illustrates the present buying trend of the modern farmer. Here, business in men's clothing is, in the main, confined to Hart, Schaffner and Marx and Stein Bloch Suits retailing around \$30 and up. Edwin Clapp Shoes at \$15 per pair and Stetson Hats at as comparatively high prices were among the best sellers in their respective class!

INCOME PER CAPITA \$1600

This growing demand for the finer things of life is manifest in countless ways, as will be seen by an examination of divers commodities advertised successfully in representative farm publications. One reason is that farmers as a class have the financial power to procure almost any article that adds to their personal comfort or to the more efficient conduct of their work. It is estimated that the *per capita* income of the average farmer is to-day at least \$1600 per annum in the better agricultural sections and not far below this average taking the country as a whole. The actual *purchasing power* of this

sum at least equals the \$4,000 or \$5,000 of the city worker. For one thing, the primary and living expenses of the farmer are considerably less than those of other classes—a condition that leaves a greater amount of money available for the purchase of innumerable commodities that the city worker must consider as luxuries beyond his means.



Henry Schott, director of sales and publicity for Montgomery Ward & Co., submits the above as a horrible example of how NOT to advertise to farmers. He suggests the artist wanted to convey the idea that the lady in the center was being measured for a circus tent. Just another proof of the progressiveness of the farmer to-day is evidenced by Mr. Schott's criticism of the necessity of using good art work.

And of course the farmer has, in recent years, been educated to an appreciation of the highest type merchandise.

In fact the farmer of to-day, as well as his entire family, are as discriminating in their choice of merchandise as will be found in any other walk of life. No longer is it profitable to regard him as a "rube" with whom it is possible to "put anything over." Quite the reverse. The manufacturer, seeking the farmer's continued patronage must deliver—always—quality merchandise of the highest type. Quality is of greater importance, even, than price. To-day, more perhaps than ever before, does the farmer demand both quality and style. He is more critical indeed, in this connection, than is his city brother. Style is perhaps of less moment than is

sterling quality yet it is an all important factor to be considered. The modern farmer is a shrewd buyer who knows values and who buys by comparison. That is what makes him such an excellent "prospect" for all kinds of quality merchandise. Upon investigation we find that in practically every rural district there exists a splendid demand for the better grade of merchandise of all kinds, including among other things, even the more expensive automobiles, pianos and furniture.

On the other hand, farmers are characteristically careful buyers, probably because they have little incentive to indulge in trivialities and pleasures associated with city life. Because of this they far better are able to satisfy real needs for any merchandise of intrinsic merit. In the purchase of commodities involving any considerable money, Mr. Farmer shows rare deliberation. It is not unusual that he makes his final choice in conference with his wife or other members of his family. In such cases a manufacturer must often show patience as well as tolerance towards his customer. The advertising of many successful advertisers for this reason, makes a special appeal to the woman's as well as the man's point of view. The wisdom of this policy will be appreciated when it is realized that about 80 per cent. of all merchandise purchased by the farmer runs into quite considerable money and that the woman on the farm plays a most important part as buyer both in the choice of articles for family use and farm equipment and machinery.

EDUCATION A BIG POINT

The education of the farmer's family receives more attention than ever before and often has a direct bearing on the purchase of some considered merchandise. Indeed, often for this and the financial considerations involved, is postponed the purchase of really needed farm equipment. When it comes to a question of investing certain monies in the education of the son or daughter or in the purchase of some desired article, the decision almost invariably is in favor of—education!

The type of selling message that most strongly appeals to the farmer, the human emotions upon which it is most profitable to base your advertising copy, are in practically all instances average common-sense appeals used in selling other folks. After all, the farmer and his family are just plain humans like everyone else and can be appealed to with



THE SAME DISPLAY

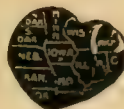
in any form of advertising, which frequently passes the notice of city people, will more surely attract the attention of farmers.

Successful Farming serves more than 800,000 farm homes, most of them in the great food producing heart of the country.

Our people have the money to buy and are not fed up on competing advertising in many lines. When you use our advertising columns you are talking to people who are interested.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

pretty much the same kind of intelligent copy. Of course the specific—as apart from basis *appeals*—are of necessity varied to meet the needs of local conditions. The talking machine people emphasize the relief that their instruments give from the comparative isolation and monotony peculiar to winter existence known only too well to the farming communities. The average farm machinery advertisement talks to the farmer with sound “reason why” business arguments—that in other lines of business appeal say to the banker or captain of industry, “More profits from your crops,” or “More crops per acre,” are typical arguments employed. Love of family and their protection, are the sentiments appealed to by the lightning-conductor manufacturers. Pride—pride in the homestead—as well as its protection against the elements prove effective arguments in selling paints. On the other hand much business is solicited upon the reputation or experience of the advertiser.

What is it, on the surface of things, that makes farm paper advertising appear, at least to the casual observer, as something out of the ordinary?—it is the comparatively large showing of mail order announcements. *En passant*, selling the farmer is not, as is often supposed, mainly a mail order proposition.

START ON A SOUND BASIS

Your selling plan must be based on sound merchandising strategy as, quite as often as not, you will need the same whole-hearted dealer

coöperation that is essential when selling through more familiar channels.

The average business man would doubtless be surprised to know just how many farms there are in this country; their average size; their value.

In Alabama there are over 262,901 farms under cultivation. In Delaware over 10,836. In Maryland 48,923. In Missouri 277-244—to mention just a few random figures. In the entire United States there are under cultivation 6,361,303 farms with an average acreage of 138. There are no less than 50,135 farms of 1,000 acres and over; as many as 839,048 of 20 acres and over, while the farms of 50 acres or more reach the big figure of 1,438,052.

Speaking in round figures, the possible farm market aggregates a population of well over six million farmers living in strictly agricultural sections—a class to be considered as being quite apart from those other thousands situated, comparatively speaking, within easy reach of the big cities. To this population must be added the farmers' families, averaging possibly five to a homestead—not to mention the farm labor employed.

Each class presents of course a distinct audience, each having their individual characteristics and needs to be catered to. A farmer as a prospect must further be studied in relation to the locality of his acreage. A threshing machine of incalculable value to the farmer in Iowa would be useless in the Rockies. Farming methods in the South call

for their own individual equipment, clothing, etc.

The buying habits of your possible customers as they are influenced by the character of merchandise offered must also be carefully considered. While the farmer is of necessity a larger mail order purchaser, he shops personally for a considerable proportion of his needs. The sale of really expensive equipment invariably necessitates strictly personal selling. From this it will be seen how important, in many cases, is the matter of distribution. Actually, by far the bulk of the average purchases the farmer makes are with the general stores nearest to his homestead. As a first step to success in selling, in any rural section, a careful trade analysis is absolutely essential. A thorough geographical survey of the potential market is of paramount importance. Only with such data, based upon a first-hand investigation, is it possible accurately to determine just *where* your product can best be sold, and whether your advertising most profitably can be conducted upon a broad national, or an intensified local or a regional basis.

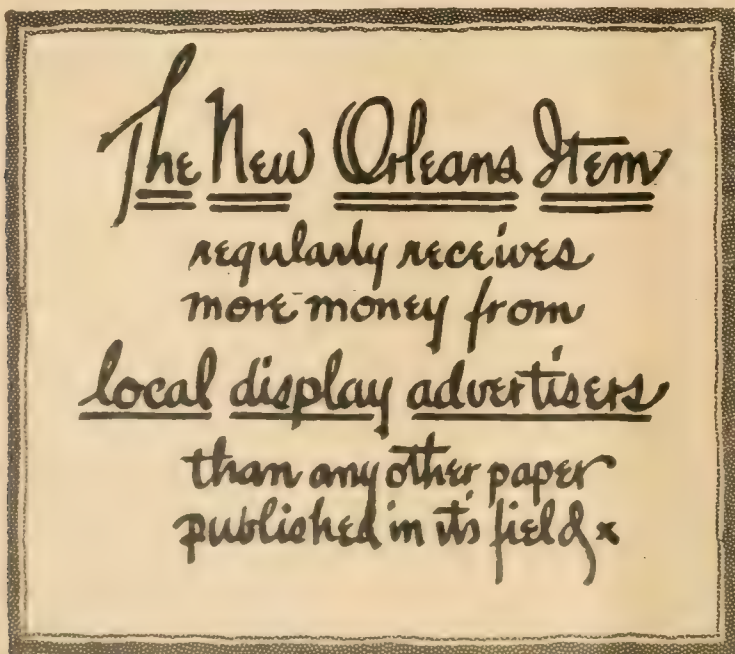
One of the real obstacles in securing at low per unit sales cost, intensive dealer distribution, is due to the fact that dealers are largely scattered over vast territories, making it more or less difficult to cover the field in an intensive way. As a result advertising must play an important part in this connection.

DEALER CO-OPERATION ESSENTIAL

Dealer advertising, indeed, plays a vital part in securing adequate distribution; and because it is of necessity largely a mail order proposition, must be prepared with utmost possible care. Form letters in conjunction with personal correspondence are especially valuable. It should be noted that the dealer pays far more attention to such sales ammunition than he does to other forms of advertising literature, such as broadsides, booklets and similar printed matter. Of course the out-and-out catalogue is an important factor, and one that is to be given careful consideration. Speaking in a general way, other forms of literature are of secondary value. Dealer advertising inserted in the general farm publications, especially when inserted in combination with consumer copy, is most valuable, and influences distribution in no small degree.

It should never be forgotten, however, that it is not possible for the average store to stock in any man-

(Continued on page 50)



The Relation of Commercial Research and Sound Marketing

As the Buyers' Market Approaches This Recently Found Force Becomes More Important

By H. W. HOHAUS

Staff Member, Trade Extension and Research Department, The B. F. Goodrich Rubber Co.

THOUGH the consumer perhaps a dozen times a day concludes that producer and distributor are deep in the butter fat of increasing dividends, his buying is done with an eagerness and absence of deliberation bordering on a bank panic. Speculation and promotion run wild. Money is plentiful. Sales volumes are dizzy with unaccustomed expansion, and production facilities are stuffed with the execution of orders. There is indeed a need for professional study and research.

The essentials in the construction of healthy sales volumes are more and more looked upon as something in addition to the actual processes of selling the customer, or creating interest and necessity through advertising—though these are fundamentally necessary tools. Influences of competition, and federal and State governments are fastening themselves into the vital organisms of business. The source of stimulation and pioneering has been taxed as never before, and, because of established practices, has been found wanting.

A definite, far-reaching evolution to-day surrounds the man of business. He views his problems with a scrutiny comparatively new to him. There is present a determination to learn all marketing fundamentals, to set standards of operation and development, to prepare methods of comparison and analysis, and to build up a sort of search light of highest known power for detecting the new outlet and strengthening the old.

THE NEW NEED

It is now an established fact that an increasing sales volume requires not only adequate selling and publicity departments, but also an effective and tireless study of known and unknown forces. Research, sales and advertising analysis, extension, promotion, trade development, expansion of markets—call it what you will, it is a unit too scattered in most organizations and too distinctly valuable to remain decentralized.

It was natural, under stern competitive conditions, for the producer to recognize early the effectiveness

of a bureau of research, and we find universally the industrial research laboratory a centralized unit. Definite dependence rests on the production engineer for a product of approved standard—a standard determined by pride of progress and by competition. Because of his training as an engineer, he instinctively secures precision and nicely aligned tools to assist him.

Business men now realize that similar precision is basically essential in the field of marketing. Nothing indicates this interest more than the vigorous discussions in clubs, organizations and executive and managerial groups.

Centralization means a grouping of scattered appropriations to provide a single, complete and dependable source of equal availability to all properly accredited persons. Cen-

tralized research is the source of sales and publicity stimulation and vitality. All interested persons have made transfers to this unit—transfers of material gathered and developed individually and by departments, and which are now vastly enlarged in scope and effectiveness by a trained staff.

THE IMPORTANCE OF COMMERCIAL RESEARCH

A large manufacturer often has several trade channels. His products are grouped according to conditions surrounding their use. He has, therefore, several selling departments. He may be in the machine tool industry, in the business of meat packing, a cereal manufacturer, a builder of rubber products, or a great publisher. It matters not what the classification as producer, economic conditions urge him to efforts which obtain a precise solution and a sound development. It is here where commercial research determines sound marketing.

The director of sales has vital selling and advertising problems. His departmental sales managers are concentrating with greater vigor on the enduring essentials of a successful sale. Much of the basic and foundational effort is uniform in

Newark, New Jersey and Along the Lackawanna

(Comprises a wealthy population of over a million)

in which the Dominating Newspaper is the

Newark Evening News

NEWARK, N. J., the fastest growing industrial city on the eastern seaboard, with its wealthy suburbs, comprising the Oranges, Montclair, Glen Ridge, Madison, Summit, Morristown and other populous towns "Along the Lackawanna," offers the general advertiser a prolific market which can be thoroughly reached by NO OTHER MEDIUM.

The importance of the NEWARK EVENING NEWS to the general advertiser is evidenced by the fact that in 1919 it published a total of

14,645,840 Agate Lines of Paid Advertising

which exceeds, as it has for many years past, the total volume of advertising carried by any of the Daily Newspapers of New York City. This comparative statement may be enlightening:

NEWARK EVENING NEWS...	14,645,840	Brooklyn Standard-Union...	5,394,844
New York Times...	12,040,055	New York Tribune...	5,244,234
New York Morning World...	11,002,517	New York American...	5,157,604
New York Evening Journal...	9,579,660	New York Evening Mail...	4,824,119
New York Evening Sun...	8,421,293	New York Herald...	4,556,090
New York Globe...	8,395,112	New York Evening Post...	4,490,629
New York Evening World...	7,907,884	New York Sun...	4,021,243
New York Evening Telegram...	7,869,331	New York Commercial...	2,862,008
Brooklyn Daily Eagle...	7,396,214		

Average Sworn Net Daily Circulation of the Newark Evening News for the Month of February, 1920

100,568

ADVERTISING AND CIRCULATION RECORDS OPEN TO ALL

EUGENE W. FARRELL, Business and Advertising Manager
Home Office: 215 and 217 Market Street, Newark, N. J.

O'MARA & ORMSBEE, Inc.
General Advertising Representatives
Brunswick Bldg., New York
1308 People's Gas Bldg., Chicago

FRANK C. TAYLOR
New York Representative
Brunswick Bldg., 5th Ave. and 26th St.
New York City

every respect. To do this work in each selling department denies it the powerful asset of a source directed and developed by men trained to search.

The man who is a distinct selling type prefers immediate action and immediate results. A centralized melting pot for facts and ideas assures him this preference. A peculiar zeal and a profound patience underlies the development of solutions through a research staff. It is this which brings about a realization of intensive selling. It is this which causes sales managers to feel a larger freedom for such broad visioned leadership as their positions call for. They may have at first reluctantly approved a research department's facilities. Now they wonder at their earlier negligence.

WHAT SUCH A DEPARTMENT DOES

A central research staff or department assembles all available data bearing on a larger field and a more intensive solicitation. Its functions are many, and as development advances a substantial stability and prestige will be acquired. The following outline suggests proper responsibilities of the central promotion and research staff.

1. Building up statistical groups of immediate value.
2. Developing sources of dependable information and quick reference both in and outside department quarters to assure accuracy and make possible fundamental and basic calculations.
3. Analyzing and making deductions and constructions from trade and field reports appearing regularly and containing specific data from field forces.
4. Making comparative studies and analysis of territories to determine tendencies and causes.
5. Assembling facts and authoritative opinions concerning territories not fully developed or not yet entered.
6. Observing possibilities for new selling channels and developing conclusions which become available at just the right time.
7. Supplementing much of the above with carefully planned tours by staff members.
8. Developing ways and means for distributing marketing and merchandising instructions to field selling units—branches, agencies, salesmen, etc.

Proper coordination between the research department and other departments of the selling organization rests above all else upon the form of authority possessed. Obviously, a research department can operate successfully only where it delivers a reliable and intelligent commodity. Its success is not centered in the authority it may possess. It renders a distinct service. Its usefulness cannot alone be determined by its initiative. Communications between the head of the research

staff and the heads of selling departments must be open and free. Such an atmosphere as the above suggests will follow only where professional knowledge and approach are advanced and not mediocre.

THE PERSONNEL NECESSARY

The personnel of a research staff must be directed by an expert on the subject of marketing, particularly as it is related to the business with which he is associated. He must have executive qualifications, and his training and personality must be such as to hold the confidence of those coming in contact with him. He will have power of sensible analysis. He will grasp quickly the lead for further development and drop the one of fanciful construction.

Among working tools, the one of greatest immediate value is the system of files. A filing division must be considered an important and outstanding element in the work. It must be so designed that information can be assembled rapidly, and with assurance that the results will be timely and accurate. A checking of all data will naturally be included so that the weak source of information can be located and improvements and further development can be inaugurated.

Discussing the work of a centralized research department presents, because of its scope, a task of no small proportions for the space permitted here. At the risk of causing the reader to feel that details are omitted without justification, that common procedure has been too little emphasized, and that actual operations are suggested only remotely, it is well to be reminded that the work of a centralized research staff cannot under any conditions be so described as to fit definitely into any industry.

The successful distribution of a product or line is based on hard work and a practical service machinery, and is guided throughout by alert observation and a close relation between action and timeliness. The hard work element is absolutely essential to the success of any enduring venture, while the guidance suggested above satisfies a positive necessity where competition under any other condition is likely to strangle whatever headway is made.

Hard work, alertness, action, timeliness—these are the factors to be emphasized, and they are those which must stand out in the mental and physical make-up of the selling organization. Nothing can be accomplished without them, and the weakness of any will honeycomb the entire structure.

James A. Morley, Advertising Manager of Wilson & Co.

James A. Morley, who has been appointed manager of the advertising department of Wilson & Company, is well and widely known to the advertising and publishing fraternity through his long connection with N. K. Fairbank Company. Mr. Morley was born in Canada, and for a few years was school teacher, but preferring a mercantile career he secured a position in the offices of a big wholesale grocery in Toronto. His natural sales ability demonstrated itself there, and he was soon offered a position as assistant to the sales manager of the printing house of R. R. Donnelley & Sons Co. of Chicago. In that position he acquired much experience of great value to him in advertising, which he turned to account when he joined the advertising staff of the N. K. Fairbank Company. Eventually he became advertising manager of that company, and during his connection with it he assisted in or directed the creation and naming as well as the exploitation of Sunny Monday Soap, Pummo Soap, Covo salad oil, Fair Flakes Soap, and other products, and was directly in charge of all the advertising of Gold Dust, Fair Soap and Cottolene. This embraced practically every known medium, and called for effective sales cooperation as well. Mr. Morley rounded out his sales and advertising training as sales manager for King's Dehydrated Fruits and Vegetables, which experience intensified his knowledge of the retail grocery trade. Mr. Morley is a young man of pleasing personality, a good listener and an efficient director of the kind of advertising which builds up institutional prestige as well as makes sales.

Important Steps Taken at Meeting of the National Advertising Commission

At the recent meeting of the National Advertising Commission in New York, Homer J. Buckley of Chicago was elected vice-chairman, and the constitution and by-laws of the Commission were amended in several particulars. One of the amendments provides for a Legislative Committee. W. Frank McClure, Chairman of the Commission, has appointed the following members on this committee: Chairman, W. N. Bayless, Conklin Pen Mfg. Co., Toledo, Ohio; Harry Dwight Smith, Fuller and Smith Co., Cleveland, Ohio; Henry W. Newhall, Priscilla Publishing Co., Boston, Mass.; R. Marshall, Concrete, Detroit, Mich.; W. A. Beatty, *The Herald*, Lexington, Ken.

A committee from the Commission to have general charge of preparation of exhibits of the various departmentals throughout the year and for the world's convention in Indianapolis, is composed of the following members: Chairman, Charles Henry Mackintosh, John H. Logeman, Guy W. Cooke, Charles F. Hatfield, Fred W. Gage, and Jesse Hanft.

The next meeting of the Commission is to be held April 1, in Cleveland. In connection with it three or four departmentals will put on exhibits and the present plans include a mass-meeting on Advertising for one evening, to be addressed by men of national note.

"Tribune" Real Estate Editor Dies

Arthur T. Nicholson, for many years reporter and real estate editor of the New York *Tribune*, died last Friday night of heart disease at his home, 445 Fourth avenue, Brooklyn, after a year's illness. He was the son of the late Donald Nicholson, who was managing editor of the *Tribune* for almost thirty years. He is survived by his wife and three sons. Funeral services were held on Monday.

Let Us Help You Investigate the Farm Market for Your Product

You know about the agricultural wealth of the nation—52 per cent of the sum total.

You realize that it ought to mean much to your annual sales. And that the farm market is worth a special, *direct* effort.

You know that the farm paper is the only medium which reaches that market in its entirety. There is no other way.

The Capper Farm Press

with more than 1,100,000 circulation in the sixteen States which produce two-thirds of the agricultural wealth of the country, will carry your message to one farm home in every three in its rich territory.

Let us help you investigate this market for your product.

Our research department will furnish you facts and figures—not guesses. Or better yet will make a special survey for you.

And we won't try to tell you how to run your business.

The **CAPPER FARM PRESS**

TOPEKA, KANSAS

ARTHUR CAPPER, Publisher
MARCO MORROW, Asst. Publisher



CHICAGO	-	109 N. Dearborn Street
NEW YORK	-	501 Fifth Avenue
DETROIT	-	Ford Building
ST. LOUIS	-	Chemical Building
KANSAS CITY	-	Graphic Arts Building
OMAHA	-	Farnum Building
OKLAHOMA CITY	-	Farmers Nat'l Bank

Marketing Farm Products Through Publicity

Standardization Leading to Increased Use of Publicity by Growers' Organizations.

The use of publicity in marketing agricultural products is not new, but it has not been developed to a degree comparable with its use in connection with manufactured products. It is perhaps natural that manufacturers and merchants should have blazed the way and that individual growers have been slow to organize for publicity efforts. National publicity, which embraces all forms of advertising, can be carried on only by large organizations and not by individuals.

With increased means of communication and improved transportation, the manufacturers, in the last fifty years, have outgrown their communities and have been able to reach out into distant markets with their products. In this reaching-out process they have found that one of their greatest assets was organized publicity, national and even international advertising, and they have in many cases become entirely independent of their communities as far as the marketing of their products is concerned. But manufacturers, especially in America where large-scale production was first developed, found it necessary to standardize their products not only as an aid to large-scale production, but as a prerequisite to successful national advertising.

ADVERTISING FOLLOWS STANDARDIZATION

The need of standards for farm products did not appear until the process of marketing grew more complex and increased transportation facilities led to the development of more distant markets. To-day, through organizations of producers and through national and state legislation, standards for farm products are being evolved and there is an increasing use of publicity for marketing these standardized farm products. The citrus growers of California and Florida, the apple producers of the Northwest, nut growers, and, to a more limited extent, potato growers, cranberry growers, grape growers, and others, are organized and are selling standard products.

Although wide publicity for agricultural products will necessarily await the more complete development of standards for such products, there are other forms of publicity which tend to prevent the disastrous market conditions which arise from faulty distribution or over supplies of a product in some sections of the country. In 1918 a publicity campaign, which included the cooperation of the war-time organizations and the newspapers, made possible the marketing of an enormous surplus of potatoes and prevented a waste of food; in a similar way the peach crop in 1915 and the dried bean crop in 1919 were distributed. Publicity has also been used successfully in some cities to overcome temporary gluts, and has been beneficial to the public as well as to the grower and the dealer. Recently local campaigns have been carried on in large cities to stimulate the use of milk and dairy products and to bring about a better understanding between milk producers and consumers.

Perhaps no better illustration of the far-reaching effects of advertising is found than the use of publicity to move farm products. Sometimes products, from even a small area, which are carefully graded, packed, and shipped under brands and labels, command the attention of the produce trade and are advertisements which bring prosperity and increased acreage to the grower.

From the consumer's standpoint, carefully graded products sold on a quality basis may represent an actual saving because such products can be more fully utilized than can ungraded or damaged products. One might go even further and say that the consumer profits also through the enjoyment of a more varied menu and that standard products from the farm, backed by publicity, add to the sum of human comforts.

All advertising authorities are agreed that it does not pay to spend money boosting any article that is not good and that does not measure up to high standards of quality. This attitude on the part of advertisers has led the public to associate quality with advertised products. A mere list of the farm products that have been nationally advertised would not convey an idea of the magnitude of this field, because there are a number of producers who are making use of brands and labels and who are advertising to the trade without using newspaper or magazine space. Among these may be mentioned potatoes which are now sold by some associations under trade-mark brands but are not advertised to the consumer.

ECONOMICS OF ADVERTISING

To one school of economists, advertising represents an economic waste in that it is supposed to take away trade from one entity and give it to another. In practice, advertising has justified itself to both producer and consumer because it has resulted in a product of higher quality and a lowered cost of distribution. Experience has shown that national advertising has made it possible for organized growers to sell their standard products through brokers on a smaller commission because such products are easier to move and dealers can make more money by handling larger numbers of cars of a standard advertised brand than smaller numbers of cars of a non-standard, non-advertised product.

The California Walnut Growers state that their distribution costs average about 3 per cent. compared with the independent growers' cost of 6 per cent. Because they refuse to sell culls, retail dealers are not tempted to mix culls with graded nuts and consumers are assured of nuts of better quality. All culls are sent to cracking plants where the meats are removed and sold to confectioners and manufacturers.

Through proper advertising, growers' associations have been able to extend their marketing season by creating a demand for their products during months in which normally there were no sales. For example, the demand for cranberries was at one time confined to November and December; through publicity producers have succeeded in marketing their cranberries in October and continuing sales into the spring months. This lengthening of the season tends to take care of any large increase of production which might prove disastrous in case the season was limited to two months.

TAKING CARE OF INCREASED PRODUCTION

To-day producers of fruits and nuts, anticipating a largely increased production, are depending upon advertising to stabilize their markets by spreading distribution and consumption over a longer period of the year. The citrus growers have already demonstrated the soundness of this policy, while the apple growers' organizations have also lengthened the period during which apples are consumed, because of advertising and proper storage. The walnut growers have succeeded in popularizing walnuts to such an extent that they are no longer a holiday luxury but have become an every-day food.

Progressive manufacturers are now developing their publicity efforts along lines of "cooperative advertising" and perhaps growers' organizations may follow manufacturers into this new field. Many publications are to-day carrying single advertisements paid for by a group of manufacturers who have found that they have a common interest in selling similar products. This is a step further than that involved in advertising a standard branded product and is intended to increase the sale and use of a product, irrespective of its particular brand.

(Concluded on page 33)

Keeping Up With The Times

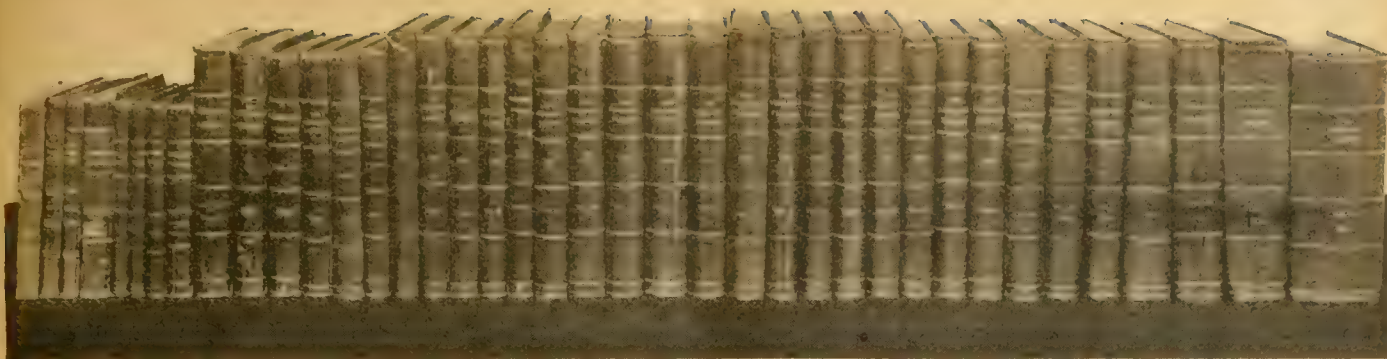
A FACT A WEEK

One of The Times' advertising men is threatened with premature obesity.

On three different occasions during the past week a client of his has questioned the result-bringing qualities of The Times in a proposition in which source of results is possible to identify. In each case the conversation resulted in the wager of a dinner and in each case the advertiser had to buy the dinner, because the records showed that the number of inquiries and sales resulting from the advertising in The Times exceeded those from any other medium.

Incidentally, it's the belief of The Times that results for this particular type of advertising come in so large volume because of The Times' policy of refusing advertising that is, or seems to be, fraudulent or misrepresentative.

The Washington Times
WASHINGTON, D. C.



Sixty Years Old—and Still Growing

Long before Nebraska had been admitted to statehood; when the "Territory" boasted of fewer than 30,000 white inhabitants; before any railroad touched its borders; and when Indians were still in possession of most of the land, Vol. 1, No. 1 of *The Nebraska Farmer* was published at Brownville, "Nebraska Territory,"—in 1859.

What vision and courage must have possessed Governor Robert W. Furnas, its founder, to establish this farm paper out here in the "wilderness!" St. Louis was the nearest "big city." Printing presses, paper and ink were brought from there, by steamboat. The finished copies were delivered to subscribers by pony express and stage coach. And yet the paper flourished!

The following editorial, which appeared in the first issue of *The Nebraska Farmer*, introduced the paper to the people of Nebraska Territory:

"Believing the time has arrived when the agricultural and mechanical interests of Nebraska demand the publication of a journal devoted exclusively to such interests, we have consented to publish *The Nebraska Farmer*, and here present the first number. It is a project we have long desired to engage in, and will use every effort in our power to make a paper worthy of support. We will command the assistance of able writers and experienced agriculturists in every portion of the Territory. . . . We are determined, with such assistance, to devote such energies ourselves as shall place the *Farmer* in the front rank with other agricultural papers."

Starting thus, as a sixteen-page monthly, *The Nebraska Farmer* has been a part of the agricultural life of Nebraska, through good years and

bad, for more than half a century. To-day it is a weekly, continually striving to add to the accumulated prestige of sixty years. To Robert W. Furnas—pioneer, soldier and statesman—we are grateful for the ideals with which he endowed *The Nebraska Farmer*.

J. Garside contributed an article to the first issue of *The Nebraska Farmer*. "In less than ten years," he wrote, "Nebraska will have

sparsely settled. Nuckolls county, for instance, had only sixteen white inhabitants; Polk county had nineteen; Hall county had forty-five; and Cuming county had sixty! To-day, the total population of these four counties is more than 60,000.

In 1860, Nebraska was an almost unbroken prairie. All the farms in the Territory contained only 118,799 acres of improved land, less than one acre for each of the Nebraska farms enumerated in the census of 1910. To-day, Nebraska boasts of more than 25,000,000 acres of improved land in farms.

In 1860, the census enumerators found 12,054 "work oxen" in Nebraska Territory. From "work oxen" to automobiles, trucks and tractors within a lifetime is rapid evolution.

As Nebraska has grown, so has *The Nebraska Farmer* grown. For Nebraska and *The Nebraska Farmer* are inseparable. Each is dependent upon the other. To those who live and work here, it is hardly possible to think of one without the other.

The Nebraska Farmer's first issue is an interesting document—both historically and as an example of mechanical excellence. We have reprinted it, complete, from photographic plates.

Would you care to have a copy? We will gladly send you one upon receipt of the coupon or a postal-card request.

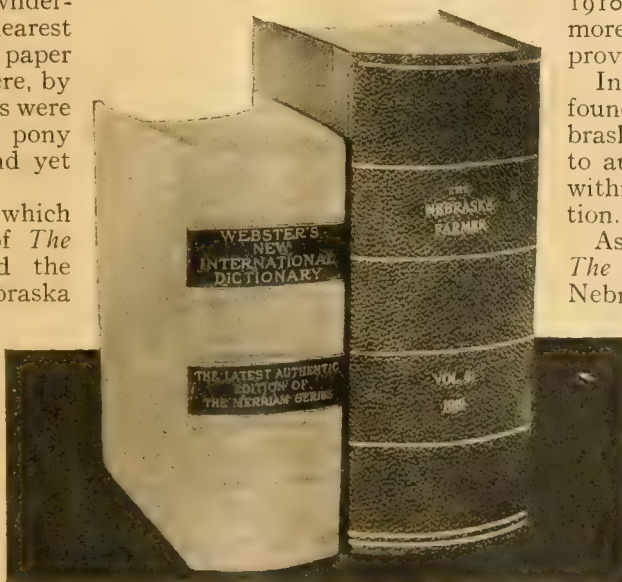
McKELVIE PUBLISHING CO., Lincoln, Nebr.

You may send me a copy of your reprint of the first issue of the *Nebraska Farmer*.

Name:

Address:

.....



This illustration shows the comparative size of Webster's big dictionary and a volume of the 1919 issues of *The Nebraska Farmer*.

ceased to be a Territory. She will have become a sovereign State and as such, in all her greatness, will proudly take her place among the bright constellations of our land."

In the census year of 1860 (the year after that in which *The Nebraska Farmer* was established) "Nebraska Territory" had 28,841 white inhabitants. Most of them lived in settlements along the Missouri River. The interior of the Territory was but

How Competitive Advertising Re-created the Boys' Clothing Industry in a Single Year

While Co-operative Campaigns Are on the Increase It Is Interesting to Learn What Competitive Advertising Has Done in One Industry

By LEWIS F. LEVENSON

THE CURTIS PUBLISHING COMPANY
Independence Square
Philadelphia, Pa.

Editor, ADVERTISING & SELLING:

We wonder whether you can give us any examples in which an entire industry developed faster when a number of competitors individually advertised their product to the public. One of the present examples seems to be an increase in the advertising of boys' clothing. Will this effect favorably all the advertisers of boys' clothing rather than injure the first fellow who started?

Do you know of any illustrations where we could say, "When number one advertised the business was limited: when number two, three and four got into the advertising game, then the entire market for all of them was greatly enlarged."

Assuring you that we shall be very thankful for any coöperation you give us, we are

Yours very truly,
Charles Coolidge Parlin,
Division of Commercial Research.

WHEREVER clothiers meet nowadays, no topic is discussed so keenly as the phenomenal growth of the boys' clothing industry. Reflected in greater retail prosperity, increased sales totals for manufacturers, and a tremendous growth in the quality and volume of advertising, it is the outstanding feature of the entire clothing industry to-day. When an entire trade emerges from its shell, establishes itself on a basis that will be enduring through years to come, the forces at work and the methods used are worthy of analysis. A few years ago, the manufacturers of boys' clothing pursued well-defined paths. They were producing a necessary article. A certain volume of their business was guaranteed yearly. They seemed satisfied.

Suddenly their product became specialized, both as to quality and sales methods. Retailers began to push it with unexampled enthusiasm. In the background, the factor which had caused this change, national advertising, grew until where but one house had used publicity of national scope, seven manufacturers appropriated advertising budgets of from \$50,000 to \$250,000 annually.

The strangest aspect of this growth in advertising is that it contained no element of coöperation. None of the manufacturers whose publicity has resulted in increased prosperity for all concerned, from the smallest retail store to the greatest national distributor, coöperated with the others, save indirectly. Although this statement may seem incredible, in view of the fact that practically all of the campaigns began at practically the same time, it is true. The use of national pub-

licity by boys' clothing manufacturers was spontaneous, and resulted from the gradual growth of the industry to a point where widespread advertising and the foundation of national boys' clothing institutions was the next step.

WHERE COMPETITION HELPED

There is no doubt, however, that the extent of this advertising was greatly increased and the consequent expansion of the industry hastened by the fact that the clothiers were appealing to the consumer as individuals and not as representatives of an industry. Their appeal was not, "Buy boys' clothing," because no one had to be told to buy boys' clothing. They said instead: "Buy *Our* Boys' Clothing," and so that their product might have advantages over that of their competitors, they improved it, added new features, gave better guarantees, with the result that the quality of the clothing itself was better than ever before.

As Samuel Dublirer, advertising manager of the Bauman Clothing Corporation, one of the first firms to use national publicity, puts it:

"It was impossible to advertise boys' clothing as an industry. The product was too varied. Each manufacturer has different features to mark his line, style, durability, details of design and manufacture. By advertising as an individual these details were brought to the fore, and consequently more effort was expended on their perfection, with the result that the general quality of the clothing itself was improved."

Heretofore, association and co-operative advertising has been undertaken for two reasons. One was to improve quality, in the way Mr. Dublirer mentioned. The second reason was to establish the industry, and incidentally the individual product, as a nationally-known institutionalized article. For some time a "seller's market" has existed in the clothing industry. The salesman dominates the field. Sales totals have increased largely, but because of the high price of materials, their scarcity, and frequent labor troubles, merchandise has been scarce. No break is in sight at this

time; men closely in touch with the pulse of the industry see no break for many months, but inevitably conditions must change.

The houses which have been advertising nationally for the past year are preparing for the future. When the break does come (and in this respect the boys' clothing industry is similar to a majority of the other important industries of the country), the trade names of those firms which have spent large sums this year on national advertising will linger in the minds of the buyers who will need merchandise. In other words, the firms which have placed their product before the nation now, during a "seller's market," expect to reap the benefit when the market is in the hands of the buyer, and when they will have to seek out the buyer, instead of being sought out by him. And competitive advertising, because it has pushed the individual trade name to the front, will be more successful in accomplishing this result, according to an advertising man who explained the effects of this year's extraordinary publicity on the boys' clothing industry.

"At present the retailer is receiving the full benefit of the advertising done by boys' clothing manufacturers," he said. "The consumer demand has undoubtedly been augmented. If this were normal season, production would have been increased, but because of the difficulties with which manufacturers are beset, the increased demand has increased prices and established the 'seller's market' more firmly than ever."

NOT IN FAVOR OF GROUP PUBLICITY

An interesting sidelight on the effect of advertising on this industry was mentioned by an advertising man who is handling one of the largest accounts. "Several years ago the boys' clothing group was so thoroughly dominated by the larger and more powerful men's clothing manufacturers that it had little identity. At present, boys' clothiers are still members of the National Association of Clothiers, but already they form a distinct faction and only require the occasion to

organize separately. I do not think that such an organization would attempt group publicity, however. The success of the competitive advertising of this year has been such that the advertisers are completely satisfied, and within the next year, I believe that more and more will fall in line and engage in national campaigns.

"The life of the boys' clothing industry depends now on the individual manufacturer. His own efforts have won a new place for his product. Before advertising was put on a competitive basis, the suit of clothing or overcoat sold to the retailer was merely something to clothe his boy customers. To-day it possesses distinctive style, greater durability; in other words, quality. It is an article worthy of national publicity, and strange to say, it required national publicity to give it that quality."

The story of the development of the boys' clothing industry as a result of the sudden appropriation by seven different firms of large advertising budgets is truly a romance of business. The manufacture of boys' clothing began when Mother Eve fashioned a fig leaf for her first offspring. Yet despite its broad field, it has always been held back by the strength of the women's and men's wear industries. They overshadowed it, so to speak. The large retailer was unwilling to put it before his more profitable adult garment department. He was given little, if any, help by boys' clothing manufacturers. So he relegated it to a secondary position in his store, rarely giving it advertising prominence or window display priority. It was one of those articles which, supposedly, sold itself.

Although the boys' clothing industry seems to have virtually "found itself" since the armistice, a little more than a year ago, the awakening, on the part of the manufacturers, has been gradual. Boys' clothing has been advertised before this year. Dealer helps, consumer ads, and much trade journal publicity, had been used, but only in a sporadic fashion.

Heretofore, a few simple appeals were relied upon to attract purchasers of boys' clothing. The mother was looked upon as the logical person to whom to appeal. Moreover, no effort was made to attract buyers through style features. A few manufacturers produced carefully designed and tailored boys' garments, of course, but it was generally supposed that mothers desired to buy none but strictly serviceable clothing, clothing



WEARPLEDGE
BOYS' SUITS AND OVERCOATS
are something *more* than smart and well-fitting

THERE'S a signed contract in the pocket of each garment. It's the kind of contract you get when you insure your life. A *Policy*, in fact, which states clearly and emphatically—

"Should the Suit or Overcoat not wear its *natural life*, a new one is forthcoming—FREE."

Now, it isn't strange that such a Policy is found only in WEARPLEDGE Clothes, because WEARPLEDGE is the result of a system of unusual tailoring that in itself insures long life and lasting satisfaction.

Each garment is beautifully made and finished. Before it is finally awarded the WEARPLEDGE Label, it is passed upon by a Committee of Women, who judge each detail, and censure each fault.

A "Live" Leather Belt (non-removable) is attached to each suit, and a souvenir follows each purchase.

Is it any wonder that WEARPLEDGE presents "THE CLOTHES IRREVERSIBLE" for little men the world over.

There's a WEARPLEDGE merchant near you. Failing to find him, write us. We'll tell you how to get that souvenir, and send you (gratis) a copy of the little WEARPLEDGE grey book.

THE BAUMAN CLOTHING CORPORATION
110 FIFTH AVENUE Department L NEW YORK CITY

Specimen of high grade competitive advertising for boys' clothing which has helped to materially increase the volume of sales in that field.

that would "wear like iron," no matter how it looked.

The size problem was left unsolved, particularly in boys' furnishings. Instead of manufacturing hats or undergarments based on actual measurements of children's heads or bodies, the sizes were figured on proportional measurements of men.

As a result of this lack of effort, the boys' clothing industry was without horizon only a year ago. Farsighted men realized its possibilities, but little was being done in the way of development.

The idea of national advertising did not burst full bloom into the minds of the manufacturers. Someone had to start the ball rolling. Just now, because of the startling success which met their efforts, considerable rivalry is shown by the

various national advertisers, several of whom claim to have been the first in the field. The first announcement came in January a year ago and was followed immediately by two others, but it is evident that each of the firms had had the campaign in preparation for sometime, so it is difficult to credit any one house with the origination of the idea.

This very rivalry as to dates is evidence of the keenness with which the various manufacturers entered into their campaigns. They were forced to put their best foot forward and their enthusiasm bore certain fruit. In fact, no association publicity, even if such had been possible, could have become so instantaneously effective as this rivalry was. A natural law was at work, the law

of competition. Competition had suddenly reached a point where extraordinary efforts were imperative if the gradual expansion which had taken place in the last decade was to continue.

"There was no question of associated advertising of boys' clothing" according to Walter Ford, who, as representative of Sherman & Bryan, handled the account of B. Snellenburg & Co., one of the first manufacturers of boys' apparel to engage in national advertising. Mr. Ford pointed out that the greatest argument against group publicity is that it deprives the individual manufacturer of the fruits of his efforts. "Suppose that three manufacturers band together for the purpose of advertising their product. They may increase sales, benefit their industry generally, but they sink their own individuality at the same time, and never get any more out of the money spent than the temporary increase in sales."

Mr. Ford was emphatic in rejecting the idea of advertising by associations in preference to advertising by firms, and declared that competitive advertising had so many advantages over group publicity that its use had never been questioned, by the clothing industry, at least.

How these campaigns have affected the non-advertising clothier was illustrated by the experience of a manufacturer who gave the following explanation of his failure to join in the publicity movements of this year:

"We have been at the limit of our production for some time," he said. "We don't want any more trade, and our business has been established long enough to make us feel certain of a volume that will utilize our productive power to the full. Our attitude, you see, is a neutral one. Our customers come to us regularly for their quota of goods; we anticipate their orders, and they depend more often on our judgment rather than their own in making purchases."

"While I do not advertise, and, as I have pointed out, never will use anything more than trade journal notices telling when our line will be shown, I think the various campaigns this year have had a beneficial effect on trade as a whole. There is no doubt that the public is beginning to understand what a boys' suit or overcoat should be or should not be. The individual manufacturer now has to stand or fall on his own merits, and the level of the trade should be improved because of the advertising. As far as we are concerned, we believe in gradual growth. We are more or less conservative in our

aims, and enjoy our position of an onlooker."

Indeed, there is no contradiction of the tremendous value of a year's intensive national advertising to the boys' clothing industry. Houses which have spent thousands this year are satisfied with the results of their expenditures. Non-advertising houses agree that competitive advertising has quickened the pulse of the trade. Advertising men believe that similar results could not be reached by association advertising. And reports from retailers indicate that business in boys' clothing depart-

ments has never before been on so healthy a basis.

(The second and concluding part of this article, which will appear next week, will give the details of the national campaigns of several important boys' clothing houses and will describe how retailers and consumers reacted to the new policy.)

THE EDITOR

Chicago Advertising Women Contribute Two Hundred Books

Members of the Women's Advertising Club of Chicago have contributed over two hundred books to the Soldier's Business Men's Library at Fort Sheridan Hospital. The books cover such subjects as advertising, the psychology of selling, business building, and factory management. Several complete sets were donated as well as many pamphlets and business magazines.

The Part That Copy Plays

Do advertisers really appreciate the part that copy plays in the success or failure of an advertising campaign?

IN a certain line of business—one that probably uses more advertising than any other—it is interesting to note the part that copy plays.

The leaders in this line are frequently launching new products. And this is their method of procedure.

A territory is chosen for a tryout. Jobbers supplying that section are consigned a small amount of goods. Retail dealers are circularized, notifying them that the advertising is to start on the new product in local newspapers, and that if a demand is felt the goods may be obtained from the jobbers. When practical a full size package is sent free to each retailer.

This is the only trade work. No salesmen are employed, no dealer helps used.

The advertising then starts in the newspapers. It must not only sell the consumer but it must secure distribution. Usually if the product is a "live one" the campaign breaks even or shows a small profit at the end of three months. Then, of course, the big profits come from consistent repeat business.

One concern using this method is the largest in its field. Its turnover is many millions a year. The next largest uses the same plan. Neither employs a single salesman to call on the trade.

C. B. Leach Goes to Chicago to Represent "Power"

C. B. Leach, who has been representing *Power* in the Philadelphia territory for the last two years, will take charge of the Chicago territory for that publication on March 1.

Mr. Leach will replace A. H. Maujer, who has resigned to enter business for himself.

L. C. Lau Becomes Advertising Director of the Bagley-Allison Texas Papers

L. C. Lau has been appointed advertising director of the Bagley-Allison newspaper in Texas. They are: The Fort Worth *Record*, W. W. Murray, advertising manager; *Ranger Daily Times*, I. E. Mansell, advertising manager, and the Wichita Falls

Record News, Norris Ewing, advertising manager. W. H. Bagley is president and publisher, and J. H. Allison, vice-president and general manager. Julian Herndon is manager of the papers' national advertising, and the John M. Branham Co. is foreign representative.

Simplex, Locomobile and Mercer Combine

Emlen S. Hare, former vice-president of the Packard Motor Car Company of Detroit, announced last week the organization of the Hare's Motors, as an operating company to control jointly the Locomobile, the Mercer and Simplex automobile companies. Immediate increase in output of present factories; development of a truck line and joint control of the companies are the plans

announced. Former Packard executives head the operating company, and will be supported by existing organizations in the companies absorbed.

Foerster Is Promoted in Randall Agency

Charles E. Foerster, who has been associated for the past six months with The Fred M. Randall Company, advertising agency, Detroit, Mich., has been appointed manager of the Rate Department.

Harry Conover, War Hero, Enlists Services with "Factory" Magazine

Harvey Conover, recently discharged from the Air Service, has joined the advertising staff of *Factory* magazine, Chicago. Conover received five citations while serving in France, winning the Distinguished Service Cross and the Croix de Guerre during the Argonne offensive; was cited in A. E. F. despatches for work at St. Mihiel; was decorated by the 97th French Infantry Division in May, 1917, and was awarded the Aero Club Medal for general all-around work. Conover was wounded on October 17 while engaged in combat over the enemy's lines.

Delco-Light Is Now Part of General Motors

The business of manufacturing and selling Delco-Light Products, heretofore conducted by the Domestic Engineering Company, has been transferred to the General Motors Corporation, and since the first of the year the new corporate name has been the Delco-Light Company. E. D. Doty, advertising manager, makes his headquarters at the main offices in Dayton, Ohio.

H. L. Smith Is Piano Sales Manager

H. Livingston Smith of New York and Boston has accepted a position as sales manager of the Mathushek Piano Manufacturing Co. in New Haven, Conn.

\$25,000 for a Song

The Riviera Music Company, Chicago music publishers, are going to spend \$25,000 in an advertising campaign to popularize their new hit, "Desertland." The Shuman Advertising Company of Chicago are planning and will launch the campaign soon. All national publications are to be used, also some newspapers. A unique form of advertising is to be used.

Recently A. M. Gillespie, 74 Wall Street, New York, purchased a substantial interest in the Riviera Music Company, and he is now president, succeeding M. B. Lee.

"Retail Public Ledger" Editor on Leave—Taft Now in Charge

Mansfield F. House, editor of the *Retail Public Ledger*, Philadelphia, has been granted a leave of absence for several months, in which to recuperate from an attack of influenza and to prepare a course of training in retail salesmanship. William Nelson Taft, associate editor, will have charge of the publication in Mr. House's absence.

Marketing Farm Products Through Publicity

(Continued from page 28)

This new type of advertising has been tried in the case of magnetos, bearings, motors, canned goods, and other products. Producers of farm products may find that it pays to advertise a given product cooperatively, irrespective of its brand or geographic production center.

From the Market Reporter of the U. S. Department of Agriculture.

Their entire selling effort is their copy in the newspapers and magazines. Years ago they employed salesmen. Their present method is more profitable.

We cite this case not because we do not believe in salesmen and not because we do not believe in trade work—but to emphasize the part that copy is made to play in one line which includes several of the largest advertisers in the country.

Mail order advertisers too have learned the importance of copy—they have seen one appeal sell ten times the goods of another—they have seen a change of copy turn a losing proposition into a success.

Their records prove that the biggest part of success in selling the consumer is played by the copy, just as the advertisers mentioned above have found the same thing to be true.

Records covering the expenditure of millions of dollars have taught us the value of certain appeals—certain styles of copy as compared to others.

From these records we have formulated certain Tested Appeals—appeals that on sixty-odd accounts have outsold all other appeals.

Their experience is now available to advertisers who want their copy to play the part of which it is capable. Let us send you our little book, "The Tested Appeal in Advertising," the second edition of which is just from the press.

It may be interesting to note that the first edition of the Tested Appeal was exhausted by requests in less than thirty days after publishing.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

Basing your paper selection on KNOWN FACTS

Paper Knowledge Means Greater Sales Power

Paper is a vital factor in putting your sales story across—perfect reproduction—creating the proper mental attitude and approaching your prospect from the right angle are all dependent upon the proper selection of paper.

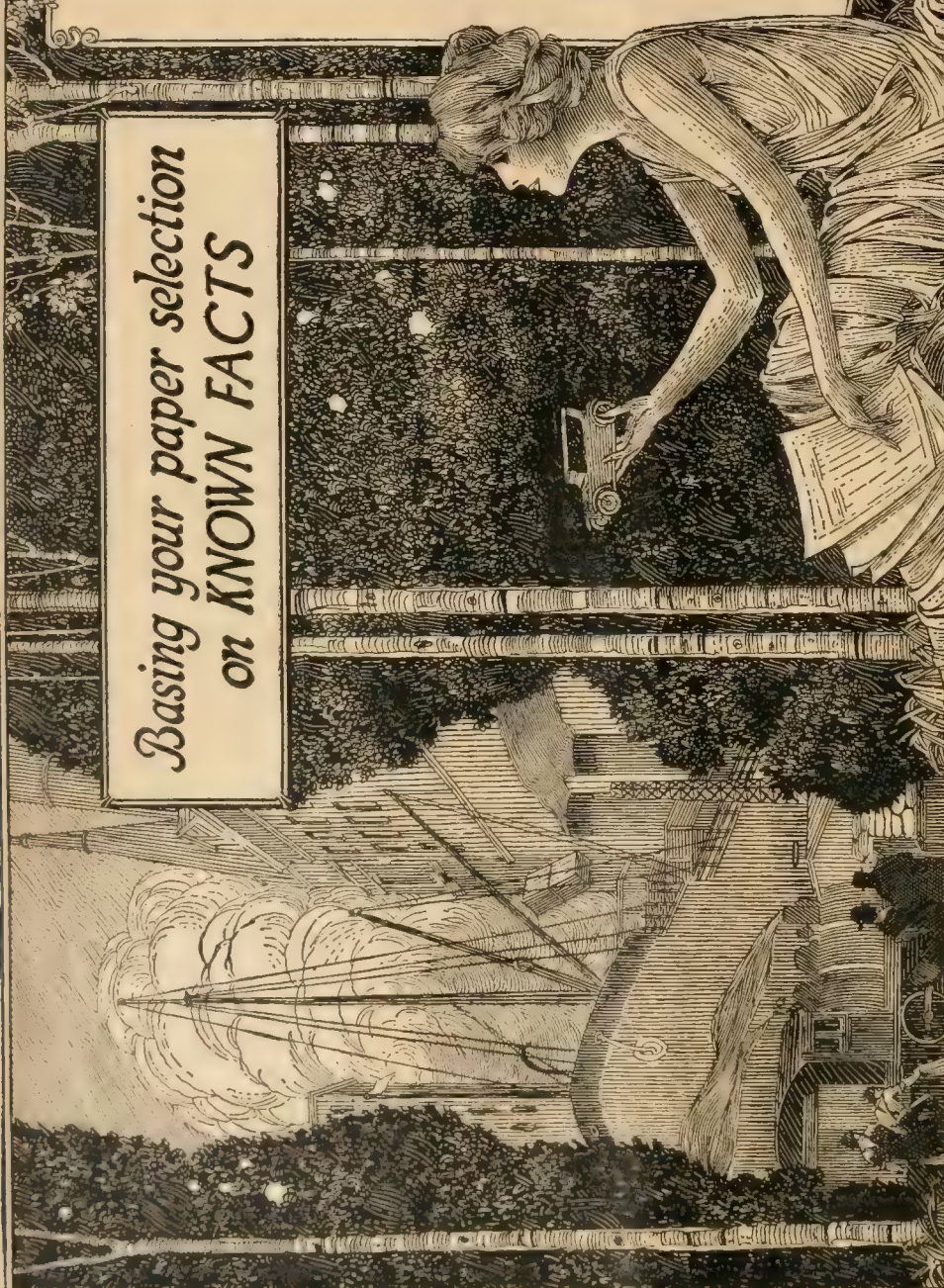
You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications

If you will send us samples of your direct advertising—catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts—no obligation, no expense but very profitable.

Research Laboratories

SEAMAN PAPER COMPANY
1162-208 South La Salle Street
CHICAGO, ILLINOIS



Wonder What a Certain Dog Thinks About - - - - - By BRIGGS

(Copyright 1919 New York Tribune Inc.)



The cartoonist, too, is discovering the ad man, as is evidenced by this Briggs cartoon reproduced by permission of the New York Tribune

The Ad Man Discovers the Worker!

The Idea of Keeping the Employee Sold on the Advertising Campaign Is Gaining Ground

SINCE the appearance in our issue of February 21 of Gilbert Evans' article, "Are Your Workers Sold On Your Advertising," a steady stream of opinions and experiences pertaining to this subject has been received. Mr. Evans, who has served his time as a worker as well as a manager and who therefore is pretty well acquainted with the attitude of each party, made the point that a rich mine of discontent is hidden in our modern advertising expenditures. Despite the fond opinion of advertising men, everybody isn't sold on the worth of advertising. Among the "doubting Thomases" are some folks who ought to know better—but don't. All of us have bunked into some people with more than average intelligence who are skeptical about the power of advertising. What can we expect of the factory worker? Granted that he isn't, by any means, a boob in the usual sense of the word, our field is out of his line just the same and difficult for him to comprehend.

Therefore, when he learns of immense investments in advertising the first thought in his mind is: "Why don't we get some of that money?" And unless the brains be-

hind the organization make the reasons clear to the brawn of the organization, trouble is liable to brew.

These were the thoughts presented in the article. And it is interesting to note that some of the country's leading concerns agree both in theory and practice. A fair example of the type who write us that they are behind the plan is found in four letters just received: they are from the Burroughs Adding Machine Company, Detroit; Firestone Tire & Rubber Company, Akron; Baker Importing Company, Minneapolis; and the American Laundry Machinery Company, Cincinnati. These people, by various methods, are keeping their employees well informed of their advertising activities.

Of course, opinions differ. On the other hand one of the country's best known advertisers holds to the idea that "the only employees we have who are directly interested are our own traveling force and branch managers, and these are acquainted with the outlines of our campaigns before they are put into effect." Others have said that they take no means of getting employees interested on the strength of the personal opinion

that the employees are simply not concerned.

We have seen this attitude come to grief. One of the prominent advertisers who had been converted to the John Leitch Industrial Democracy plan, found himself with a strike on his hands in spite of this model system of self-government. There was not a thing wrong with the system—it is an admirable one—but the trouble rested in the fact that proper pains were not taken to keep the workers well informed of the activities of their representatives. There was no internal news or advertising service. Lack of information cooled the ardor of the employees and the racket came to a head eventually. This advertiser has learned the lesson, and he appreciates where the mistake was made. You can rest assured that the difficulty has been remedied.

SHOWING EACH MAN HIS VALUE

Stacked up against the experiences and discoveries of other people, however, these arbitrary statements don't seem to hold water. Others feel this way about it, too. W. E. Blodgett, advertising manager of the Autocar Company, Ardmore, Pa., says that his concern is greatly interested in an attempt to sell advertising to the factory workers. "Our object, of course," says Mr. Blodgett, "is to dignify the work of each one of the men. If we can make him feel that his own little particular job is simply a part of the Autocar motor truck, and if we can keep him at the same time conscious of the wonderful service that this truck is doing in essential transportation, we believe that we are helping him and know that it will tend to make permanent the wonderfully satisfactory relations the Autocar Company has always been fortunate enough to have with its employees."

Another concern that is getting into line is the O. C. Hansen Manufacturing Company, of Milwaukee, makers of the well-known Hansen Gloves. W. C. Bliedung, vice-president, says: "We have made no effort in the past to interest our employees in our advertising although we recognize that this is a matter that should be carefully considered. We have no doubt that the development of our advertising activities will result in action being taken along these lines."

An opinion expressing somewhat the same idea comes from C. C. Whistler, assistant advertising manager of the Delco-Light Company, of Dayton. Mr. Whistler says: "We regret to say that so far we have done too little towards interesting

our factory organization in the work of this department. This, however, is something on which we have been working and we expect very shortly to have a complete system made up so that every employee, whether in the factory or the office, may be well informed as to just what we are doing. We expect to educate them to the importance of advertising and the important part it has played in the development of our business."

The present system used in the Delco-Light organization is to furnish each department head and assistant with a copy of the magazines carrying the company's insertions, accompanied by a note drawing attention to some interesting phase of each advertisement. They have found that even this little effort is worth while and creates considerable valuable interest. It is backed up by the house organ references.

THE REASONS WHY WE ADVERTISE

According to J. J. Arnsfield, advertising manager of Fairbanks, Morse & Company, of Chicago, a somewhat similar plan is in operation there, in addition to which a complete story of the institutional campaign and its function preceded that campaign in the employees' house organ.

From K. L. Zimmerman, advertising manager of Henry Disston & Sons, the Philadelphia saw and file manufacturers, we get the idea that they believe in the plan wholeheartedly. Mr. Zimmerman says: "We are at the present time attempting to keep the scope and purpose of our national advertising campaign before our employees by means of articles regularly appearing in our monthly employees' magazine. This paper is distributed to our 3,600 employees in the office and shop each month." That is a fair-sized application of the idea.

EXPERIENCE OF THE THOMAS A. EDISON ORGANIZATION

One of the basic reasons for the success of any such plan is given by William Maxwell, vice-president of Thomas A. Edison, Inc.:

"I have observed that the workmen, who are employed in the manufacturing of racing cars, racing sulkeys, target firearms, or any other article that is to engage in competition or which will be called upon to perform some unusual feat, are likely to take greater pains than the workmen who recognize their output merely as an ordinary article of commerce. We endeavor to keep our employees advised of the various public tests to which the Edison Phonograph is submitted. We also

distribute among them copies of advertisements based on the results of these tests. We endeavor to create the same feeling that is entertained by the men who are building an automobile for a cup race.

"We have a newspaper, known as the *Edison Herald*, which circulates among our employees, and this is used as one means of keeping our workmen posted concerning our advertising."

Charles J. Crockett, of the Printz-Biederman Company, Cleveland presents a far-sighted thought on the topic in hand:

"Our co-workers are taught to know and feel that every label placed in our garments is a definite expression of conscientious effort in which each one has played a part.

"In fact we show them that it means more to them than it does to anyone, for it throws the spotlight of public opinion directly upon their handiwork and rewards them in proportion to the service and skill which they have rendered.

"For this reason, we place copies of our national and trade paper advertising conspicuously throughout our factories.

"Booklets pointing out their relationship to our dealers and the consuming public are mailed to their home addresses in order that in the quietude of their homes they may read and reflect more seriously.

INDIVIDUAL RESPONSIBILITY

"Sometime we slip into their pay envelopes a leaflet, emphasizing the responsibility placed on each individual by the appeal of our advertising to public consciousness.

"Occasionally some pertinent article appears in our house organ—"Printz-i-ples" to increase their interest in our publicity campaigns, for nothing would please us more than to have every individual associated with us feel that they had a working knowledge of and interest in our messages to the public.

"The value of these efforts are reflected in satisfying results from every point of view, especially each August when from one hundred and fifty to two hundred retail saleswomen come to our factory for a week of intensive instruction in PRINTZESS salesmanship—for then does the management realize that every individual under our roof knows the song of "PRINTZESS Distinction in Dress" and also how to sing it."

Lined up against this version is the question of George W. Cushing, advertising manager of the Hudson Motor Car Company. Mr. Cushing says:

"There are some very interesting things to be said about the relation of an advertising campaign to the employees. There is no question but what it might have a great stimulating effect if all employees could know what the advertising plans of a firm are. Then again comes the question of how much could be told."

Circumstances, we suppose, govern the answer to that query. But it seems that the fundamentals and the anticipated function of a campaign are sufficient to enthuse the worker over the idea. What they would like to know, primarily, is why that money is being spent and what good it does them. That's easy to explain.

HOW IT PAYS

The fruits of the effort necessary in explaining it are unquestionably worth while. One of the most convincing statements we have yet received comes from J. C. Ford, of the French Battery & Carbon Company, Madison, Wis. Mr. Ford says in part:

"We have pursued a policy for the past two years of aiming to get every employee on our pay roll either in sales or in factory, interested in our aim to make French products well known and established throughout the country. We feel very vitally that the securing of the interest of our factory employees in the advertising end of our business is very vital to us not only as regards factory morale, but in that it will make each employee more careful that each operation they do is done perfectly."

"Having gone through a period of great labor unrest in this city during which period our factory was the only factory not affected by strikes, we feel very vitally the importance of making every employee feel that they are not only vitally interested in French products but that they are further vitally interested in the success of this company in every department of activity."

One of the stunts used in this organization was the offering of a prize to the worker who picked out the mistake in the current insertion of the campaign. Mr. Ford says that this is only the beginning of their effort to put the idea across. A complete outline of the campaign will shortly appear in the house organ, and something on the subject will be used in each issue.

Such opinions and experiences as these certainly ought to impress the value of the idea in those places where it is dismissed on the strength of mere personal opinion—often conceived from a false premise.



TOO-HIGH FREQUENCY

BY STRICKLAND GILLILAN

Now Dubb was just waking
To life, and just breaking
Into print in a national way.
He'd the goods, without doubt,
And had figured it out
That to hire an ad-writer would pay.

(Now Dubb didn't know
Just how he should go
At this little job he had tackled.
So he sought till he found
A publicity hound
By no other dealer be-shackled.)

The new fellow came—
What matter his name?—
And went at the work with a will.
He went through the shop
From bottom to top—
Of facts he was given his fill.

Some copy he made
And had it displayed—
Fair stuff, as an expert would term it.
But nobody bought
At the rate Dubb had thought—
Nor waited he long to confirm it.

He called in his lad
When a month he had had
In which to bring buyers by millions,
And said: "You're a blighter,
And not an ad-writer.
You ought to be leading cotillons!"

And so the poor devil,
Though quite on the level,
Was given his bitter congé,
And a man who could write
Copy different 'quite
He was hired at an increase of pay.

For a month and a week
Did the new spieler speak
Through papers of wide circulation;
Then Dubb tied the can
To the second ad-man
Who'd failed at inflaming the nation.

A dozen he tried
With experience wide,
And none did the work just to suit him.
He'd say that the stuff
Wasn't catchy enough,
Then ignorantly he would boot him.

He then saw the nub,
Did this terrible Dubb,
And said to his newest incumbent:
"You'll stay here—no fears,
For a couple of years—
While I wait for results, I'm recumbent."

Then patrons began
To come, for the man
Who talked through the prints had a show;
Now Dubb's constant song
Is: "I surely was wrong
To let my first ad-writer go!"

The moral? Tut, tut!
One who isn't a nut
Will grasp the whole truth at a glance:
A has-been or cub
Could have served Mr. Dubb
If he'd only been given a
chance.



GOTHAM
STUDIOS



ESTEY PIANOS

Value of Hooking Up Your Name
With One Like That of ESTEY

Much has been said and written about the value of a good name, it is still not out of place to voice the fact that a good name is like having money in the bank—a valuable asset.

And in business, probably, nothing contributes more to the building of a good name than its association with other good names. Many a man has established credit on the strength of his known entrance and acquaintance with men of affairs.

The name of ESTEY is a good name to hook with yours. The public knows the name of ESTEY, and it holds it in high esteem. There is a certain stability and dependability attached to it, such as is granted to few names in the piano trade. And unquestionably the dealer that handles the ESTEY line takes on a part of the sterling qualities attributed to it.

The name "ESTEY PIANOS" is well worth adding strength to your name. The instruments will assist in preserving it.

ESTEY PIANO COMPANY
112 Lincoln Avenue
NEW YORK

Color is secured economically in the business press by running a full page tint block back of the regular black plate. In the case of the above double page spread the tint block was green. The succeeding advertisement had a red tint block and so on.

Color Helps Sell the Trade

A. V. W. Setley, Vice-president of Estey Piano Co., Tells
of Value of Color in Advertising in the Business Press

By C. L. EDHOLM

"WE try to make our advertising in the business press as attractive as the Estey Piano itself, and so we do not hesitate at the additional expense of using full pages in color," said Mr. A. V. W. Setley, Vice President of the Estey Piano Company of New York City.

"In our effort to convey the distinctive quality of the Estey instruments, their beauty of finish, and their harmony with refined home surroundings, we prepare every detail of a pictorial advertisement with the greatest care. The setting of the instrument in an interior of fastidious taste, the selection of the models to be grouped about the instrument, the costuming and posing of the figures, are all supervised by artists; therefore it would be a mistake to omit the finishing touch of art in the advertisement, which in this case is color.

"Since it was reorganized a couple of years ago, the Estey Piano Company has used color in its advertising to the business to a far greater extent than ever before. That period corresponds with the time when our business expanded with startling rapidity, an increase of about three hundred per cent.

"Of course I do not claim that the use of color in our advertising to the trade is responsible for all

that growth, but it undoubtedly helped.

"It is not only in the business press that we use color in maintaining relations with dealers. We are putting out a series of mailing cards with brilliant poster effects, that bear the title, 'SPEEDING UP!' and carry out the idea of the present advance of business conditions by striking action pictures of airplanes, racing motors and thoroughbred horses. In the mass of mail that lies on the desk of a business man on Monday morning, one of these cards would stand out from the rest like a ray of sunshine through the clouds. It simply could not be overlooked, and it is too attractive to throw away.

"The subject of card number one of this series is Estey service to retailers, and its brief text gives the keynote of the campaign. It reads: THE SPIRIT OF THE TIMES.

"The spirit of the times shall teach me speed," said a sage of Biblical days, and surely the spirit of THESE times teaches not only the value but the necessity of speeding up. Like the meteoric flight of the soaring aeroplane, a new era in business, and the piano business in particular, has been flashed across the economic sky with a swiftness that has transformed the whole

business firmament and set a pace many notches higher than the top record of the past.

"Are you quickening your stride to keep up with this pace?

"The Estey company has keyed up its machinery of production and distribution to meet every demand of this quickened spirit of the times to a point that will keep it in the vanguard of the procession. And it is prepared to assist its dealers to speed up their business to a pace that will keep them in the forefront of the competitive race.

"Let us aid you with the profit-making Estey line and its accompanying up-to-the-minute advertising service, especially designed to meet the conditions of to-day.

"Let us help you to present your wares to the public notice in a way that will draw attention not alone to Estey instruments, but to your whole line of merchandise.

"Let us coöperate with you in a campaign that will redound equally to our mutual good and profit by speeding up together.

"The efforts of our experts will be yours for the asking.

"Note—The Estey Service is a distinct and definite department designed and functioning exclusively for the convenience and benefit of Estey dealers. It contains materials, means and methods of real practical value in promoting retail sales. We urge that you avail yourself of this service without stint and without delay. Apply it to your own uses. Perhaps it contains the very things to carry out what you are planning. Write us to-day what you have in mind."

COLOR IN OTHER FORMS OF ADVERTISING

"In this dealer service, color plays a very important part. A number of the full pages in color from business publications which we used as advertisements have been adapted to serve as lantern slides, and a set of them is offered to every dealer who will place them in his local moving picture theater.

"This additional use of the advertising designs helps justify the expense that goes into their preparation.

"Then we have a set of envelope stuffers, which are also in poster style, with flat color effects. These go to a mailing list of local customers, who may be induced to send in lists of possible buyers of pianos, piano players or talking machines.

"In these envelope stuffers, the color is used to feature not the instruments, but the desirable things that can be bought with the com-

Oklahoma, Tenth Agricultural State Leads in Acre-Value of 9 Chief Crops

Favored by the best average crop condition of any of the states, Oklahoma in 1919 climbed to tenth rank as an agricultural state, doubling her record production of 1918.

But what is still more significant of Oklahoma's unusual farm prosperity, is the fact that of the country's thirteen chief crops, Oklahoma's per-acre-value of nine of these was greater than that of the state leading in total production.

The following table of comparisons from the *Monthly Crop Reporter* yields some interesting information to the advertiser:

Crop	Value per acre in state of greatest production	Value per acre in Oklahoma	Av. Value per acre in U. S.
Corn.....	Iowa..... \$ 49.92	\$ 30.48	\$ 38.54
Wheat.....	Kansas..... 27.95	28.70	27.63
Oats.....	Iowa..... 22.14	23.10	21.12
Barley.....	Cal..... 42.30	36.60	27.01
Rye.....	N. Dak..... 9.68	21.00	16.85
Potatoes.....	N. Y..... 158.05	164.00	143.93
Sweet Potatoes.....	Ala..... 106.22	216.00	134.19
Hay (Tame).....	N. Y..... 30.75	33.22	32.65
Grain Sorghum.....	Texas..... 36.30	34.50	33.41
Broom Corn.....	See Below..... *	29.28	29.83
Sorghum Syrup.....	Ala..... 86.45	90.48	92.77
Peanuts.....	Ala..... 39.24	88.64	63.80
Cotton Lint.....	Texas..... 45.50	66.88	58.78

*Oklahoma produced more broom corn than all other states combined. The total broom corn production for the United States was 53,100 tons. Oklahoma produced 26,900 tons.

1919 Crop Values Increased 100% Over 1918

This table, also taken from the *Monthly Crop Reporter*, shows the value of Oklahoma's chief crops for the years 1919 and 1918.

Crop	1919	1918	Crop	1919	1918
Corn.....	\$ 94,488,000	\$ 38,130,000	Broom Corn.....	\$4,008,000	\$2,608,000
Wheat.....	107,912,000	66,127,000	Sorghum Syrup.....	706,000	236,000
Oats.....	34,650,000	26,208,000	Peanuts.....	1,418,000	964,000
Barley.....	1,830,000	422,000	Cotton and cotton seed.....	188,873,000	89,508,000
Rye.....	525,000	309,000	Fruit.....	5,095,000	1,589,430
Potatoes.....	7,216,000	3,315,000	Miscellaneous.....	11,012,000	(Not available)
Sweet potatoes.....	5,400,000	2,860,000			
Hay (Tame).....	23,254,000	13,572,000			
Grain Sorghums.....	49,680,000	27,000,000			
				\$547,758,000	\$272,847,430

In addition to these crops, the February, 1920, crop bulletin places the value of live stock on farms at \$214,181,000. The Oklahoma Board of Agriculture fixes the value of milk produced at \$80,000,000; eggs, \$40,000,000; and poultry, \$9,000,000.

Ask for Information About This Rich Farm Market

The foregoing tables give indisputable evidence of the farm prosperity of Oklahoma and testify to the ability of the market to absorb more and better merchandise. The medium to reach more than 58% of these prosperous farm homes is the Oklahoma Farmer-Stockman. If you are "sold" on the market, let us tell you more about the medium.



The OKLAHOMA FARMER-STOCKMAN

Carl Williams, Editor.

Edgar T. Bell, Adv. Mgr.

National Representatives: E. Katz Special Adv. Agency

NEW YORK, 15 E. 26th Street

CHICAGO, Harris Trust Bldg.

KANSAS CITY, Waldheim Bldg.

ATLANTA, Candler Annex

SAN FRANCISCO, Monadnock Bldg.

mission on sales. A camping-out scene suggests the vacation that such a commission will pay for; a veranda with a set of artistic willow furniture indicates an addition to the home comfort from the same source, and a shopping scene on the Avenue accompanies a piece of glowing copy describing the delight of buying dainty things for the wardrobe. There is a small picture and a bit of text on each enclosure, prepared for the young people in the family. A baseball outfit, a motorcycle, a motion picture outfit for the home; these things are depicted in use, by bright color sketches, and the children are reminded that they can buy these things with their own money, if they send us names of buyers.

"Our ST seal trade-mark is reproduced in color as a price mark and guarantee notice combined. It has been used as a full-page color advertisement as well. As a price tag it goes to dealers to hang on their Estey pianos. The subdued shade of red shows up well in a salesroom, and the card is so small and so artistic in design that it looks well in place.

"But after all, it is in our advertising in the business press that the use of color shows the widest departure from old-style methods. You re-

member the typical trade journal of former years, with its heavy and uninspired advertising pages, which seemed to indicate that a rectangular space filled with black type and a crude cut was about all that was required for a message to the trade.

"To-day all that has changed. The business papers are blossoming out in colors these days, and we are maintaining our position among the progressive manufacturers who go to the dealer with color.

"Given a harmonious and beautiful picture, a large amount of copy is not required to tell the story. Sometimes a group at an instrument is shown with only the name 'Estey Piano' as text. When we have a lengthy message, we do not hesitate to use a double page spread, a picture, with a few words, facing a page of type run in a border on a tint block.

"Scores of letters from our dealers have convinced us that it pays to put forth our best efforts in appealing to their taste and sense of beauty by color advertising.

"The cost runs from a quarter to a third more than black and white on the same space, but the difference is more than compensated by the results."

The Farm Field as a Summer Market

Some Interesting Opinions and Figures Behind the Assertion That It Is Worth Trying for

By ALLAN DUANE

I'VE swapped ideas with a lot of folks on this matter of advertising to the farmer in the summer. One of the outstanding opinions that the mention recalls was presented by a man connected with a concern selling cooking utensils. They did not have, if I'm not mistaken, any definite method of checking up actual inquiries, but from a general observation of results it was this gentleman's opinion that they could find no reason at all why summer advertising wasn't as effective as winter advertising.

One of his points was this: "Our general magazine schedule is lighter during the vacation months because city population is more or less addicted to the vacation habit. We do not think this is true of the farmer, however. In fact, summer

being his busy season, he perforce must stay at home. However, there is a tendency on the part of the farmer to work shorter hours and to use improved machinery, which leaves him less fatigued in the evenings. Incidentally, he has one Sunday every week in the summer as well as in the winter. Furthermore, the high returns from farm products should make him think and read in order to be familiar with the best methods of increasing his yield."

Another man whose ideas on the subject were very well defined happened to be handling the advertising for a stove and furnace manufacturer. Advertising refrigerators or electric fans to the farmer in the summer seems to perplex some folks—this man was keen about advertising heating systems to them dur-

ing the hot months! After a trial, his company is going to continue to do it because they believe in it.

The mooted question, however, is whether or not the farmer is a good prospect in the summer—his busiest season. There is much to be said on both sides of the question, but probably more new angles to the affirmative phase of it than to the negative. One could discuss it without interruption for quite a length of time, but this won't resolve itself into a discussion. It will merely be a bit of testimony supporting the assertion that the farmer is a good summer customer, based on the information brought to light in a recent investigation of the agricultural field during this period.

SAME REPRESENTATIVE FIGURES

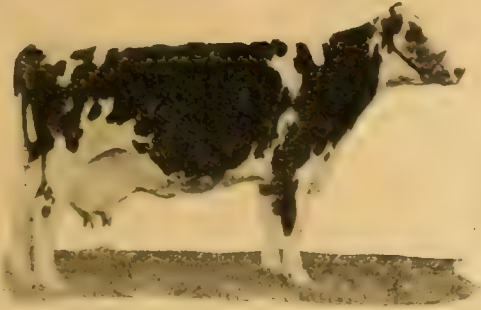
The investigators went to several sources for their information. The first one was the country merchant. A consensus of opinions from them proved that their sales during June, July and August are 22 per cent. larger than their December, January and February sales. Remembering that the month of December is the largest month in all retail lines, practically, those figures mean something. The statistics showed that such merchants as general storekeepers, hardware men, men's furnisiers, druggists, furniture dealers, shoe merchants, clothiers, dry goods men, and jewelers, all had a consistent increase in business during the summer period.

To be specific, one dealer showed that while his total sales for January, February and March were, roughly, \$25,000, his volume for June, July and August was over \$30,000.

The reasons for this are interesting. One retailer said: "I think it is because the roads are better; the farmers get to town oftener; they have more people on the farms and, therefore, require more goods." Another said: "We sell more in the summer than in the winter because in the busy season a good crop is in sight, the end of the crop investment is in sight and the farmers begin to buy, and buy heavily."

Additional stress is given to the point these men make about visiting town more often—the prevalence of automobiles on the farm brings the farmer and his family considerably more in contact with the buying centers of the country. Talk to any country merchant and he will tell you what a big part better roads and the possession of cars play in the increase he is feeling in his summer business.

Combined with these strictly summer advantages there are a few more



I wish you fellows who are interested in selling your stuff to the dairy field would send to the address below for a copy of my autobiography—the story of *Henry Holstein*.

It tells just a few things about the people who own those great black and white dairy machines that produce probably very close to 75% of the nation's dairy products.

Henry Holstein

Dairy Farmer

Holstein-Friesian World
Syracuse
New York



or less general facts that render the farm field more attractive. Applying, as they do, to all-year-round conditions, these facts intensify our interest in the summer farm field.

The first is that farm families have on an average of almost one more person in the circle than city families. Remembering that vacations disrupt the city family in the summer while they hardly touch the farm group (in fact, many of the city families go out to the farm in summer) you have a salient point to think about.

MORE HARD CASH ON HAND

Another general point is that farmers to-day are paying *cash* when they buy. An investigation conducted by an implement manufacturer some time ago showed that whereas in 1913 only 19 per cent. of the purchases were paid for in cash, the figure in 1918 was 89 per cent. It is simple to draw the conclusion that the farmer has more money to spend, that he spends it—and in the summer.

What appeals to me, however, as the strongest argument that farmers read in the summer is that he pays for his farm papers during the summer months. Advocates of the farm field have been explaining for a long time that the farmer isn't particularly stingy or close-fisted—but that he is a wise, careful spender, getting dollar for dollar in value. He is cautious by nature and not very wasteful. I submit that a farmer of those characteristics isn't going to fritter his money away for literature he doesn't expect to read. It doesn't sound reasonable.

The number of advertisers who agree with me in this opinion is constantly growing as a glance at the summer issues of various farm publications will show. Just a short time ago I talked with the Eastern Manager of a prominent agricultural paper, and he showed me figures which proved to my satisfaction that this is true. As a matter of fact, his summer numbers last year carried about \$100,000 worth of business in excess of the previous summer. His winter increase wasn't anything as big as this.

Just the other day I got a note from W. C. Greenawalt, advertising manager of the Pennsylvania Rubber Company, who says, pertaining to this very topic: "During the present summer our campaign will be carried out without abatement. We have always been of the opinion that sporadic or 'special drive' advertising accomplished but negligible results."

Another new convert is the Way

Sagless Spring Company, of Minneapolis. Henry H. Way, advertising manager, recently said that he believed in the many arguments put forth in favor of all-year-round advertising and that as soon as the appropriation was enlarged, his company would go into the farm press in the summer time.

CONTEMPLATION REQUIRES STEADY EFFORT

Frank B. Amos, advertising manager of the Lalley Light Corporation, Detroit, seconds Mr. Greenawalt's point in saying: "I do not believe that spasmodic advertising gets anywhere with a high-class product or, rather, with a product requiring a considerable investment. This is certainly true when the slow-going, hard-headed, conservative American farmer is the fellow who is going to spend the money."

Still another slant on the question comes from the man who feels that while summer advertising for his particular line isn't essential or profitable, there are other lines more general in character that can well afford to talk to the farmer during the warm months. The objections of these men are not based upon the fact that the farmer is too busy to read or buy, but rather that he has bought their goods at another time—usually the winter or spring—for use from the beginning to the end of summer. In this classification I found a machinery manufacturer and an implement distributor. One felt that a man with a line of goods such as would be carried by any of the retailers mentioned earlier in this article could well afford to advertise in the summer; the other agreed with him to the extent of preaching that theory to the retailers who handle his goods.

W. H. Brandt, advertising manager of the Chain Belt Company, manufacturers of concrete mixers, sprockets, traveling water screens, elevators and conveyors, many of which are, of course, used on the farm, writes: "So far as we are able to determine from our returns there appears to be no difference in the effectiveness of advertising in the various seasons."

Still another implement maker of my acquaintance meets the same problem by turning out a variety of machines which are used at different seasons of the year. He, very naturally, advertises in the summer and in a copy of his house organ published a short time ago he, too, earnestly advised his retail distributors to do the same.

Then we run across the concern that finds out the effectiveness of

summertime advertising in an accidental way. The Perfection Manufacturing Company always used to stop advertising in June—they sell a milker. One year one of the farm papers missed an insertion and filled out by running the ad in July, which was not on the schedule. To everybody's surprise, that July advertisement brought more inquiries than any other insertion during the year!

WHAT ONE AGENT DISCOVERED

Mac Martin, president of the Mac Martin Advertising Agency of Minneapolis, who handles this account, has some very definite ideas on the farm field in summer. He said recently: "It has long been claimed that the farmer has no time to read in the summer, and that the only time to advertise was during the winter. Some publishers even admitted this. We do not believe in it, and we think we know what we are talking about because we make very extensive investigations of the farmer's reading condition during the summer. We call upon the farmers in Minnesota during the summer months personally, and wherever we go we find the farmers and their families have found time to read the latest issues of the agricultural publications."

For further evidence, you can pick up any of the farm periodicals and run through the advertising columns to see just what sort of concerns do advertise during the summer. We would find, for example, concerns like the Avery Company, Peoria, Ill.; John Deere & Company, Moline; Rock Island Plow Company, also of Moline; the De Laval Separator Company; Simonds Manufacturing Company; Thomas A. Edison; the Victor Talking Machine Company; tire concerns like Firestone, Goodrich, Goodyear, Ajax and the United States Rubber Company; Moline Plow Company; the Barrett Manufacturing Company, and scores of others. They obviously feel that it doesn't pay to knock off during the busy season—or else they would knock off. We know them too well to assume that they are spending their money for the mere joy of seeing it go out.

Looking over the summer farm field, talking with those most deeply concerned with it, and weighing the matter pro and con in an effort to draw out the real truth of the much-discussed question, the result of the "trip" is that I for one can't tear myself away from the logic of the affirmative side of the question. And I've run across a good many folks who won't be torn away, either.

Do You Know

1. That South Carolina stands eleventh in the entire United States in total value of Farm crops. Total value for 1919, Department of Agriculture figures:

\$520,522,000

2. That this makes for every Farmer in the State, both white and colored, according to U. S. Census figures, approximately

\$3,000

3. That South Carolina's only Farm Paper has a guaranteed circulation to these rich Farmers of over

40,000

The Carolina Farmer & Stockman receives the active endorsement and cooperation of South Carolina agricultural interests. The paper deals only with matters of value to Carolina farmers. It is the only farm paper through which you can concentrate in prosperous South Carolina.

The circulation of **The Carolina Farmer & Stockman** has been conservatively secured. Care has been taken to select only the best farmers—the type who would be most likely to benefit from the Publisher's editorial policy and respond to our advertisers. Application has been made for membership in the A. B. C. Our records are being kept in standardized form. We hope to receive our initial audit this April.

The rank of eleventh in the entire United States in total value of Farm crops commands attention. This fact, established by Government figures, justifies the special consideration of South Carolina as an individual market. The logical way to tap that reservoir of agricultural wealth is through the firmly established South Carolina farm paper.

Won't you write us now for further details about our market and our medium? We want to tell you about our editorial work and our circulation methods.

Line rate 30c flat. Agent's commission 15%. Cash discount 2%.

Carolina Farmer & Stockman

46 Broad Street (A. B. C. Membership Applied For) Charleston, S. C.

Represented by

E. Katz Special Advertising Agency

New York

Chicago

Atlanta

Kansas City

San Francisco

How the Hupmobile Entered the Foreign Market

A Concrete Story of What One American Firm
Has Done Pointing the Way for Others

An Interview with C. G. POOLE
European Sales Manager of the HUPP MOTOR CAR CORPORATION

By LOUIS H. FROHMAN

"THE fact that before the war the Hupmobile had the second largest volume of sales in France of any American automobile, was not due to chance, but to an export policy put into effect as long ago as 1908," said Mr. Poole, when found at the Hupmobile stand in the recent Paris Exposition—the first one held since 1914.

THAT HUPMOBILE WORLD TOUR

"You will remember the tour around the world, in 1908, when Joe Drake, our vice-president, Tom Hanlyon, one of the factory mechanics, and our photographer, Tom Jones, twice circled the globe in the little original Hupmobile 20, visiting nearly every country where automobiles were used, and some where this car was the very first ever seen.

"Well, that gave the car a lot of publicity at home, and removed any doubt of the sturdiness of a "light" car. But that trip was really not a publicity stunt at all—it was the foundation of a steady export trade which has since given the Hupmobile the largest foreign sale, in proportion to total production, of any American car manufactured.

FOLLOWED UP WITH FACTORY REPRESENTATIVES

"We didn't wait for inquiries about the Hupmobile to come from Brazil, China, or South Africa; we started five factory representatives of our own to South America, Australia, the Orient, South Africa and Europe. These men found an interest created by the Hupmobile tour, but it needed following up to turn it into sales. They were vested with authority not only to give information and prices, but also to assign territory, close contracts and to bring, practically, the Hupp Motor Car Corporation itself to all the nations of the world.

"We have from the outset made the same conditions in our dealers' contracts abroad as at home. We reserve decision as to what other makes of cars our dealers may also handle; dealers are fully protected

in their territories, reductions from retail price or increased price where a buyer is willing to pay a premium for delivery are prohibited, and dealers must maintain suitable salesrooms, service stations, and a prescribed stock of spare parts. Aside from the observance of these fixed policies, we give our factory representative the broadest powers in his territory, which has allowed many difficulties to be quickly settled without recourse to the factory.

GAVE FOREIGN BUYERS WHAT THEY WANTED

"I suppose that the greatest factor in Hupmobile success in the export field is that we have followed the simple course of studying what the buyer preferred, and of then giving it to him.

"The Hupmobiles you see here at this Paris show will illustrate what we have done since the first Hupmobile 20 was boxed and swung into a hold. The foreigner prefers magneto ignition, so these cars have magnetos. He still likes the steering wheel at the right, therefore in this detail the choice is optional. When he needs to replace his tires, he can do so at any European garage, because they are all of metric dimensions and the clincher type. ('Straight-side' tires cannot be found in Europe.) The speedometers register in kilometers instead of in miles. Traffic regulations are not uniform in all countries, so even the tail-light may be had at the right, center or left, as may be required. And so with wheels, body color, top material, etc. Nuts, bolts and spark plugs are of metric sizes, and can therefore be replaced at any garage.

"All of these points may seem like mere details, but they should be given careful consideration, as when actually on the ground they loom up in importance, and contribute largely to the convenience and satisfaction of the buyer. They are just the principles which I have seen urged in our leading business magazines, yet it is surprising that they are not followed more universally.

ADVERTISING MEETS LOCAL NEEDS

"In our foreign advertising we get timeliness and home-trade appeal by allowing the dealer to prepare the copy and choose his mediums. He is supplied with cuts and suggestions, but he judges when to advertise and what to play up on. In newspaper advertising, we go '50-50' with the dealer up to a fixed amount. In some cases this is extended to space in the trade journals.

"I can give you an instance of why we believe in letting the man on the ground prepare the campaign. We often receive newspapers from countries where nothing but open cars are used, and find many advertisements illustrating coupés and sedans, and speaking of 'miles to the gallon of gasoline,' which creates no definite picture in the mind of a buyer who is used to thinking in kilometers, liters and of 'petrol.'

"We supply literature to dealers in all needed languages, and too much care cannot be exercised in preparing a well-expressed as well as an accurate translation. Even in our own English language we have found it advisable to prepare special catalogues for our British and Colonial dealers, as many parts of a car are differently named and descriptions can also be changed in phrasing, to better suit their taste.

MAINTAINED CENTRAL SPARE PARTS DEPOT

"As I told you a few minutes ago, every Hupmobile dealer has to carry a prescribed stock of spare parts. In addition to this we found it essential to have a larger spare parts depot of our own, so centrally located in Europe that telegraphic orders could be filled quickly. Before the war Hamburg was chosen for this purpose, because it was one of the three 'free ports' of Europe; that is a port at which goods could enter without duty, to be held and shipped in bond, paying duty only at the point of final delivery.

"I cannot emphasize too strongly what a benefit this was to our sales, for a purchaser had the comforting assurance that a trivial accident would not lay up his car for a month or more, or else go to the expense of having the part duplicated by hand.

"We had in charge at Hamburg a Frenchman and a Belgian. Needless to say, at the outbreak of the war the depot closed. We still have about a hundred thousand dollars worth of parts locked up there, but the company has given me orders to move them out of Germany.

(Concluded on page 51)

The Price of Leadership

TO BE a leader in any field of endeavor calls for four things in the main. First, Ideals; second, Devotion to a Cause; third, Concentration, and fourth, the Courage to "Carry On."

PHOTOPLAY'S leadership in the field of Motion Pictures has been no exception to the general rule. Early it picked ideals, to which it has been devoted; it has concentrated all its energy in its chosen field and backed it up with the necessary courage to carry them to a successful conclusion.

To-day, its leadership is unquestioned by advertisers and leading agencies, as well as the great army of people who have endorsed it, by stepping up to the newsstands each month and buying the magazine.

This has not been accomplished without difficulty, however. It blazed the trail editorially, doing much to direct the great industry of which it is an integral part, and its advertising columns have been kept clean and represent to-day as fine a line of merchants as has ever been acquired by a magazine.

Every month, business that might be thought objectionable has failed to secure space, and each advertisement is guaranteed by the magazine itself.

The wisdom of this policy has been proven by more advertisers and readers giving their support to each issue.

To-day the year closes with a 115 per cent. gain in advertising lineage and an increase in circulation guarantee of 100,000, with a large excess in addition.

Isn't this the sort of a medium that successful manufacturers need? It seems so to me.

Let the name stick in your mind, it's imitated.

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART, Advertising Manager, 350 North Clark St.,
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

Bowing Before the Great God "Positive"

Why I Think That Negative Advertising Is
Justifiable and Produces Positive Results

By P. L. ATKINSON

UNLESS I am greatly mistaken, and that has happened once or twice I can assure you, the most important mission of a piece of advertising copy is to make the reader *remember* what it said; to make an indelible impression on his mind so that someday, somehow, somewhere he will buy the thing advertised. Few readers of magazines or newspapers rush out immediately to buy a tin of sardines or a tube of tooth-paste no matter how beautifully or how skillfully the copy writer has portrayed it.

It is possible, of course, to make anything seem so attractive, so desirable that the reader will exclaim, "I must have that!"—but while the spirit is willing, the flesh is weak and the need is, after all, not so pressing—it is great golfing weather and—well, if the reader is anything like the writer he may not be able to find his hat in a hurry anyway, so there you are.

Now what do people remember longest and recall oftenest?

WE REMEMBER TROUBLE

Unfortunately—but truly—the average person can remember "trouble" longer than anything else in his life.

Think back! Do you remember the pleasures or the frictions of your boyhood? Can you recollect the delightful moments of your early youth so vividly as you can recall the drubbings you got; the times "she" turned you down or the jobs you failed to land? What remains of the memory of a romance? The stillness, the moonlight, the mystery? Or—well, of one of his most delightful amours all Jurgen could call up was a dirty lamp chimney in an ill lighted apartment.

And would history be made more readable, more understandable, were it a record of peaceful days instead of a roster of the battles, the sieges and the fortunes of war?

What lingers in your mind concerning great cities? The London plague, the Chicago fire, the San Francisco earthquake, the siege of Paris, the fall of Babylon, the destruction of Sodom and Gomorrah.

Not positive thoughts, truly, but persisting ones.

Schopenhauer, shrewd old Ger-

man (not Prussian) philosopher said that perfect health is a state resembling innocuous desuetude; only pain is positive.

WHY SHUN THE NEGATIVE?

These, my friends, are negative thoughts I grant you. But we, in the advertising business, while youthful, are not childish. We have certain offices to perform, and we are mightily interested in performing them. If the judicious use of the negative helps, why should we shun it as a pestilence when it has a certain, well-defined value in selling.

For there isn't the least doubt in the world but that the mind will retain impressions of the slings and arrows of outrageous fortune long after it has ceased to function on the benefits of the fickle Jade.

Which is the most important—to have a pleasant shave or *not* to have an unpleasant one? Can the question be answered?

Well, a man changes from one shaving cream to another for one reason only—he doesn't like the cream he is shaving with. At least he *thinks* it's the cream. Does he call to mind the advertised cream that offers him a clean, smooth pleasant shave or does he recall the one that promised him freedom from the irritations he is suffering at the moment? We vote for the latter.

Certain advertised products feature protection. A few are tooth-paste, fire extinguishers, foods, motor trucks, investments, insurance, razors—the list is a long one.

I believe such products can be well advertised by the skillful use of the negative. For if you're going to protect a man from tooth trouble, fire, indigestion, extraordinary expense, poverty or irritation you simply have to tell him that you *can* do it. And how are you going to tell him that you *can* do it unless you employ the negative?

"Life is," as Mr. Webster says, "a continuous possibility of sensation." Only the dead are immune from it. Unfortunately, our sensations are frequently unpleasant. And it is to live people that advertisers must address their copy.

Another, a more modern philoso-

In Case You Missed the Start of This

LET us tell you that George F. Whitsett, an advertising man, under the title of "An Advertising Man Rises to Object to 'Poisonous' Advertising Copy" entered a vigorous attack upon the copy writer who attempts through "this fear of punishment and misery" to make him buy advertised goods.

As what he termed an average buyer, who was also an advertising man, he was of the opinion that they did not accomplish the desired result. Mr. Whitsett's article was based entirely upon quotations directly from advertisements of reputable firms in equally reputable publications, the originals having been placed on file with ADVERTISING & SELLING in connection with the article itself.

In the same number (February 21, 1920) we quoted at length an editorial from *The Christian Science Monitor* which seemed to ably second Mr. Whitsett's appeal, though each had written without a knowledge of what the other thought on the subject.

On these pages you have two of the many articles which have come into our editorial offices since our issue of February 21 appeared publishing the original article.

Mr. Atkinson on this page frankly disagrees with Mr. Whitsett, while on the opposite page Mr. Reidy as cordially agrees with Mr. Whitsett.—THE EDITOR.

pher than Mr. Webster if indeed Webster can be called a philosopher, said that life is just one damn thing after another. A comrade added: And then some more after that.

The modern idea is to reduce the friction of living—the friction of not being able to find a letter after it has been filed (or secreted) by the filing clerk; of being able to get one's clothes to fit and feel comfortable at the same time; of being able to get on with one's wife, with one's friends, with one's chief.

Advertising helps us to do that. Negative advertising recalls difficulties and tells us how to overcome them. We're interested in that. We are familiar with difficulties. We know what they are. They annoy us. We want to know how they may be overcome. And we will remember the advertising that is frank enough to say: "This is the trouble with you. Let us show you how to get rid of it."

THE OPTIMISTS HAVE DECEIVED US

We have, in a large measure, been deceived by the optimists. We grasp

Let's Put an End to "Frightfulness" in Our Copy

Is It a Far Cry from the Negative Copy of
To-day to the Old-time Patent Medicine Stuff?

By D. A. REIDY

This Argument Vitally Affects Every Writer of Copy

IN presenting this matter we are not merely giving you an article which can be read, and perhaps forgotten. This subject is a vitally important one to every writer of advertising copy.

Sooner or later some check must be placed upon the advertising of pessimism just as we are now busy putting a curb on the too optimistic statement à la J. Rufus Wallingford.

The subject not only has to do with the ethics of advertising, whether it is permissible to build up your business by attacking a competing product in your copy, but further than that it goes at the root of the matter—is it permissible to attack the senses, trample upon the emotions and entirely disregard the feelings of our fellow-men?

We all know that certain things which are known to produce the "results"—not stopping to analyze what these results may be—are sometimes forbidden in the interest of the general public good. Our late departed John Barleycorn, for example, without taking sides on that question, came to grief because he kept bad company.

Advertising is a powerful force, admitted, but it must be used for the general good, or old General Good will step in and call a halt.

Why not give this matter of negative appeal, fear copy, etc., some thought and write us your opinion?—THE EDITOR.

wildly at the shadow of promise and fall back into the slough of the substance.

"Make people think pleasant thoughts! Make 'em smile. Paint a picture of beauty for 'em. People don't like to read about gloomy things."

Of course they don't want to read about gloomy things. They don't want to experience them either. Their whole lives are spent endeavoring to avoid them. They want the fine, the good and the beautiful. They strive unceasingly for it.

But—they are not babies to be pampered. They are men and women to be talked to—to be reasoned with.

Let's forget whether a thing is positive or negative. Is it true? That is the test. And will it be remembered and acted upon?

The great god "Positive" is frequently a false god. So is the great god "Negative." They are both treacherous, but not to be feared. Only subdued to the uses of strong, truthful copy.

HATS off, say I, to Mr. George F. Whitsett for his clever, indeed masterly, article on "Poisonous" Copy. Some such voice has been in order for quite some time. Now that the subject has been brought to the front through ADVERTISING AND SELLING let the powers that be see to it that it is not shelved or side-tracked or laid on the table for want of sufficient support. Mr. Whitsett is far from being alone in feeling that it is time a halt was called on advertising copy that strains truth to the extent of conjuring up mental pictures of dangers or conditions that exist mostly in the imagination of some acrobatic scribe. Let us put a permanent crimp if possible on this pernicious tendency to make capital out of the "creeping agonies of the flesh" to use a Lloyd George phrase.

Advertising is to-day more than ever looked upon as one of the great constructive forces of the world. It is recognized as a tool that works best in the hands of thoughtful, earnest men who understand that its power comes from its persuasive action on the human mind, and who endeavor to direct this power for good instead of using it for the propagation of fear, fallacy and fads or mustering it on the side of dismay, disaster and disease. The force of advertising is the force of mental suggestion, nothing else. To use this force adversely for the purpose of inciting fear or planting the seeds of unknown ills in human thought is a thoughtless proceeding to say the very least.

WHY ADD TO HUMAN MISERY?

Lord knows the average mortal has enough adverse suggestions to contend with in the news columns of his morning paper where the headline writers love to exploit the "flu" or other epidemics as if the whole family was sure to become victims over night, and danger lurked around the corner for every luckless wight who ventured out-of-doors or walked on the wrong side of the street. And now comes the string and flute brigade to crowd the mourners and still further bedevil us with burning lather on the skin, bloody razors on the cheek, awful acids in the mouth and far-fetched films on the teeth. Advertising, it seems to many of

us, has a much more useful mission to perform than to add to the sum total of human fear or prey on man's credulity to build up a transient trade.

Aside from its psychological effect such an abuse of advertising speaks very poorly for the resourcefulness of the copy writer. The man who can find no selling foundation in a product or commodity other than human fear and human weakness is in a sorry plight indeed. One scare thought argument calls for another to back it up, one stretch of the imagination begets another and one more, until in time the whole selling basis becomes a frail fabric of futility when some other fellow comes along with a more mysterious or outlandish scare. Every time our old colored mammy laughs and shows her row of gleaming ivories, I wonder what she would think of the fellow who would tell her she had acid mouth or films on her teeth.

THE ETHICAL SIDE

Then there is the ethical side. Where is it going to end? Are we going to have the day of horrible examples revived? It isn't so many years ago that certain magazine publishers as a matter of common decency refused to print the picture of a boneyard and bespavined horse in connection with a mattress advertisement and no decent publication would to-day accept the ancient illustration of the living skeleton with the hacking cough or the long-haired lady with the pitted face. Such scare pictures belong to an outgrown age.

The Christian Science Monitor is right when it says "the so-called advertising of the horrible, the diseased, the destructive should be no more tolerated even by advertisers themselves than liquor or opium propaganda." Even from a merchandising standpoint it has a bad reaction for sooner or later in the mind of the reader it will be promptly classified as "bunk" and the cry of "wolf" will fall on deaf ears.

It is generally admitted nowadays that advertising, to be respected, must be constructive, logical and not open to attack, and the examples to which Mr. Whitsett points, while perhaps less reprehensible than

others that might be named, are useful as calling attention to a possible lapse back to the days of Peruna, Pink Pills and "Heaven Bless You, Beck," when the test of a good copy writer was his ability to frighten women and children by painting vivid pictures of things that mostly weren't so. Let us put an end to "frightfulness" in advertising as we put an end to it in war, if it takes a Board of Censorship to pass on every ad.

Webb, Kendall & Bruce, Inc., Begin Business

Under the name of Webb, Kendall & Bruce, 65 Broadway, New York, and 199 Washington street, Boston, the following men announced, on March 1, that they had associated themselves for purposes of Industrial Management: Stuart W. Webb, Henry P. Kendall, John M. Bruce, Fred R. Ayer, Henry J. Guild and Charles B. Wiggin.

Former Detroit Reporter Buys a Paper

The Birmingham, Mich., *Eccentric* has been purchased by George Averill, former *Detroit Times* reporter.

The Matter of Ethics in Exporting

The Principal Types of Export Houses
As Well as the Principles of the Types

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

F. R. E., Sales Manager,
St. Louis, Mo.

We are sending a certain amount of business through a New York export house. We allow them a special inside discount. We now find that they are charging their foreign customers a buying commission. In other words, they are being paid at both ends. Is this a general practice? Is it a good business practice? Is it ethical? May we ask your opinion?

Blank Mfg. Company,
Kokomo, Ind.

We desire to enter the foreign field with our products. We have interviewed and been interviewed by many export houses but there seem to be no standard methods, and on the other hand a great variety of concerns evidently are anxious to do business with us. Can you make any suggestions that will help us in selecting the right concerns with which we can cooperate?

What do you mean by a dominating evening paper? The News has more circulation per population than any other evening paper in the country. Check this up with your statistics.

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

ALTHOUGH these two queries may seem to be entirely different and in no way related, they do in fact have to do with almost identical features of the export business. So we first examine the second question.

This question is one which almost always arises when the manufacturer faces for the first time the problem of developing an export business. It very naturally arises because of the variety of export agencies that offer their service to the manufacturer for the purpose of building up foreign business. It is an important question, because the choice of the export concern means the choice of success or failure.

In a previous issue I pointed out some of the considerations in making a decision to go in for direct export business. What I said there will cover the phase of direct exporting and the principles underlying an export department. The following facts refer to the manufacturer who deals through an export house.

The following principal types of export houses are found in New York and other export centers.

1. The Export Commission House.
2. The Export Merchant.
3. The Manufacturers' Export Agent.

The export commission house, as the name indicates, is a concern doing business on a commission business. The commission is properly paid by the foreign purchaser. In fact, the commission house is a buying agent of foreign houses. If it is located in New York, it gives a buying service in this market, and for that service is paid a commission by the foreign customer.

In endeavoring to get business, the export commission house offers the importers in foreign countries a buying staff and a large volume of business. These two conditions enable them, as they state, to shop around in the market and to buy at market prices or better.

Obviously, therefore, an export commission house cannot represent a manufacturer and accept a commission from him, because the commission house is being paid by their client to do just the opposite, namely, to shop the market and obtain the lowest possible prices.

The export merchant is an exporter who buys and sells on his own account. He buys outright and sells outright. Usually an exporter of this type has his own branch houses abroad where he carries stock. Some export merchants even have their own retail establishments in certain foreign markets. Usually the export

merchant is entrenched in one or two markets and does not attempt a world-wide business.

Naturally the export merchant seeks to get all the discounts and commissions that are obtainable. His aim is to purchase at the lowest prices and sell at the highest. The export merchant can often give the manufacturer the best service he can get in certain markets, and should be used. He does not, however, usually take a buying commission in any form.

Is There Any Question About Foreign Trade That Bothers You?

IF you have a question on this subject that you would like to ask you can get it answered, without charge or obligation, if you are a subscriber to ADVERTISING & SELLING, by sending it to the editorial offices.

Dr. E. E. Pratt, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

For example, you want to know how to make parcel post shipments to Timbuctoo—ask Dr. Pratt, he will tell you how it is done.

You want to know what effect the rate of exchange will have on foreign trade with France? With South America? With other countries? Ask Dr. Pratt, through ADVERTISING & SELLING, and you will receive the information.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in our issue of March 13.

Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.

The manufacturers' export agent is a distinct and comparatively new development in the export field. He represents the manufacturers in one or all markets. He is compensated by the manufacturers who give him a special commission or discount. The manufacturers' export agent sells the product of the manufacturer whom he represents in any way and to any customer, always keeping to the foreground the fact that he is representing and developing business for the manufacturer.

The manufacturers' export agent cannot properly receive any compensation from the purchaser abroad. He is paid by the manufacturers or a super-salesman, and receives his compensation from the manufacturers only.

No wonder, Mr. Sales Manager (F. R. C.), that you are confused. The situation is made even more confusing by the fact that practically no one export house in New York or anywhere else operates on any one

single method outlined above. Almost every house does a little of each. I can only point out one or two houses that cleave rigidly to the pure commission business. Hence you find houses doing some business on a commission basis, and at the same time representing manufacturers and receiving discounts and commissions from them. At the same time, they are probably transacting some business on their own account as merchants.

This practice is not strictly ethical, but it is customary in foreign business, and foreign importers and our own manufacturers recognize and acknowledge it.

In choosing your medium through which to export, you can only keep these facts in mind, and carefully investigate the export concerns in New York in order to ascertain which one is best suited to your needs and will give you and your products the best service.

G. F. Hobart Now Department Director for Johnson, Read & Company

Johnson, Read & Company announces the appointment, of George F. Hobart as director of plans and space buying. Mr. Hobart simultaneously announces his resignation as manager of promotion and membership for the Audit Bureau of Circulations. As a result of his work for the A. B. C. Mr. Hobart's previous broad experience as manager of an advertising agency is now greatly reinforced. He has an unusually thorough knowledge of publications of all kinds throughout the United States and Canada. During his direction of the A. B. C. membership campaign, the roster practically reached completion, a great advance having been made in the past year.

Birmingham Newspaper Elects Directors and Officers

At an annual stockholders meeting of the Birmingham News Company, publishers of the *Birmingham News*, Victor H. Hanson, Thomas J. Heflin and James E. Chappell were elected directors, and the directors chose the following officers for the year: Victor H. Hanson, president, Thomas J. Heflin, vice-president, and John C. Clark, secretary and treasurer.

Dean of Catholic Editors Dead

John J. Shea, editor of the *Catholic Standard and Times* died in Philadelphia, Tuesday, after an illness of several months. He was seventy-nine years old and was known as the dean of Catholic editors in the United States.

He was founder of *The China Gazette*, having served as a war correspondent at various times in China and Japan for English and American papers, and was the author of several books. Early in his career he was a reporter and later sub-editor of the *Freeman's Journal* in Dublin, was on the editorial staff of the *United Ireland* from 1883 to 1893, and later was made associate editor of the *Catholic World*. He was editor of the *Young Catholic* until 1897, when he removed to Philadelphia and became editor of the *Catholic Standard and Times*, which position he has held since 1897. He was also an associate editor of *The American Catholic Quarterly Review*.



WHEN A WINDOW BECOMES A DOOR

When an advertiser puts into a dealer's window an advertising display that interlocks with the National campaign—

—and crystallizes at the point of purchase all those selling influences which go to make up a complete campaign—

—he is virtually making that window an open door to immensely increasing business.

Window advertising is coming to the front as the crux of an advertising campaign and Einson Interlocking Window Displays are setting a new standard.

We do everything the exclusive lithographer can do and many things in an art, copy, merchandising and service way which he is not equipped to do.

Interviews and correspondence are invited.

**EINSON
LITHO
INCORPORATED**



NEW YORK:
71 W. 23d St.

CHICAGO:
332 S. Michigan Ave.

Selling Your Wares to the Farmer

(Continued from page 24)

ner the range of merchandise that the city merchant can carry. The general store, while it resembles the department store of the big towns in the variety of merchandise carried, is seriously handicapped by both lack of space and financial resources. This condition accounts for the fact that in so many cases the manufacturer finds that consumer demand must precede dealer co-operation. There are countless products that the general storekeeper

cannot possibly afford to hold in stock, although in most instances the dealer will gladly secure any article for which there is a call.

These are all conditions that make important the careful selection of advertising media, of which there are two or three hundred! These may be classified as local; regional and national, and again subdivided as highly technical, family and general in their appeal. A comparative analysis of circulation figures shows that some of the publications have an intensive circulation covering only one or two States, while others,

although reaching over a far wider area, touch only the high spots—and these only lightly. But circulation is no more to be considered than editorial policy and the merit of the general contents. Upon these factors depend reader influence and the subsequent confidence in the advertising columns.

To sum up it may be stated that the farm market offers the manufacturer of really worth while merchandise, possibilities only little realized, but it is one that calls for expert penetration if the pitfalls that beset the inexperienced are to be avoided.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Successful sales executives do not merely send out a letter replying to an inquiry, or to a list of prospects they are anxious to do business with, without making sure the contents of the letter is sent on the right kind of a letterhead.

You and thousands of other business men are constantly using the wastebasket for sales messages presented in so poor a manner that you do not even trouble yourself to read through the letter.

One look at the letterhead convinces you that the message of the concern sending it out cannot be of much importance, but you will read a message if it reaches you addressed in the form in which it should be, which means the right kind of a letterhead.

We will be very glad to send upon request samples of letterheads on SYSTEMS BOND in white and six attractive colors. Why not send for these samples now and see if you cannot improve your present letterhead.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Madison "Capital Times" Appoints Representatives

The Madison *Capital Times*, Madison, Wis., has appointed, effective from February 1, as their foreign representatives Payne, Burns & Smith, Inc., in New York and Boston, and G. Logan Payne Co. in Chicago and Detroit.

Brown Will Direct Sales and Advertising of Block Motors

The W. D. Block Motor Company announce the appointment of Wallace Brown, of Detroit, to be director of sales and advertising. Mr. Brown will still retain his connection with the Wallace Brown Brunswick shop in Detroit.

Four Governors and Prominent Business Men Will Conduct a Unique Advertising "Stunt" in May

Prominent business men of the South Atlantic port cities, including the governors of the four Southeastern states of Georgia, Florida, North and South Carolina, will charter a special train for a business boosting and advertising trip through Middle Western states the latter part of May and first part of June. During the trip about \$25,000 will be spent in advertising in newspapers and magazines in cities that will be visited along the route. The purpose is to advertise the South Atlantic ports, and to have manufacturers of the Middle West route their export shipments to foreign countries through these ports. The new freight rates make this possible without any more expense than to ship through the ports of the North Atlantic.

Places Advertising Direct

The American Steam Conveyor Corporation, Chicago, are signing contracts for advertising their American Trolley Carrier, which is labor-saving equipment for handling coal, ashes and like material. Guy S. Hamilton, who is advertising manager, is using trade papers.

Worlds Salesmanship Congress Incorporates in Delaware

Worlds Salesmanship Congress, which was started several years ago in Detroit by D. M. Barrett, was incorporated this week in the state of Delaware, with a capital of \$225,000 by Charles B. Bishop, S. H. Baynard, and H. N. Jefferson, Wilmington. They are chartered to engage in printing and publishing.

How the Hupmobile Entered the Foreign Market

(Concluded from page 44)

HOW THE WAR AFFECTED SALES

"Of course the war curtailed European sales, even in neutral countries, because while automobiles could be shipped to Spain, Switzerland, Holland and Scandinavia, tires were declared contraband. In South Africa, South America, the South Sea Islands and Australia, relations were kept up throughout the war, and in some cases sales were greatly increased, due to the suspension of all supply from Europe.

OLD CONNECTIONS NOW RE-ESTABLISHED

"It has been a great satisfaction to see all of our old dealers who could get here, signed up again during this Paris show. And the others, those in Germany, Austria, Turkey and Roumania, have written. Until our own entrance into the war our European man stayed right on the job. Not a car could he deliver, but he did the all-important work of keeping relations with our dealers. The effect of this was an immediate revival of business after the Armistice, with a demand for more cars than we can hope to deliver.

HOW ABOUT LONG CREDITS TO EUROPEAN COUNTRIES?

"We have always sold cars in just one way—spot cash at the factory. But we arrange for the dealer so that he can meet these terms. The most satisfactory method of finance is through a commission house which will buy the cars for their own account, insure and ship them, and collect from the dealer only upon delivery into his hands. The charge for buying and for handling the entire transaction is 2½ per cent., plus 6 per cent. on the investment for the time the cars are in transit.

"Our dealers in all countries have found this simple plan the best for them, as it relieves them of all risk and of investing their money until they can immediately turn it over again.

"In some lines of business, longer credits from American seller to European buyer will be desirable, and will help toward the physical and commercial reconstruction of the nations. For ourselves, however, we have found no reason to change from the policy above described; nor is there a lack of responsible houses ready to put the business through.

"It is my firm belief that none of the factors claimed to exclude a large sale of American cars in France will prove anything but theoretic.

French makers feared that the public sale of American Army cars would bring the market to the saturation point. Such has been far from the actual case. The French manufacturers' own estimate of the number of cars they can produce this year, is unquestionably too optimistic. But should they all deliver up to schedule, American makers will still find demand for all the automobiles they can ship. And what is more, our values will compare favorably in spite of the 70 per cent. duty. The French government collects from every purchaser of an American car."

Dinner for Publicity Man

In honor of Frederick M. McCloy, who has done newspaper publicity work for forty years, a dinner was given at the Ritz-Carlton last Saturday night. Among the speakers were: Governor Edwards of New Jersey, County Judge Reuben L. Haskell, Acting Mayor F. H. La Guardia and Borough President Henry H. Curran.

Associate Editors Change on Detroit Publication

F. W. Hershey, for years in the editorial department of the *Detroit Free Press*, has succeeded Thomas L. Munger as associate editor of the *Michigan Manufacturer and Financial Record*, Detroit. Mr. Munger becomes secretary of the inland waterways committee of the Detroit Board of Commerce.

Trade Conditions Changing

The time is rapidly approaching when the supply of goods in many lines will exceed the demand. Competition will be keen again and manufacturers will have to do more than quote prices.

Our Premium Service Fits the Situation

No stock to carry. No detail. No investment for premiums. You pay *after* the sale has been made.

Customers receive a direct monetary return for money so expended.

It Is "Good-Will Advertising"

It insures continuous buying on the part of the consumer. Quality and price being equal, he will insist on such brands.

Among the nationally-known concerns whom we serve and to whom we refer are: The Nestle's Food Company, Lever Brothers Company, The J. B. Williams Company, Foulds Milling Company, Federal Snap Fastener Corporation.

If you have a trade-marked product, write us and we will tell you how our Premium Service may be used by you.

The Premium Service Company

50 and 52 Franklin Street

New York, N. Y.

Esten W. Porter, President and General Manager

F. W. Hutchinson, Sales Manager

Telephones: Franklin 1130-1131

Traveling Kitchens Plus Salesmen

An Idea of How Important the Salesman's Sample Case Is and How Its Value Can Be Capitalized

By PAUL W. KEARNEY

IF Brother Robert Burns were alive to-day and could see the wonderful variety of accoutrements modern salesmen carry with them now, he might change his oft-repeated phrase to "Ay, a Salesman's a Salesman for a' that." For it is true that the up-to-date commercial traveler has the advantage and assistance of many mechanical aids that a few years ago would have been scorned by the "drummer."

The salesman has learned to be a highly versatile person as well as an efficient chap who uses all of the available media which will cut his sales effort down. The examples are multifarious. One night I dropped in the room of a salesman friend of mine who was preparing to cover a large slice of middle-Eastern territory for a nationally known manufacturer. He was an "inside" man who was going out on his first trip, but instead of spending his last hours of ease reading up the approved books on "How to Sell—In One Evening," he was taking his last bit of sales training with one of those "Colt Automatic" screw-drivers.

The reason, according to himself, was so that he'd be able to put up

signs for his dealers without wrecking the shops he visited!

I know of another firm whose travelers carry moving-picture projectors with them! Instead of attempting the physically impossible task of carrying the machinery, or instead of using the inflexible and cold method of toting diagrams and blue prints and maps, these chaps have regular films and machines with which they show their prospects the *actual* machinery in *actual* operation.

DEMONSTRATING FOODS

There are other equally as interesting ideas on the same topic, but the one I am most keen about relating to you now is the plan of the Indian Packing Company, of Green Bay, Wis., and Providence, R. I., manufacturers of the nationally advertised line of Council Meats. The products of this company are put up in vacuum tins, of various sizes, both with respect to circumference and height. Some of the preparations are meant to be served cold and some should be heated before they go on the table. Nearly all of them are used to greatest advantage when

they comprise a unit of a recipe, so, you see, the problem of the salesman is not to demonstrate or exhibit a unified line, nor a single staple or specialty, nor an article which will present such an appearance to the prospect's eye that he will be sold on its obvious or apparent virtues.

If you are selling a line of hammers, saws and drills or a line of wall and mantel clocks, or a line of shoes and slippers, you can't do much more with your samples than display them. And although they can play a mighty vital part in your sales talk by being displayed in the most advantageous manner, they must still lean upon the salesman's words for most of their strength.

There are other lines of which this is not true, and in this general classification comes food products. The others we will not touch at the present, for the whole would make too long a story, but for those men, in particular, interested in marketing things to eat or drink the experiences of the Indian Packing Company will prove valuable. As a wider lesson, the story will teach every salesman and manager the potential possibilities of the salesman's sample case.

And perhaps we should bar the word "sample case" when referring to the equipment of Council Brand salesmen. Really, they are kitchenettes. They contain all the essentials for a square meal—from fire to food, for aside from a full line of sample cans and several "loaded" containers, the case contains two thermos bottles and a Sterno canned heat outfit. As you can see from the illustration, these items are not in sight until the salesman decides to show them, for nothing other than the goods that are being sold are displayed when the case is opened on the dealer's counter.

STARTING THE SALESMAN'S DAY

But to begin at the beginning: in the morning, before the salesman starts out, he heats several of the products which are most tasty when warmed with his Sterno set. These are put in the Thermos bottles and held in reserve, so to speak, for an opportunity to give the prospect a concrete sample right on the spot.

When the salesman goes into the store and opens his case on the counter, the first salient point about it is that the goods, as arranged, show the grocer exactly what a splendid shelf value the tins represent. Shelf value is always a point which greatly impresses a grocer, and the attractive labels on the cans certainly give that when used in the right way. Without going one step beyond this point, Council Meat salesmen have found

The Rotary Face—

¶ The Rotary Face is the face of the highest type of business man—the face of a man who loves his fellowman—the face of a man who stands for integrity, probity, strength of character and high ideals.

¶ The Rotary Face is symbolized by the Rotary Creed. The study and the practice of the Rotary Creed has developed the Rotary Face—a face that is apparent thruout the Rotarian world.

¶ If a composite face of all Rotarians in one locality were to be made, in it would be discovered a striking resemblance to all other Rotarians—everywhere.

¶ The Rotary Face typifies the 50,000 readers of

THE ROTARIAN

The Magazine of Service

Publishes Monthly by the International Association of Rotary Clubs

Eastern Representative
WILLIE W. CONSTATINE
31 East 17th St., New York

CHICAGO
Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Member Audit Bureau of Circulations

WORLD'S ADVERTISING CONVENTION, JUNE 6 to 10

Other Things Than *Books and Plays* Come From Indianapolis

YOUR kitchen cabinet, your better grade automobile, your breakfast bacon, perhaps your wire fence or your phonograph were made in Indianapolis. There are hundreds of different products made in the ten thousand factories of the Indianapolis Radius, and distributed over the world.

Labor conditions are in better shape in this truly American center than in any other section of the country. Indianapolis is known the world over as a *quality product* city.

The Associated Advertising Clubs of the World is only one of the many good things that have originated in Indianapolis. It is fitting therefore that the A. A. C. of W. come back to the fountain head for new inspiration. This great business convention will be devoted entirely to practical discussions of advertising. It will pay you to come to Indianapolis, June sixth to tenth.

*This Advertisement published by 1920 Convention
Board, The Advertising Club of Indianapolis.*



INDIANAPOLIS



Four views of the Indian Packing Company's sample case for salesmen, and its contents, showing the case closed, in use, a close-up of the case packed ready for closing, and the contents unpacked and on counter or table.

that they make scores of sales that might otherwise slip away, simply by virtue of the most efficient arrangement of the goods in the sample case. They arouse interest immediately, and they can be shown before the man can refuse to look at them.

That is a vital consideration with a line so new as this one.

If more time is available, the rest of the cards can be played. The case includes, besides the Thermos bottles and Sterno sets, a number of paper plates; small doilies; small spoons; a large aluminum plate, upon which can be put the contents of the various cans or the particular can which is being sampled; an aluminum knife, fork and large spoon; a can opener; paper nap-

kins; and a piece of chamois with which to keep the utensils beautifully clean.

How can any human grocer refuse to buy from a salesman who feeds him while he sells him?

There is another interesting and novel point about this Indian Packing Company case. In the national advertising that is being placed by the concern, considerable emphasis is being laid upon the fact that these food products come from the green country and its wholesome surroundings. The major slogan of the house is, "Fresh from Sunshine and Pure Air," and this is dramatized in the advertising by a reproduction of the picture of a view taken from one of the windows of the Wisconsin plant.

A CLEVER TIE-UP

You will notice that the top plate of the case, to which the handle is attached on the other side, carries the same photograph that is being featured in the advertising. That is a prime tie-up.

The more recent publicity produced by the company in the national media performs even a cleaner hook-up than that. It not only carries the picture of the rolling Wisconsin country-side, but it also shows the sample case itself, carrying the same reproduction, thereby accomplishing a sort of a triple tie-up, so to speak.

The copy, featuring this sample case, aptly capitalizes on it by telling the readers the story I have just



DR. CHARLES AUBREY EATON is one of the very few individuals who, in these days of unrest, enjoys the confidence of the man in the shop and the respect of the man in the office. He is, accordingly, one of the very few individuals capable of helping the country to a solution of its great problem. His articles and editorials are appearing exclusively in Leslie's—because he selected the medium (just as the advertiser) whose circulation is recruited to the extent of 52% from the employing class.

FRANK L. E. GAUSS
Advertising Director

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed
THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST



LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

related, only much more concisely. It sells the idea that the grocers, from whom Council Meats can be purchased, were convinced of the quality of the line by actual experiment—by personal sampling, to be exact. The "grocer tries them before he buys," says the copy, and "one taste is sufficient proof that when it's your turn to try them, you will want to buy them, too."

This idea should be adaptable.

"Times" Is Sued by "Public Ledger"

The Philadelphia *Public Ledger* brought a copyright infringement suit early this week against the New York *Times* charging that it unlawfully published the Viscount Grey letter to the London *Times* relating to the United States and its attitude on the league of nations, which had been cabled to this country for the exclusive use of the *Public Ledger*. An injunction, the surrender of the alleged infringing articles, damages in excess of \$3,000 and an accounting of profits are asked in the injunction.

Carr V. Van Anda, publisher and managing editor of the *Times*, said that Lord

Grey's letter was received from their London correspondent, preceeded by a statement that permission for republication had been given by the London *Times*. The *Public Ledger* maintains that it has contracted with the London paper for exclusive use and publication in this country of special articles.

Craftsman Advertising Service Is No More

The Craftsman Advertising Service of Rochester, N. Y., was dissolved this week.

Sorry We Are Out of Print—Who Will Help Out Mr. Kobler?

March 2, 1920.

Editor,
ADVERTISING & SELLING
New York City.

Dear Sir:

Will you be kind enough to send me twelve copies of your February 7 issue, and oblige

Yours very truly,

A. J. KOBLER,
Advertising Director,
American Weekly Magazine,
Columbus Circle, New York City.

"The Farm Journal" Celebrates Forty-third Birthday

On Monday afternoon, March 1, the 361 employees of *The Farm Journal*, Philadelphia, gathered with Wilmer Atkinson, the founder, to celebrate the forty-third birthday of the paper. From a modest farm paper of eight pages, with a circulation of 25,000, the journal has grown so, that the March issue, a representative one, has 172 pages, and a circulation of over 1,050,000. As a memento of the occasion, a copy of the edition, autographed by Mr. Atkinson, was given to each member present.

City Editor Goes into Advertising Work

E. C. Sutton, for two years city editor of the *Oklahoma City Times*, has left that paper to join the Brown-Connelly Co., Oklahoma City. Max Bosler, former courthouse reporter and feature writer on the *Times* and *Oklahoman*, is now city editor of the *Times*.

Lord & Thomas Direct American Stove Campaign

Through Lord & Thomas, the American Stove Co., has embarked on an extensive campaign of advertising which will feature the Lorain oven heat regulator. The advertising will be carried on through gas companies and dealers, and will enable them to supplement the national advertising, which has been running for some time in magazines, with effective local campaigns.

Advertising Head Is Made Sales Manager

A. H. Lipman, advertising manager of Mayer Brothers, Chicago, has been appointed sales manager of his organization.

Sales Manager Changes Position

E. A. Combine has resigned as sales manager of the Shoninger-Heinsheimer Manufacturing Co., and has become identified in the same capacity with M. Ainbinder & Co.

Interborough Publicity Man Testifies

Henry Proctor Waugh, one of the publicity men of the Interborough Rapid Transit Co., editor of the *Interborough Bulletin*, and of *The New York Railways Bulletin*, was called last week to testify in the present transit investigation. Mr. Waugh, who was closely questioned by Corporation Counsel Burr in regard to the expenses and objects of his department, said that the purpose of the *Bulletin* was to present the various activities of the companies to their employees, and "inculcate a spirit of politeness and courtesy among the employees as toward the traveling public," and that he received a salary of \$3,900 a year.



Our Many-Tongued Ancestors

Born of the diverse nations of the earth, Americans appreciate, now more than ever before, the necessity for national unity; one flag, one purpose, one form of patriotic understanding.

A confusion of tongues makes for a confusion of ideas and principles. Everything which goes toward the up-building and maintenance of a one language people makes for national strength and national progress.

It is in such service that the Bell Telephone has played so vital a part. Its wires reach every corner of the country, making

intimate, personal speech between all kinds of people a matter of constant occurrence.

But the telephone is no interpreter. If its far reaching wires are to be effective, those who use them must speak the same language. The telephone best serves those who have become one with us in speech.

Yet uniformity of language is not enough from those who would gain the greatest good from the telephone, neither is financial support enough; for complete service makes essential true co-operation on the part of every subscriber.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service



Program Committee of A. A. C. W. Appointed

Jesse H. Neal, executive secretary, Associated Business Papers, New York, who is chairman of the program committee in charge of the Indianapolis Convention of the A. A. C. W. announces the following members on his committee: J. George Frederick, president, The Business Bourse, Howard T. Griffith, sales manager, The Udell Co., Indianapolis, Walter Drey, vice-president, *Forbes Magazine*; Herbert F. De Bower, vice-president, Alexander Hamilton Institute, New York; J. D. Ellsworth, advertising manager, American Telephone & Telegraph Co.

"New York Commercial" Runs a New Feature

A column called the "Man at the Desk," conducted by Paull Hayden, has been recently introduced on the editorial pages of the *New York Commercial*, "The National Business Newspaper," and it has attracted considerable attention from readers. Big ideas of Americanism, labor co-operation, employee efficiency and personal development are taken up in a brief, pithy, epigrammatic, interesting way and practically applied to present day work and workers.

Piston Ring Account for the Green-Lucas Co.

The Green-Lucas Company, advertising agents, have recently secured the advertising account of the No-Leak-O Piston Ring Company, headquarters in Baltimore, Maryland and factory in Muskegon, Michigan. The No-Leak-O Piston Ring has been advertised in a limited way for the past three or four years and a more elaborate campaign is being planned for 1920. Practically the entire appropriation will be spent in class and trade journals.

Green-Lucas Company Increase Copy Staff

Miss Miriam Moses until recently connected with the copy staff of N. W. Ayer & Son, Philadelphia, has joined the copy staff of the Green-Lucas Company, advertising agents, Baltimore, Maryland. Prior to her connection with the Philadelphia Agency Miss Moses was Domestic Science Editor of the *Philadelphia Press*.

Randall Secures a Sales Specialist

Charles W. Mather, who has had many years of experience in the advertising and selling field, has been placed on the staff of the Chicago organization of the Fred M. Randall Company as a sales specialist.

Mr. Mather was formerly sales manager for the R. R. Donnelly & Sons Company, was also connected with the Baker-Vawter Company for a number of years, and recently was sales manager of the Postometer Company.

W. O. Woodward Co. Moves Next Week

On or about March 10, the W. O. Woodward Co., window display and direct-by-mail advertisers at 1239 Broadway, New York, will move their sales offices to 224 West 34th Street.

Dartmouth College Holds a "Study" Sales and Advertising Convention with the Aid of "Big Ben"

To Dartmouth College comes the honor of being probably the first educational institution to stage an actual sales convention. This sales convention was held under the auspices of the Amos Tuck School of Administration and Finance, Monday evening, February 23, 1920.

The convention was made possible through the courtesy of W. S. Ashby, advertising manager of the Westclox Company, who

sent on their sales and advertising plans for 1920 together with copies of all advertisements, trade literature, samples of their clocks and watches, etc. The hall was decorated in a regular convention manner, Westclox advertising being the keynote.

Second year students of the sales and advertising courses performed the complete work for practice and for the benefit of the first year men of a vice-president in charge of sales; sales manager, advertising manager and other officials who to go make up a sales convention.

Conner Agency Engages New Copy Man

D. Q. Burleigh, who has been with the Cutler publications at Evanston, Ill., has accepted a position in the copy department of the Conner Advertising Agency, Denver.

Hyatt Man Becomes Director of Publicity. Link-Belt Co.

William A. Scharon, formerly of the advertising department of the tractor division of the Hyatt Roller Bearing Company, has resigned to become director of automotive publicity of the Link-Belt Company, of Chicago, Philadelphia and Indianapolis.

Reo Advertising Manager Resigns

F. L. Waite, for seven years advertising manager of the Reo Motor Car Company at Lansing, Mich., has resigned. He will continue in the automotive advertising field.

Boswell-Frankel Locate

Boswell-Frankel advertising service is now located in larger quarters with increased facilities at 786 Sixth Avenue, New York.



The new Levant Letter File Sample Book is simply a handy reference folder, not designed to suggest the many uses to which Levant paper can be put advantageously. In cases where leather covers have been desired but considered impractical because of the cost of real leather, Levant Covers will give the desired effect at a cost that is comparatively low.

Made to simulate in color and texture the finest Levant leather, Levant Covers on booklets are striking and successful. Box-makers will find the light weight especially desirable for an almost unlimited range of products, such as boxes for jewelry, perfumery, stationery and candies. Levant Covers are made in one finish, one size and seven different tones: Gray, Red, Coffee, Yellow, Green, Blue and Black. This makes it possible for the person using Levant Cover Paper to choose the color best suited to his needs.

Send for this handy sample file. A copy of the latest XTRA, Dexter's unusual house organ will also be included.

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

The Film as an International Medium

Great Possibilities of the Screen
for Presenting an Animated Message

By MYRTLE PEARSON

THE first truth about the moving picture is that it has become a universal habit. It is rather unnecessary to call attention to the size and quality of the movie houses that have been built in the past five years. The class of picture they show, the strata of society they attract, and the popular approval with which they have been accepted are quite obvious, too. The largest theatre in the world has just been completed in New York—and it is a movie house. Seats are sold there in advance and the prices run well over a dollar.

It is no uncommon sight in this city to see a line of patrons nearly a block long waiting to buy tickets for any of the popular film theatres, and one often has to wait his turn for tickets even at such a late hour as nine or ten o'clock at night. From one end of the land to the other the motion picture house has become an established thing, an indispensable thing, filling a need never before realized but now very evident. This accomplishment is a long step from the days when the children were forbidden to go to the picture show, and has come about simply because the theatre people have learned to lift the screen from the odium which once surrounded it to the plane of general decency and worth it has now reached.

All of which may strike you as being a rather prolonged puff for the screen. It is. And it is essential to this story because you advertising men are continually talking about the influence of a medium upon its subscribers—"reader influence." The mere fact that first class houses are charging first class patrons first class prices and are still filled to overflowing is ample proof of the influence of the moving picture on its "subscribers" or patrons.

These questions of influence and acceptance being self-evident, the logical step is to appropriate these powers or qualities for your own ends. Advertise through the moving picture. The fact that the screen is a prime medium for advertising, by virtue of its peculiar characteristics, seems to have suddenly dawned on quite a few of our national advertisers who are right now

making splendid use of its possibilities. Yet the field has only been scratched—possibly because the field has developed so rapidly—and although the satisfied users of movie advertising are increasing in an encouraging degree, there is still a genuine virgin field to be worked.

Among the many concerns listed on the books of one producer are such well-known manufacturers and advertisers as the Dayton-Wright aircraft people, the International Correspondence Schools, the Western Electric Company, Firestone Tire & Rubber Company, International Silver, White Auto Company, American Multigraph Sales Company, Winchester Arms, and others. Just the other evening I saw one of the Ford Motor Car Company's series shown in a popular New York house, and received with a great deal of interest and keen attention.

AN INTIMATE MEDIUM

These advertisers base their reason for using the motion picture upon the principle that acquaintance is the essence of advertising, and that a more living, human, personal acquaintance with a product can be bred through the film than could be hoped for in impersonal white space, no matter how personal the message may be. Periodical advertising cannot hope to do more than present a conventional smattering of some of the outstanding arguments, sales-points—high-lights of your genuine message. Furthermore, the principal disadvantage of the printed page in comparison to the screen is that the former is compelled to carry "still" matter while the screen, of course, is decidedly animated.

The moving picture gives an *intimate* knowledge of the product. That is the sum and substance of its value. Can you conceive, for example, approaching for a moment the graphic strength of the screen in getting across the idea of carefulness in manufacture, conscientiousness in examinations or tests? If you, perhaps, are a baker, I defy you to utilize white space in an effort to show folks how sanitary your plant is as effectively as you

could do it with the motion picture camera.

Applying to the screen the common tests used for periodical measurements, we find that, first of all, attention value is supreme. There is nothing to compete with the reader's eye while the film is being run. Even if you plastered the place with bulletins and bill boards, I'd bet on the screen every time because it has motion to hold attention.

In the second place, its memory value is excellent. You see the living, almost breathing picture of the subject in action, and you see it (if it is a thousand-foot film) for eighteen minutes at a stretch. Compare that with the glance accorded some advertisements—even with the rare two-minute reading an unusual advertisement receives.

In the third place, the quality and quantity of the "circulation" go hand in hand. What we have said above is evidence of the quality. The fact that 50,000,000 Americans go to the 16,000 motion picture theaters in the country speaks fairly well for the quantity.

FOREIGN POSSIBILITIES EVEN GREATER

So much for the motion picture as it is concerned with domestic advertising. In foreign trade and commercial exploitation it has even greater possibilities. One can say that for American exhibition, the advertising film has three distinct advantages: It is the essence of pure, unadulterated advertising; it is the handiest method of showing samples yet evolved (particularly of heavy machinery and immovable fixtures); and it has no par for institutional purposes.

When we go into the foreign market we can multiply the intensity of these advantages by at least two. The South American, European or Asiatic is even more keen about seeing our goods, our plants, our methods than the American is. He knows less about them as a general thing and therefore presents a fertile field. And we certainly need to do a lot more good will building in foreign lands than we have had to do at home. Nothing could quicker establish a cordial relationship between a buyer and seller than an interesting visit to the manufacturing base, via the movies.

Of course, the movies are being used industrially for such work as labor instruction, welfare aims, etc. They are used, as I have mentioned hastily, for the purpose of "showing

"Sales Increased"

UNITED STATES POST OFFICE
PERMIT NO. 1000

SHEFFIELD FARMS COMPANY, INC.
524-526 WEST 57th STREET

EXECUTIVE OFFICES

NEW YORK Nov. 17, 1918.

Advertising Artists, Inc.,
33 West 42nd St.,
N.Y. City.

Gentlemen:

We are pleased to inform you that our experience with your organization has been most satisfactory ever since we began with you some seven years ago. The posters and car cards designed by yourselves have produced a surprising amount of publicity.

The sales of "Sealect" brand Grade "A" milk have increased perceptibly since we used your first design, and we can highly recommend your service to anyone.

Yours very sincerely,

SHEFFIELD FARMS COMPANY, INC.

By

V. J. Horton

DSR EG

Sealect

GRADE-A-MILK 11C



Sheffield Farms-Slawson-Decker Co.



Sheffield Farms
kiddies
get it

MORNING



NIGHT



Sealect

GRADE-A-MILK
Contains more Cream

samples" in cases where the actual goods are too heavy to carry or would require considerable work before being made ready for operation. In these lines the screen is invaluable, to be sure. But for the time being we are interested primarily in its value as a strictly advertising medium. For this purpose I have set down the foregoing as the principal features of the screen as a medium aimed at the ultimate consumer.

There is still another phase of it interesting to the average national advertiser. I mean the possibilities for dealer tie-up with the film. They are very great. When the film is ready for release, there are many forms of advertising furnished the exhibitor (theater man) by the producer. There are lithographed posters, heralds illustrated by scenes from the picture, dealer slides to be run a week before the picture, the regular "coming next week" slides used by the theater, and lobby photos, usually consisting of eight scenes from the film. These are all used by the theater man inside and outside of his establishment, and afford very valuable supplementary publicity for the advertiser.

INVALUABLE FREE PUBLICITY

In addition to the dealer slides, with which the retailer ties up with the film in the theater, the leading producing companies also prepare window cards, lithographed on board, and dealer circulars. There are many interesting ways, of course, for the advertiser and the dealer to work with each other on this business of tying up with the film.

There are still a few other features to be calculated in this review of hook-up possibilities. One is that the exhibitor himself is sure to advertise the picture at least in his advance program, if not in his regular newspaper space. The majority use both, and many of the leading houses add direct mail to these two.

Free publicity is another thing worth consideration. The news items run in the newspapers through their theatrical sections often prove quite valuable. In one case with which I am acquainted, the total lineage of publicity in newspapers and other periodicals devoted to the picture being run by an advertiser totaled, at card rates per line, to more dollar and cents value than the actual cost of the picture!

There are many equally as interesting facts and figures that might be added to this article about the effects, value and results of advertising with the screen. The scores

of well-known concerns using it at the present time is, perhaps, the strongest testimonial that can be forwarded. The motion picture medium is bringing them money. Talk to some of them if you don't believe it. They'll dispel the doubt in a jiffy.

If I could take you to the executive offices of a large silverware house I have in mind at the moment, you would see there a raft of letters from their salesmen all over the country telling of the success of the company's advertising film everywhere it has been shown. One salesman in particular wrote that dealers in his territory had sold \$14,000 worth of silverware **THAT COULD BE TRACED DIRECTLY TO THE INFLUENCE OF THE PICTURE.**

With the inherent advantages of the film, results like these are to be expected as natural things.

Rost, Vice-president, in Charge of Sales and Advertising of New Firm

Nicholas G. Rost, former general sales manager of the Duesenberg Motors Corporation, has been elected vice-president in charge of sales and advertising, of the newly incorporated Rochester Motors Corporation.

Atlanta Wants the 1921 A. A. C. W. Convention

At every opportunity Atlanta is bending its efforts toward securing the 1921 convention of the Associated Advertising Clubs of the World. At a meeting of the daily newspaper department of the A. A. C. W. held in Louisville this week, Charlie Miller, business manager of Hearst's *Atlanta Georgian* and *Sunday American*, who is president, started a movement among newspaper men to create sentiment in favor of Atlanta for 1921. Mr. Miller was recently appointed chairman of the daily newspaper committee of the Atlanta Ad Club, this committee's purpose being to help secure the 1921 convention for the Dixie metropolis.

Two Alabama Papers Combine

The *Times* and the *Journal*, two afternoon papers published at Selma, Ala., have been combined, and will hereafter be published as the *Times-Journal*, daily and Sunday. The Selma *Times-Journal* Publishing Company has been formed with \$50,000 capital. F. T. Raiford will be editor and publisher. Other officers are Sam F. Hobbs, president; Isadore Kayser, vice-president; J. Percy Day, secretary and treasurer.

A Lady Vice-president and Four Officials Are Elected by the United Cigar Stores

George J. Wise, Miss L. I. Entwisle and Edward J. Wise have been elected vice-presidents of the United Cigar Stores Co.'s subsidiary company, the United Retail Stores Candy Co. Irvin Fuerst and Charles G. Guth, the big manufacturers of candy, were added to the board of directors.

Horace A. Brown, Jr., Hyatt Sales Manager, Promoted

Horace A. Brown, Jr., identified with the Hyatt Roller Bearing Company for the past nineteen years in positions of senior sales engineer, manager of the sales department and sales manager, has been promoted from

the latter position to the managership of the Motor Bearings Division, with headquarters in Detroit.

Mr. Brown has seen the company develop from a plant of less than one hundred men doing a yearly business less than a \$100,000 a year to a plant of more than five thousand men doing a business of \$20,000,000 through the motor, tractor and industrial sales divisions. The department which Mr. Brown now heads has written orders amounting to \$15,000,000 during the last twelve months.

S. C. Beckwith Opens Atlanta Office

The S. C. Beckwith Special Agency, newspaper advertising representatives, has opened a Southeastern office in Atlanta and appointed Joel Chandler Harris, Jr., son of the late "Uncle Remus," manager in charge. Before the war Mr. Harris was advertising manager of the *Atlanta Georgian* and *Sunday American*, and since his return from the service has been with the Johnson-Dallis Company, advertising agents, of Atlanta. The Beckwith list includes some of the best known newspapers in the South.

Direct Advertising Service Moves into Larger Quarters

New headquarters have been established by the Direct Advertising Service, in the Marquette Building, Detroit. The new quarters have 25,000 square feet of office space. Charles G. Tobin is proprietor.

Andrew Ten Eyck, Publicity Man for N. Y. U., Goes to Paris for New York "Tribune"

Andrew Ten Eyck, former head of the New York University publicity department, has sailed for England from where he will go to Paris, France, as correspondent for the New York *Tribune*. He will work directly under Arthur S. Draper, head of the *Tribune's* foreign bureau. Joseph A. Esquirol, a graduate of New York University in 1917, has been appointed to Mr. Ten Eyck's position on the publicity staff.

Ferry-Hanly Man Directs Kansas City Ad Club Publicity

A. J. Lambkin, who is with the Ferry-Hanly Advertising Company at Kansas City, Mo., has been appointed chairman of the publicity committee of the Kansas City Ad Club. The organization, which is having an excellent list of speakers address it each week, recently increased the size of its bulletin, *Ad Club News*, and improved the appearance considerably.

Wilson Goes with Akron Advertising Agency

B. C. Wilson, formerly connected with the Martin V. Kelly Company, Toledo advertising agency, and later with the Miller Rubber Company of Akron, has become associated with the Akron Advertising Company of Akron.

Evans-Ayers Will Engage in Advertising in Detroit

Julie C. Ayers, Cecil R. Evans and George A. McIntyre have formed the Evans-Ayers Company, advertising agents, at Detroit. The concern has a capital of \$50,000.

"Dallas Journal" Puts Out Pershing Edition

When General Pershing visited Dallas, Texas, recently, the *Dallas Journal*, besides its regular fourteen page news section, put out, in black and red, a thirty-two page Pershing edition which is worthy of mention. Profusely illustrated and with many feature articles and attractive advertisements it shows excellent effort in both the editorial and business departments of the paper.

F. J. Ross Company Completes Organization

The F. J. Ross Company, which is headed by Frederick J. Ross, who withdraws his interests, by friendly agreement, from the Blackman-Ross Company on March 15, announced this week that its organization personnel was complete and that it would open for business at that date at 119 West 40th street.

"Modern Stationer and Bookseller" to Issue Shortly

Early in March the first issue of a new trade paper for the stationer and bookseller will make its appearance. It will be known as *The Modern Stationer and Bookseller*,

issued semi-monthly by Albert B. Abrams, for the past fifteen years with Geyer's *Stationer*, with William S. Donnelley, David Manley and James Ennis, who have also resigned from the Andrew Geyer Co. The paper in its announcement states that it will be "a progressive and constructive semi-monthly for those who buy and sell stationery, books, art publications, engraving and distinctive gift merchandise." The publication offices are at 225 Fifth avenue.

Stevenson & Foster Appoint Curry

Stevenson & Foster Company, Pittsburgh, printing and stationery specialists, have appointed E. W. Curry general manager of sales.

An Order Worth Taking Is Worth Writing Well

(Continued from page 21)

USUALLY TOO MUCH CONFUSION

Unfortunately under the system where various departments handle salesmen and claims, a sales manager may not know claims that are coming from his own customers, and a claim manager in handling a claim may not know when he writes a letter that he is destroying a deep-laid plan to increase the account of a very desirable merchant. Retail merchants often wonder at the very conflicting letters they receive from large houses. Some of these letters strike them as being absurd. The reason for this is that they are written in different departments, without one department head knowing what the other is doing. It is a comparatively common occurrence where the co-operation between the various departments is not properly organized, that a retail merchant in the same mail may receive a dunning letter emphatically requesting immediate payment and at the same time a very beautifully written letter from the sales department, asking for an increase in his business. If such a house used a card system as I have outlined in my last article, and if the credit department entered a signal on these cards that the sales department be shut off on a customer, such conflicts would not occur.

The salesman's name would be entered in pencil on these cards, and when the mail orders strike these cards, the salesman's name should be transferred to the mail order so that he receives proper credit.

Then memoranda should be made also on these cards in regard to customers' claims. If the claims become unusually numerous, the sales manager, in going over the cards,

should make a note that the next claim be referred to him, the head sales manager. He can then investigate the claim with extra care and attention and find out whether the house was giving this customer very poor service or whether the customer was trying to make an illegitimate profit out of the claim department.

THE CHRONIC KICKERS

When customers became K. K.'s, or "chronic kickers," I used to have them referred to me and I could write a chapter on some of the cases I investigated and what I discovered.

The card system such as outlined, accurately kept, will give the sales department plenty of work to keep it out of mischief, because when it is in operation it works automatically. Suppose, for instance, a sales manager wishes to see the next order from a certain customer. He has a memorandum made on the card, and when the order comes along, it is automatically referred to the sales manager.

Suppose you have goods waiting in one of your departments to be shipped with the next lot ordered by this customer. A note is made on the card and the next order automatically picks up these goods.

Now, of course, I appreciate the fact that a sales manager only has so many hours in the day, but this article is written on the theory that in the first three months of the new year the sales manager will devote the larger part of his time to new salesmen and new territories that are being developed. He may have to neglect some of the older salesmen in the older territories, but his

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN LILLMAN, Managing Artist



Good, Better, Best.
Never let it rest.
Till the Good is Better
And the Better Best.

COPYRIGHTED

Am leaving shortly for Argentine and an extended trip through South America, and would like to handle some side lines or represent some exporting house to sell their goods, write for an interview.
GEO. SAMUELS, 189 Ashburton Avenue, Yonkers, N. Y.

What we sell is College and School papers space. However, the advertiser gets also, without extra charge, the most efficient college town merchandising service that possibly can be devised.

USAA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Established 1913
Chicago office: 110 So. Wabash Ave.

SALES MANAGEMENT

A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information.
Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE assortment of Salesmen's Bulletins describing plans used by notably successful salesmen to overcome such objection as "Not interested," "Come back later," etc. Money back on request.

The Dartnell Corporation, 1270 Brooks Bldg., Chicago

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

By Specifying

REX OFFSET

Your lithographer is assured maximum production

REX PAPER COMPANY
KALAMAZOO MICHIGAN

SAMPLES SENT ON REQUEST

help is not needed as much by them as by the new salesman who is trying his wings.

I remember one case where a new salesman, after being out two months and having heard from me with great frequency, walked in, set down his grip, looked at me with an indignant expression, and hissed out in my face, "Haven't you a d—d thing to do but watch me every day and follow up my work?" The joke is I had not devoted very much time to him, but my system had. My assistants examined his orders and passed up their comments to me. From these comments I wrote the letters. I showed this young man the system. He scratched his head and remarked: "*This is sure no place for a salesman who loves the pleasures of life.*" I intimated to him that we were not trying to run a pleasure bureau.

FAR OFF HILLS LOOK GREEN

Now, as a last word on this article on organizing territory, let me say one thing: More money can be made following up success than following up failure. What I mean is this: If you are doing business in New York, and it is a matter of pride with you that you wish to work up a fine trade in the vicinity of Portland, Oregon, you may make failure after failure in that territory. All these failures cost a lot of money. I have known houses that as a matter of pride determined to sell goods in a certain territory whether they could make money in it or not. They refuse to be beaten.

When I found that certain territories for certain reasons were

practically impossible, I rather let them rest until I could get through assimilating the cream out of the territories that came easier. Wherever I had a salesman that was doing exceptionally well, on the other hand, I sent him a good helper and I almost doubled his sales. As a sales manager it was always my policy to crowd success to the very limit.

I believe from a practical standpoint of profits for stockholders that there is a good deal of wisdom in what I am now writing, but sometimes businesses are not run for practical reasons but for the reason, as Solomon discovered, of "*Vanity, vanity, all is vanity.*"

Conditions in territories in this country change rapidly. One year if a salesman sells a certain quantity of goods, he may be doing all the territory justifies, but the next year in the same territory these sales may be a very small part of the business. Always remember, regardless of the amount of business to be had, it takes a salesman a certain length of time just to do the mechanical work of writing up the orders.

Take for instance the oil lands in Texas. Business in these sections has increased more than one hundred fold. How many houses have increased their selling machinery in proportion to the increased business? During the war, in those cities where there were great camps and a large number of soldiers, business boomed. How many houses adjusted their selling machinery to take care of this situation? *How quickly did they do it?* Some were ready to take advantage of the situation just about the time the Armistice was signed! Suppose these houses had followed the principle that I have enunciated, of following up success quickly instead of chasing failure! Suppose they had insisted upon sending helpers quickly to those old salesmen whose business suddenly increased 50 per cent.! Wouldn't they have sold more goods?

Take care of the business that comes in the front door first. Then sell all the dealers you can on your block. Next get out into your own city. After that tackle your county, then your State, and after that, if you still have sufficient energy, there are foreign worlds to conquer!

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Tractor Advertising Manager Goes with Spring Co.

E. L. Sandberg, formerly advertising manager of the Beeman Garden Tractor Co., Minneapolis, has joined the advertising department of the Way Sagless Spring Co.

Griffith Odgen Ellis

(Continued from page 6)

itself, oiled upon the best of fellowship, confidence and tolerance and on the law of praise. The business on the outside is pushed with a wallop hard to resist. As a business man he is shrewd and masterful and a huge success.

HE RUNS TO HEIGHT

Did you ever notice that few editors are fat? In olden days constant running from irate readers was said to be the cause. Such is not the cause for Ellis' rather spare frame. He runs to height and looks about ten years younger than he is—which is somewhere around fifty. Moreover, he is not so homely as most men—when he has his glasses off. His careful, correctly-tailored clothes help the effect.

FIRM IN A FIGHT

One might think it a lovely job to bring together attractive, clean fiction and articles for aiding the youth of the nation. Far removed from the maddening mob, you may say. There you would be wrong. Ellis has been busy up to his neck in public issues of greatest moment. He took up the cause of preparedness and lost thousands of subscribers thereby. That was before the war with Germany was driven home to all. For a while it might have seemed that the splendid house he had reared was tumbling about his ears, but new thousands soon replaced the friends he lost and his issue triumphed. He can put up a splendid fight. The Boy Scout motto of "be sure you are right, then go ahead," might fit in well along this line.

Concluding a sketch of a notable, one is likely to hang flowers around the victim's neck. By rights, the weaknesses should be mentioned. He has what might seem a weakness to a person who is commercially lopsided, because Mr. Ellis loves others so much more than himself that he sacrifices much time and effort to help his fellow man. But it would be mighty hard to find a character flaw worthy of the name.

I would not boom him for President of the United States, and surely not for any halo of saintliness. Far from it. But he would make a good college executive, a good general manager of a railroad or factory. He would make a great prison warden or commissioner of recreation. He is a man's man, and editor's editor, a boy's buddy, and a regular fellow.



THE LATE C. R. WOODWARD

Charles R. Woodward Dies in Boston

Charles R. Woodward, brother and business associate of John B. Woodward, advertising manager of the *Chicago Daily News*, died in a Boston hospital on February 19, after two weeks of illness. He was fifty-four years of age.

Manager of his brother's New York office for the past two years, widely experienced in the periodical field, Mr. Woodward was one of the most prominent and popular men of the advertising business. With the Crowell Publishing Co. for over fifteen years, he was Eastern advertising manager of the *Woman's Home Companion* and *Farm and Fireside*. He also served as manager in Chicago and Boston, and achieved a reputation for himself. In his early years he was connected with the *Inter-Ocean* in Chicago and with daily newspapers. In 1917 he resigned from the Crowell organization, and joined his brother's company, representing in the East the *Chicago Daily News*, *Boston Globe*, *Baltimore Sun* and *Cleveland Plain Dealer*.

Mr. Woodward was accompanied by his brother, John B., to Boston where he was operated upon. John Woodward was returning to Chicago, assured by the doctors that the patient was recovering, when he was recalled by a telegram with the news of the death. Mr. Woodward, who made his home in New York, is survived by his wife, Ellen Woodward. Funeral services were held at Guilford, Conn., on February 24.

Monroe "Record-Commercial" Has New Editor

The vacancy caused by the death of Hobart Wakefield Alford, editor of the Monroe, Mich., *Record-Commercial*, has been filled by A. Burnham Bragdon, of Monroe.

President Urges Fund of \$2,000,000 to Advertise Wholesale Grocers

President Arjay Davies, of the National Wholesale Grocers' Association, stirred up considerable interest at the closing session of the New York Wholesale Grocers' Association convention at the Astor last week when he took up the question of national advertising. With the memory of the success of the California growing interests with this kind of publicity still fresh in their minds, and after an analysis of the advertising methods of the meat packers, the wholesale grocers showed unusual interest when Mr. Davies said:

"I am convinced that there is a field for

wholesale grocery advertising and to this we must give serious thought.

"There are, approximately, four thousand wholesale grocers in this country," he said. "I am convinced that two thousand of these would be willing to spend money for constructive advertising in addition to what is being spent by them to-day. Would \$1,000 per year each be too much to expect these two thousand merchants to spend—if not, this means \$2,000,000 for advertising, a nice order for any agency—a nice line of advertising for newspapers, magazines, etc. Good salesmanship would seem to me to suggest a plan for advertising, not a little hammer at every opportunity."

George H. Finn Is Elected a Director, Baker Tractor Co.

George H. Finn of the McJunkin Advertising Company of Chicago, has been elected to the board of directors of the Baker Tractor Corporation, and will have charge of merchandising for the corporation.

Detroit Adcrafters Elect Three New Members

The Detroit Adcraft Club has elected to membership Jeff B. Webb, sales manager of The Lowrie and Robinson Lumber Company; U. Parker Holden, of Seelye, Brown, Inc., advertising agents, and W. H. Powers, of Willens and Company.

Brother of President Wilson Addresses Harrisburg, Pa., Advertising Club

Joseph R. Wilson, vice-president of the U. S. Fidelity and Guaranty Co., and a brother of Woodrow Wilson, addressed the members of the Advertising Club of Harrisburg, Pa., at a dinner recently on "Truth in Advertising."

To Publish Newspapers in Albany

Incorporated in Albany this week was the company of Law and Order Under the Constitution, to publish newspapers. L. J. Arnold, F. A. Blanchard and L. Snyder are the organizers, and with 1,000 shares common stock, no par value, the active capital is given as \$100,000.

Cholmeley-Jones Leaves War Risk Bureau

The resignation of R. G. Cholmeley-Jones, head of the Bureau of War Risk, which is announced to take effect as soon as his successor can be appointed, according to reports, was submitted a month ago, at the time Secretary Glass resigned as head of the department. Colonel Cholmeley-Jones is well known to the advertising profession through his association with the *Review of Reviews*.

Railroads Adopt Slogan

The operating departments of the railroads have issued the slogan: "Get your cars home."

"La Prensa" Increases Price

La Prensa, the Spanish daily published in New York, increased its selling price this week from two cents to three cents a copy.

Federal Trade Commission Gets After Three National Advertisers

Among concerns against which the Federal Trade Commission has issued a formal complaint for "false and misleading" advertising is the Silve Co., makers of Bethlehem spark plugs in South Bethlehem, Pa., and among those to which orders "to cease and desist" have been issued are the Black Cat Textiles Co., manufacturers of underwear in Kenosha, Wis., and the Glastonbury Knitting Co., Glastonbury, Conn.



The Underwear & Hosiery Review

320 Bway New York

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY

206 North Front St., PHILADELPHIA, PENNA.

Write for our paper "FACTS"

THE JEWELERS' CIRCULAR
New York, has for many years
published more advertising
than have the seven other
jewelry journals combined.

Topeka Daily Capital

Sworn government report
for 6 months ending Apr.
1, 1919.

35,247

Arthur Capper

Publisher

TOPEKA, KANSAS

Member Audit Bureau of Circulations

In every large institution THE
SALES MANAGER—Monthly
will be found on the desks
of "Sales Managers"—
because it makes
them better
sellers

SALES MANAGER
Better
selling means
better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The monthly magazine that tells
how to transact business by mail—
Advertising, Selling, Buying, Collecting,
Letters, Office Systems. A necessity in every
business office. 6 mos., \$1.00; 1 year, \$2.00.
POSTAGE, Room 297, Metropolitan Building, New York

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

March 10-11—Meeting of the National Basket and Fruit Package Manufacturers' Association, Orlando, Fla.

April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, O.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

Swan Is Made Advertising Manager of Joseph Burnett Co.

E. Francis Swan, sales manager of Joseph Burnett Company of Boston, Mass., has been appointed advertising manager with office at 90 West Broadway, New York City.

Hoyt's Service, Inc., handle the account as advertising agents.

On-Seas Advertising and Trading Corporation Is Organized

The On-Seas Advertising & Trading Corporation was incorporated in New York last week with a capital of \$25,000 by B. Weissman, D. G. Cancelli, and J. V. Behar, No. 1 State Street.

Farmers to Enter Field of World Trade

Plans were revised for an international farmers' congress at the annual conference of the National Board of Farm Organizations held in Washington, recently, and a committee was appointed to take the matter in hand with instructions to communicate at the earliest possible moment with similar organizations in foreign countries. It is the purpose of the farmers to take a hand in the big economic questions of the day, and to act as a unit in bringing their needs to the attention of Congress.

Advertising Exhibition in Japan

One of the first undertakings this year of the Osaka Commercial Museum, which is a government institution in Japan for fostering foreign trade and commerce, is the holding of an exhibition of advertisements in the Hall of Design. The exhibition, which consists of posters, cards, wrapping material, cuts, catalogues, publications and articles of daily use on which advertisements have been printed, started on January 12 and will continue until March 31. Among the exhibits are a number of posters brought from America by Baron Groto, who has recently returned to Japan. A prize competition of posters and car cards will be held to encourage those who are interested in design work.

The Museum, which displays products of foreign manufacturers, and renders many

excellent services helpful to trade with Japan, publishes an English quarterly, *Commercial Osaka*, giving information of industrial conditions in Japan.

P. L. Apgar Joins with "Advertising & Selling"

P. L. Apgar, well-known newspaper representative and former manager of national advertising for the New York Sun, became a member of the advertising staff of ADVERTISING & SELLING this week.

New Changes in Critchfield & Co. Organization

Important changes have recently been made in the executive staff of Critchfield & Company of Chicago. As related elsewhere, C. W. Byrne has been made director of service and general manager. J. R. Woltz has been elected first vice-president, succeeding the late W. A. Pritchard. Charles Groff, formerly with the Toledo office of the company, has been placed in charge of the Detroit office. Paul Wing has been placed in charge of the New York office, succeeding H. K. Boice, who comes to Chicago to be president of the company.

Miss Mabel McIlvane is a late addition to the copy staff of the agency.

Chicago Advertising Man Handles Presidential Campaign for General Wood

The advertising campaign in behalf of the presidential aspirations of General Leonard A. Wood is being handled by Arnold Joernso of Chicago.

Byrne Is Director of Service and General Manager, Critchfield & Co.

C. W. Byrne, for fifteen years associated with Critchfield & Company, of Chicago, has been made director and service and general manager of the company. He is also a new member of the Board of Directors. Mr. Byrne has been especially well known in advertising circles because of his long connection with the Firestone Tire & Rubber Company account which is handled by this agency.

"GIBBONS KNOWS CANADA"

Public Library,
Kansas City, Mo

Advertising and Selling

March 13th
1920



15¢
the Copy

THE MAN WHO BUYS



IN the Purchasing Departments of more than 20,000* important concerns in the U. S., and 5,000* abroad, the above will be typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering go to it for information.

Descriptive and other advertising matter appearing therein will almost surely come to the attention of these 25,000 large concerns at the most important moment, *i. e.*—the moment when they are in the market. Cost per year only a fraction of the expense in weekly or monthly issues. 2,315 Advertisers—5,980 Advertisements. A. B. C. report upon request.

*FIGURES REFER TO YEAR 1920. The majority, but not all, will use the latest edition. Some will continue the use of one edition for more than one year.

THOMAS PUBLISHING COMPANY

129-135 Lafayette Street, New York City

BOSTON, Allston Sq.
Tel., Brighton 1490

CHICAGO, 20 W. Jackson Blvd.
Tel., Har. 2265

SAN FRANCISCO, 433 California St.
Tel., Sutter 4604

TORONTO,
91 Constance St.

FOREIGN AGENCIES—Cable Address "Thomreg"

Mexico "The Aztec Land," Gante 11, Mexico, D. F. **Porto Rico** E. W. Pope, 15 Condado St., Santurce. **Cuba** Braulio Galiano 84 Altos, Havana. **British West Indies** Modern Supply Agency, Box 22, S. S. Bernardino, Trinidad. **Colombia** A. S. Reyes, Box 864, Bogota. **Argentina** Libreria de J. Menendez, Bernardo de Irigoyen 186, Buenos Aires. **England** One, Paper, 24 Railway Approach, London, S. E. **France** A. G. Hostachy, 8 Rue d'Enghien, Paris. **Italy** F. Scrimaglio & Co., via Cesare 8, Genoa. **Spain and Port-**

ugal La Union Hispano-Americana, San Bernardo 78, Madrid. Branch at Barcelona. **Holland** Scheltema & Holkema's Bookhandel, Rokin 74, Amsterdam. **Norway** Sweden and Denmark Edgar H. Simpson, Magnus Berge, Gade 4, Kristiania. **Hawaii** Chas. R. Frazier Co., Honolulu. **Philippines** The Admin. Knedler Bldg., Manila. **Japan** Jas. Appleyard, No. 5 of 53 Miyamoto-Dori, 4 chome, Kobe. **China** —Chun-Mei News Agency, 34 Nanking Rd., Shanghai, and 185 Hataman St., Peking. **Australia and New Zealand** Jno. H.

Saunders, Equitable Bldg., Sydney. **Java and Dutch East Indies** —P. E. Staverman, Sec. Handelsvereniging, Soerabaja. **Straits Settlements** —A. G. Fletcher, 213 Orchard Rd., Singapore. **India, Burma and Ceylon** —T. H. Campbell-Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta. **French Indo-China** Biedermann & Co., 30 Quai de Belgique, Saigon. **South Africa** Sperrin-Palmer Co., 85 St. George's St., Capetown; J. Wright Sutcliffe, Henwood's Arcade, Johannesburg; Allan R. Lawrie, 318 Smith St., Durban.

JULY and AUGUST

Chart showing tendency of Digest Advertisers to use the same volume of space in July and August as during the rest of the year.

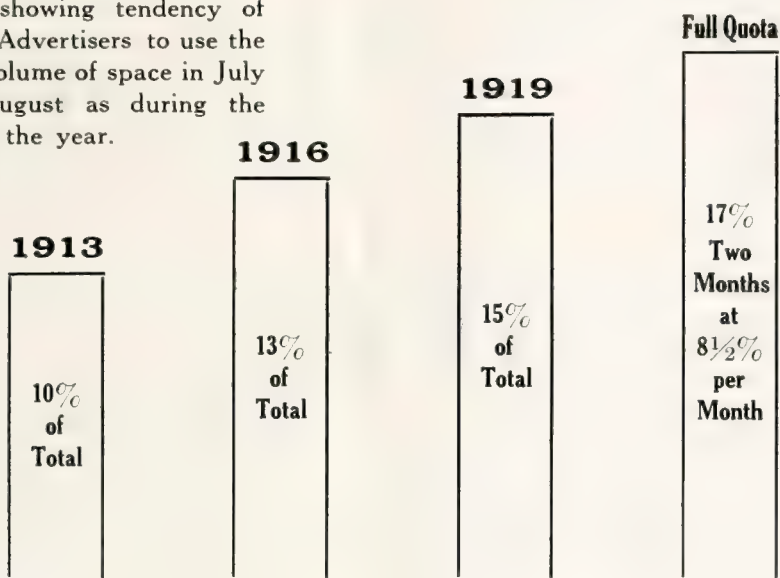
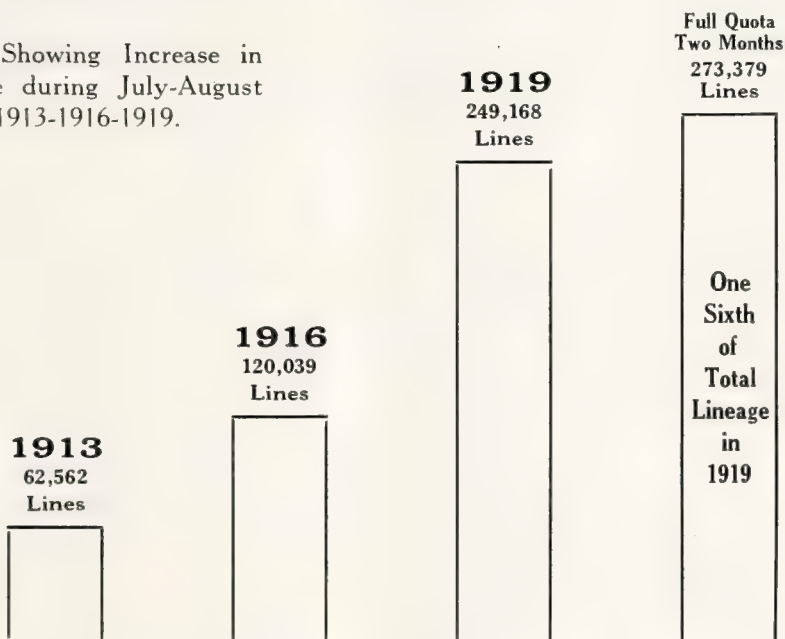


Chart Showing Increase in Lineage during July-August 1913-1916-1919.



The Literary Digest

We ourselves have been advertising without interruption for four years and know from experience that the Summer Months are as necessary from the advertising standpoint as any other period of the year.

Six Years Ago

the advertiser signed a contract for space with a sigh. He was gambling and he knew it.

He suspected that often the dice were loaded and that he would not get the circulation for which he was paying.

Today he buys advertising space with the same certainty that he buys any other commodity. It is measured just as surely as the coal for his furnace is measured.

The measuring machine is the Audit Bureau of Circulations and the A. B. C. report on a publication is his certificate from an impartial weighmaster.

The best publications in the country supply A. B. C. reports to their advertisers.

ADVERTISING & SELLING is one of that honorable company.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
M. F. Duhamel, Managing Editor;

ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

MARCH 13, 1920

Number 38

Was Shakespeare a Good Advertising Man?

The Bard of Avon as an Inspiration to Copy-writers

By BERNARD A. DAVEY

IN my assiduous perusal of ADVERTISING & SELLING I have seen Shakespeare quoted and misquoted times without number. And I've wondered if advertising men realized just how much inspiration the celebrated "poet, dramatist and story teller" furnishes the advertising and publicity crafts.

Consider the wealth of clever phrases in his "Two Gentlemen of Verona," "Midsummer Night's Dream," "Much Ado about Nothing" and "The Merchant of Venice," where epigrams fairly tumble over themselves to lend a helping hand to the brain-fagged modern copy-writer and advertising creator.

What a veritable fountain head of inspiration is revealed in his best known "bits." "The apparel oft proclaims the man." "One touch of pity makes the whole world kin"—each a vital mosaic of human thought, illuminating because it is human and hits a definite point of contact with human experiences and heritages.

In past years I have gathered a collection of ads which were based upon some quotation of Shakespeare or were by-products of some one of his pat, pertinent and polished comments upon men and things. You'll notice that each quotation exemplifies a vitally different phase of mental effort, but each advertising manager and copy writer simply twisted the quotation to suit his needs. The quotation is the same, but the application is wholly dependent upon the products advertised.

Note how one famous jeweler blazons the poet's thought, "Sweet are the uses of adversity, which like an ugly toad, yet wears a jewel in its head" to urge your inspection of

Not a Book Agent but He Sells Shakespeare

THE Ad Man who prefers his own stuff, unadulterated even by the language of the classical writers of other days, is as Mr. Davey here shows, fairly sure to find it difficult not to quote, subconsciously or otherwise, something that has been written before, perhaps, by the most uncommercial minded authors.

Running through our minds are many oft-quoted lines, and they will out, in spite of us. It seems that almost the only method we might employ to avoid this form of plagiarism would be to cease reading or throttle memory.

Not infrequently there arises, as here shown, occasion for turning to very good purpose the immortal sayings and writings of our present day and earlier speakers, dramatists and philosophers.

Undisputed leader in this regard, of course, is Ben Franklin, but there is pertinent thought in the article by Mr. Davey.—THE EDITOR.

precious stones, that you may take advantage of conditions that SEEM "ugly" yet insure your getting more value from the stones you purchase in that store.

TURNING THE THOUGHT UPWARD

A maker of family vaults and mausoleums skirts the ominous grounds of advertising "horrors" by the simple expedient of heading his copy with Shakespeare's "Sermons in Stones." Isn't that pointedly different from "Funeral Vaults"? And far less gloomy, more calculated to sell things than "Burial Mausoleums" of his less erudite competitors?

"All the World's a Stage" headlines a certain motion picture firm and then proceeds to prove that every man and woman, all countries and climes alike, possesses the dramatic instinct, leading the gentle readers

into their most receptive mood for a suggestion that "Reel-folk" are showing everywhere. William Shakespeare turned that trick because he knew the deep-seated desires and aspirations of men and women.

Here a maker of fishing tackle chants:

*"The pleasant'st angling is to see
The fish with her golden oars cut the
silver stream
And greedily devour the treacherous
bait."*

Promptly erudite "Waltonia" gets out the dog-eared books and our good friend William of Avon scores another "strike."

Member how frequently the clothing advertiser utilizes that gem, "The apparel oft proclaims the man," to boost the sales of Blank's Scarfs and Knotted Ties? Well, I've imagined that this phrase was the exclusive property of the wearing apparel folks until I ran across an ad in a certain famous Southern paper. Here the advertising manager used it to admonish advertisers to employ HIS staff of trained copy men for properly dressing their advertising, thus proving that even Shakespeare "builded better than he wot of" and "the good that men do lives after them."

And from far-off San Francisco came this gem, "All is not Gold that Glitters," and we discover that a great department store is alliterating (may I coin that phrase, please!) to the world that its gold plates and service are "glittering—but golden beyond reproach." Serving thus a double purpose of spreading broadcast the pessimism of our good friend William and boosting the sale of gold dinner services for the store.

Contemplate the pointed discrimination of this little German grill in San Antonio, "Now good digestion wait on appetite, And HEALTH on both"—a remarkable tribute to the learning and naivete of the owner, but surely a far more subtle compliment to the culture of his patrons.

"How far a little candle throws its beams" disparagingly remarks a great electrical supply house of New Orleans and forthwith proves that the candle isn't to be seen in the same room as their new shipment of electric light bulbs.

And this gem of diatribe, "An empty vessel makes the greatest sound," employed by the head of an Eastern advertising agency, in reference no doubt, to one of his rivals who has been advertising extensively. 'Tis a pity that phrase has such an edge on both sides!

Mark how a nationally known financial house finds the Bard of Avon helpful in persuading its clients to INVEST—"Neither a borrower nor a lender be." And the booklet points out the need for proper investments to put one beyond the necessity of borrowing money.

Here's the chuckle: "I'd rather be a dog and bay the moon, than such

a fellow," headlines a plotting politician and when the apt paraphrase leaped out at the New England city breakfast table readers it provoked such a storm of laughter that the "Bay'd" man lost by a most ungenerous margin. Whether William Shakespeare defeated him, is of course open to debate, but just think of the possibilities for mud slinging political talent in Shakespeare's works.

What more delightful examples can be discovered I'll leave to you, but note this, "O, that I were a glove, that I might touch that cheek—" Surely the man who evolved that famous phrase, "A Skin You Love to Touch" must have been an ardent student of Shakespeare.

How well he expresses the vaulting ambitions—the inmost hopes and desires of every advertiser—"Then shall our names, Familiar in his mouth, as household words."

One might go on and instance thousands of clever phrases, unusual thoughts and human-interest appeals that owe their common origin to the mind and intellect of that simple English gentleman. Few of his age knew that daily there crossed the Thames Bridge a man whom we

would honor centuries after but to-day his commanding vision over men and their hearts and minds is ours to use as best we might. The well is not yet dry, the fountain is still playing upon the innumerable facets of humanity — dry-as-dust facts of life still need his inspiration. Read Shakespeare, O Advertising Man not only for pleasure, but to find it profitable, enriching alike the mind and the money bags, giving perspective and deepening the understanding of men and things, which is the Mecca of all good advertisers.

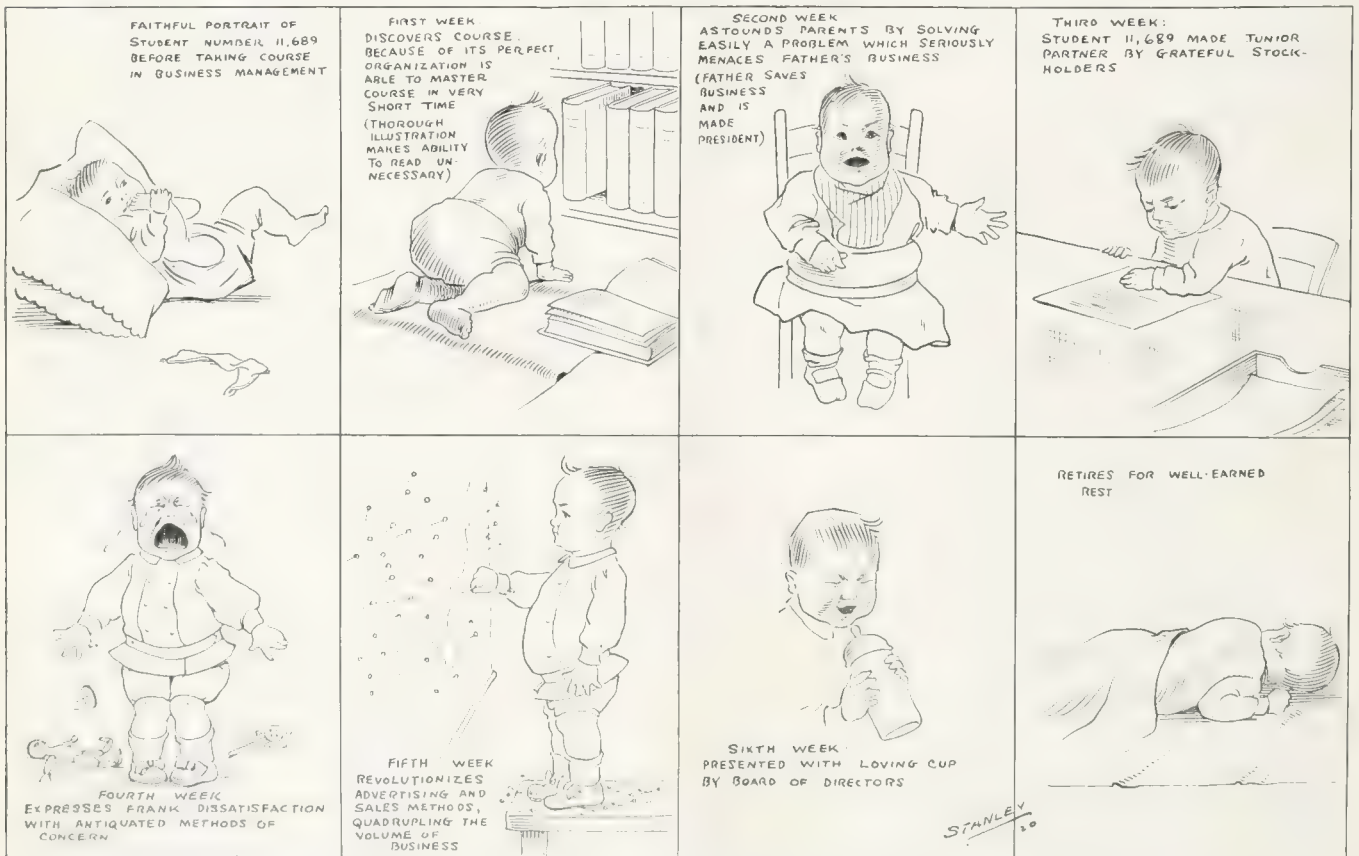
This Week's Cover

That a pencil drawing reproduced in half-tone can be employed to excellent advantage in conjunction with a straight zinc-etched tint block for a second color is the lesson of the cover of ADVERTISING & SELLING this week.

The process lends itself to a cover intended to be distinctly feminine, inasmuch as a goodly portion of ADVERTISING & SELLING this week is devoted to woman's interest in advertising—particularly of summer advertising.

It is so effective as to permit laying aside of the standard front page title for this issue.

And They Say There's No Royal Road to Success!



It seems easy enough to Stanley, ADVERTISING & SELLING's Special Cartoonist.

Trade Possibilities and Industrial Progress in the Philippines

America's Far East Territory Offers Big Opportunities to the American Business Developer, Who Is Ever on the Alert for Expansion

By CLAYTON SEDGWICK COOPER

Author of "The Modernizing of the Orient."

IT would seem to be a comparatively small population, 8,000,000 people, inhabiting the Philippine Islands, but the territory, comprising some 3,141 islands of all sizes and conditions of civilization and barbarity, contains 115,026 square miles, a larger arable area than that supporting 50,000,000 Japanese. The country moreover, has had a chance for development that is measured by centuries, Manila being founded in 1571, shortly after the Islands were discovered by Ferdinand Magellan.

There is a kind of "lives-there-a-man-with-soul-so-dead" sensation trickling up and down the spinal columns of most Americans, as after months of Asiatic wanderings, they look out of their cabin windows on a tropical morning upon the headlands of Luzon, and sailing calmly into Manila Bay, pass the rocky island of Corregidor, and get a glimpse of the floating colors at Cavite.

The American is more or less mindful of that May day in 1898, when, by one tragic stroke, Admiral Dewey and his fleet ended Castilian supremacy in the East, and involved the non-colonizing American in that which has been, for this Occidental of the Occident, one of the most incongruous and unique enterprises of his history.

When one sallies forth to get his bearings and orientation, traveler-like, after his first dinner in a new land, there are signs enough of Yankeeedom to make the native of the United States quite comfortable.

It is something to be able to wander through streets whose signs talk to you of Pears' soap and Boston garters, and to feel again real ice-cold chocolate soda water percolating into your anatomy through a regulation, dust specked straw in an all-American drug store, while your listless eyes gloat upon advertisements of Bull Durham and fall perchance upon the serene undying face of Mrs. Lydia Pinkham. There are indeed, certain parts of Manila, this metropolis of our American far flung battle line, 11,600 miles from New York via Suez, with its nearly one million of people, where, but for

the Spanish padres, two-wheeled sulkies, and an occasional touch of medievalism in an old cathedral, you might easily feel that you had dropped by mistake into a city of Texas near the Mexican border.

The Americans, military or official, have not been recreant to their new and gigantic tasks. In less than fifteen years they have brought to a decadent, belated land the rejuvenation of a scientific and industrial new birth. They have taken this monsoon, semi-tropical land for which the United States paid \$20,000,000 indemnity to Spain, and have touched it with the magic wand of modernity. New and broad highways, sanitary improvements, city buildings of Western pattern, trolley cars and ice plants, pure water, and a system of industrial and primary education hardly surpassed in Asia. All these things have sprung up as in the night before the ever efficient genius of the American, arch apostle of utilitarian progress.

Five hundred miles of steam railways now carry the population and the products of the soil, which are mainly sugar, hemp, rice, cocoanut, coffee and lumber. These same colonists have converted the city of Manila, which only a few years ago served as a dumping ground and sanctuary for grafters and criminals

and the expatriated men and women of Eastern Asia, worse even than any Levantine Port Said, into a city of order and cleanliness. They have carried out the idea of the early governors, and have placed Filipinos upon the Governing Commission, teaching them the fundamental principles of self-government by participation in local authority, a thing which England did not learn to do until she had been fifty years in India, and then not entirely at her own unaided volition.

THE FACTS ABOUT THE PHILIPPINES

The following facts relative to population, exchange, gold reserve and principal exports have been recently gathered by the World Map Company, and will reveal the basic facts required by the world trader:

Population—8,918,000 (1917)

Exchange—Par 1 Peso—\$0.50 U. S. (\$0.4875 Nov. 18, 1919)

Principal Exports..	1912-13	1917-18
Hemp.....	23,000,000	54,500,000
Copra.....	11,700,000	9,500,000
Sugar.....	9,500,000	13,300,000
Tobacco.....	5,400,000	10,700,000

Total Imports (\$U. S.).....	54,550,000	83,800,000
Total Exports (\$U. S.).....	50,320,000	114,580,000

During the past five years the products of the Philippines have been in great demand and a total



Modernity of methods is beginning to be evident in the Philippines—an American made harvester



This typical Manila street shows the handiwork of the American sanitation engineer

trade balance of over 200,000,000 pesos has been built up in favor of the Islands. On August 31, 1919, the cash balance in the Treasury was 141,181,050 pesos. The currency in circulation was 136,674,619 pesos. On the same date, in 1918, the Treasury balance was 169,000,000 pesos and the currency in circulation 126,000,000 pesos.

The above figures give the impression of very favorable conditions, but while the Islands are undoubtedly in a stronger position than before the war, the situation is in reality not so favorable as statistics present it. The war brought prosperity, but its ill effects are now beginning to tell. The local financial situation is uncertain, and the currency is inadequate. Exchange with the United States is unsettled, and consequently also with other countries. There is a lack of cheap rice, the staple food of the people.

As a result of the war, the value of imports from the United Kingdom, already reduced by the tariff policy of the United States, in the Philippines, to something over 10,000,000 pesos, has fallen off nearly 50%. In 1918 the value of imports from the United Kingdom was only 5,528,814 pesos. Before the war, imports from the United Kingdom consisted mainly of textile goods of finer counts, wider widths, and high quality, earthenware, some brass manufactures, copper sheets, machinery, paints and shipchandlery, biscuits and jams, some leather goods, and heavy chemicals and crude drugs. During the war, export restrictions, high freights, dear materials and heavy taxes, all contributed to lessen the quantity of goods imported from the United Kingdom. With a return to normal conditions, provided there is a ma-

terial decline in costs, it is thought that the trade of the United Kingdom will revive.

The American in the Philippines has not feared to tackle that most difficult of all difficult questions in the Orient involving religion, and the settlement of the issues relative to the Friars' lands, seems to meet with general satisfaction among people of various classes.

There has also been founded and equipped the University of the Philippines, favorably comparing with institutions of this order in the Orient. There have been gathered nearly one-half million children into schools that are under supervision. One finds a first class Young Men's Christian Association system, together with a brace of missionary activities, including hostels and schools for both boys and girls. The Americans have also begun and have accomplished much in the standardization of English as a medium in educational policy in the Orient.

Through the able leadership of the late Director of Education, Frank R. White, to whose courtesy and kindness visitors and investigators were deeply indebted, one sees here advances in craftsmanship and trade schools that may be studied with profit by both Americans and Europeans, being examples of enterprising genius, unique in this branch of educational training.

For days, under the conduct of trained experts having in charge the manual training and trades schools, I visited the institutions which are laying the permanent foundations for future success in the Philippines. Designing, carpentry, machine shops, basket making and domestic science are carried on under the most modern circumstances of machinery and method. One sees almost every

practical art, from the dexterous stripping of the Tipon-tipon palm, to be converted into the weaving of a lunch basket, to the manufacture of an automobile in which the educational officials ride in their tours of inspection.

The educational creed of the Islands is epitomized in the words of Lowell, which the educational director has placed as a foreword in his *Philippine Craftsman* and incarnated in his working policy:

"No man is born into the world whose work is not born with him: there is always work and tools to work withal, for those who will; and blessed are the horny hands of toil."

Although the American occupation of the Philippines has brought about advances that are revolutionary in their beneficial influence and sweep, the problems of the Islands are ever present in the minds of the foreigners who are either temporarily or permanently finding here their home.

RICH IN TIMBER

One of these problems arises from the fact that the islands are rich in timber lands, and also contain fine possibilities for the growing of such products as rice, coconuts, tobacco and other tropical crops, but that, as yet, American capital has found investment in these lines to be attended with considerable risk.

Some friends of mine, not long ago, sent a representative to the Philippines to look up the feasibility of lumber investments. The firm was a wealthy one and capable of putting in large sums of money if a report from their agent was favorable. He returned to say that although he found sections rich in timber land, the inaccessibility of these sections and the difficulties of securing labor of the right sort, together with many problems connected with transportation, made such investment uncertain and problematical.

I talked with a group of Americans who had made a trip to the Philippines especially for the purpose of investing in coconut plantations, but upon hearing of the impediments attendant upon this tropical industry, the discovery and preparation of the soil, the securing of the right exposure, the labor of preparing copra, and many other difficulties connected therewith, abandoned the idea as impracticable.

A further large problem facing prospective investors is the problem of labor. If the Chinese could be employed in the Islands, many of the doubtful questions of tropical

(Continued on page 34)

Meet Mrs. Summer Buyer!

The American Woman Buys 85 Per Cent. of All the Goods Sold at Retail

By PAUL W. KEARNEY

IF you would get an idea of the purchasing power of the American woman and her salableness during the summer months, you first must understand, clearly, what a tremendous factor she really is in the exchange of goods and commodities that goes to make up what we are prone to disguise as "domestic trade."

Few of us know what a vital part woman plays in the success or failure of our respective affairs. I mean business affairs, of course. Advertising affairs, particularly.

Therefore, to be short and sweet, we'll get right to it. Two years ago James H. Collins, writing in *Mother's Magazine*, estimated that American women spent ten billion dollars a year to run the American home—\$20,000 a minute! Prices have doubled in the intervening time, so I feel safe in doubling that figure. She spends twenty billions a year now. Do you realize how much that is? It is enough money to pay off the net funded debt of New York and Chicago combined in five months!

Indeed, with the money the American woman spends each year, she could cover the property investment of all the railroads in the United States and still have a little to spare. She could equal all the bank deposits and all of the bank loans made during the fiscal year of 1919. Really, she's SOME customer!

And in the process of spending this money, she buys 85 per cent. of all the retail goods sold in this country. In department stores she makes 80 per cent. of the purchases; in drug stores, 68 per cent.; in grocery stores, 89 per cent.

SHE BUYS HUBBY'S STUFF, TOO

But you mustn't get the idea from these figures that she merely buys food and dishes and brooms and her clothing. We might steal the famous line of the poet and say that she buys "shoes and ships and sealing wax, and cabbages and kings." Not to mention the king's underwear! And socks!

The American woman buys an awe-inspiring lot of stuff for the American man—the figures would make a proud bachelor die of mortification. Here are some statistics gathered a few years ago by a New

York department store, showing what proportion of their sales of men's goods were made to women:

Neckwear.....	65 per cent.
Shirts.....	35 per cent.
Nightwear.....	65 per cent.
Underwear.....	50 per cent.
Socks.....	75 per cent.

Along this same line, *McCall's Magazine* made an investigation of their subscribers in towns of 10,000 and less and they found that women bought 50 per cent. of the underwear used by their husbands and men of the family and were at least consulted in 66 per cent. of the cases where men's shoes, shirts, etc., were purchased, and in 71 per cent. of the cases where men's suits were bought.

WOMEN ADVISE AS WELL AS BUY

Dr. Hollingworth, of Columbia University, once made a test of a group of New York women with incomes from \$2,000 to \$5,000, and from the results established these conclusions:

1. Women buy men's goods eleven times as much as men buy women's.
2. Women help men buy twice as much as men help women buy.

It is fitting and proper, then, that the customary plan of attack in a clothing salesroom when the man is accompanied by a woman is to SELL THE WOMAN. And it is also fitting and proper that John David, one of New York's best known men's clothiers, should conduct his advertising under the idea: "To the Head of the Head of the House," calling HER attention to the advantages this particular establishment has to offer her husband—and her, through him.

There are other interesting facts before we drop this subject. At the Butterick Publishing Company's offices I saw the results of some questionnaires sent to dealers in various lines showing how women affected their business.

In one case, sixteen Valentine varnish dealers reported on the proportion of sales made on this division. There were eight dealers who said that most of their high grade varnish was sold to women; five said men bought most of it; and three said both. Excluding new buildings, thirteen of them said women bought most of their floor varnish.

In another case sixteen Hallet & Davis piano dealers were queried. In the sale of player piano rolls, thirteen of them said that from 50 to 90 per cent. of them were bought by women. On pianos, twelve dealers said that from 50 to 90 per cent. of their instruments were selected by women.

Still in the musical line, eighty-three Victor and Edison dealers were asked about phonograph sales, and the overwhelming majority replied that the same proportion as above, fifty to ninety bought or selected machines.

THE SAME TREND IN OTHER LINES

The same trend of figures shows up in the investigations made in in other lines. To cite a single case it is estimated that 50 per cent. of the automobiles bought are picked out by women. That doesn't mean that they buy them, necessarily, but that they swing the vote—make the selection. It is a heavy point to remember when advertising cars!

The American Woman must be remembered when advertising anything. Considering her spending power, added to which is her power to sway decisions from brand to brand or style to style, you have an invaluable aid in the marketing of your goods if you only get her to help you. If you have the goods and tell her about them, she'll help. Consider her, next, as a precedent buster, an unconventional, change-loving creature. Consider, you with "seasonable" products, her absolute scorn for seasons, weather, elements, temperature!

Do you recollect that once upon a time women wore cloth or fabric hats in the cold months—do you remember the days when they actually wore hats for warmth? Women have changed that—straw hats in January aren't consistent, we men growl. No! Not consistent with our foolish ideas about seasons, but being bought and worn, nevertheless. To get back to the summer idea, look at the American woman during the coming months; she'll probably wear velvet, velour or fur on her hat shape this year.

And, to be sure, haven't they worn furs all summer long for the past two or three years? Lord bless 'em, how they must break the hearts of the seasonable guys!

WOMAN HAS HER OWN IDEAS

All of which, rolled into one, makes my second point: the American Woman, with twenty billion dollars in her dainty little fist, isn't tied down to any religious prejudices about the relation of the calendar

to hat material or any other material. What strikes her fancy, whether it has been done before or not, looks good. And she has the money to see herself through.

Why not get an introduction to The Lady, Mr. Advertiser? Don't break your neck chasing her husband.

Which brings us face to face with the main theme of the story, the American woman as a summer prospect. As a pure prospect, summer or winter, spring or fall, she's mighty good. The foregoing may have suggested that.

But she is a better prospect in the warm months, the summer months, the vacation months, or whatever you want to call them, than at any other time in the year for the simple reason that she has more leisure and more money. I take it for granted that she has more money because the banks tell me that they make bigger inroads on their deposits in July than in any other month. The summer withdrawals are heavy—that is natural with vacations, week-end parties and active social life for such a long stretch

But the people that draw out that money don't spend it all on railroad tickets and Japanese lanterns, you can bet. I know from experience that a "raft" of Ingersoll watches are sold in the summer. And Waterman pens and Eastman Kodaks and Lyons tooth powder, etc. The Lyons folks told me that their largest month always is July.

And, speaking about having more time as well as more money, that certainly is true, too. Her housework is lighter; she doesn't do as much cooking and baking; if she has children she is out most of the time with them and whether she has or not she is out ten times as much as she is in winter. She reaches buying places more often and, since the day is much longer, she still has time to read after supper without lights even in the hottest part of the country where unessential lights are avoided.

MY WIFE'S GONE TO THE COUNTRY

From another angle, please recall that the annual exodus of wives from urban to rural communities eventually got to be so noticeable that it has been commemorated in undying song! The cartoonists already are whetting their tools for the business of drawing pictures of the besieged cellars and the slovenly houses and the sleepless nights of the vacation-widowers.

Which is not all comedy. It means that the American Woman

manages to cut loose once in a while and have some free time. She has more leisure than her husband, counting the consecutive days of it in the summer. And what does she do with her leisure?

SHE READS! She reads so much that the women's magazines and the fiction periodicals jam their books with stories from cover to cover, and what volume is lost through the weak hearted advertisers who hibernate for the warm weather is more than made up by "reading matter."

There is a reason why all the big fiction numbers come in the summer months. The reason is simply that women read.

And aren't advertisements "reading matter"? I'll say they are and that women will read them in the summer just as eagerly as they read them in the winter and just as surely as they read more fiction in August than they do in December, provided you will give them some to read.

Most advertisers curtail their space in the summer, while some twenty or thirty million women, disbursing the tidy sum of \$40,000 a minute, sit around on the front porch in the long, cool evenings—**READING.**

There's no room for argument. There is only one answer: "Mrs. Summer Buyer, may I present Mr. Advertiser?"

Men and Women Who Make Our Mediums

SAMUEL O. DUNN

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By G. D. CRAIN, Jr.

IF Horatio Alger, Jr., still were writing the stories that thrilled the boys and girls of a generation ago, he could find in Samuel O. Dunn, editor of *Railway Age*, all of the material for a sort of story that would enthuse the ambitious youngster hungry for fame and fortune.

Dunn occupies one of the top niches in the structure of business journalism. Take in the picture: editor of one of the world's greatest technical journals, the acknowledged spokesman of the country's leading industrial interest, famous as an editor and as a magazine contributor and lecturer on economic subjects; and contrast it with that of a boy of fourteen, leaving school to become a bread winner, working as a janitor to obtain one more hard fought for year in high school, serving as printers' devil in country newspaper office, starting at the very bottom rung of the journalistic ladder.

If anyone wants to get really enthusiastic over the possibilities in America for the boy of industry and determination, Dunn's career furnishes the material. The self-taught youth, contented with nothing except the bigger thing further on, is bound to succeed, if the story of one of America's biggest business paper editors is a criterion.

The editor of *Railway Age* not

only overcame handicaps in the lack of formal schooling, but he overcame the heavier handicap of ill-health. Now, at forty-three, he is as young, vigorous and active as the average youngster of twenty-five, and has a hard time convincing his friends that he has a son bigger than he is.

When one sees Sam Dunn presiding as head of the Associated Business Papers, Inc., an office to which he was elected last September, or addressing some such organization as the City Club of Chicago on transportation problems, and injecting life and vivid interest into what ordinarily are considered dry subjects, it is hard to think of him as he pictures himself in the following:

THE BEGINNINGS OF SUCCESS

"I started in as a printers' devil when I was twelve years old. I learned to set type when I was thirteen. My first pay was \$1.25 a week. Later I was raised to \$2 a week. When I was fourteen my father died and I left school. I had been working in the summer and going to school in the winter, but after that I got only one more year of schooling, working as a janitor to pay my way."

The experience in the atmosphere of printers' ink evidently fixed a

363

DURING 1919 three hundred and sixty-three advertisers used more space in Cosmopolitan in the summer months than at any other time.

Their copy was written to produce direct results; it was keyed; returns were carefully checked, and many of these summer advertisers testify that Cosmopolitan pays them better than any other magazine.

Since they appeal to the highest type of reader a magazine can have, much of their success in Cosmopolitan is traceable to the kind of people who read the magazine. Nearly everybody worth while reads Cosmopolitan.

Much may be credited to the fact that wherever its readers go during June, July and

August, Cosmopolitan is on sale at a place conveniently near. Cosmopolitan's great news-stand sale—the largest in the world—means buying convenience the year around.

Cosmopolitan's readers carry their preference for really great fiction with them wherever they go, summer or winter. They buy Cosmopolitan as regularly away from home as they do at home. Cosmopolitan's sale, leading all others, at the best hotels and resorts, proves this.

The fact that these three hundred and sixty-three private school advertisers find Cosmopolitan so productive during the summer certainly shows that every advertiser, in any line of business, can profitably use Cosmopolitan every month in the year.

Cosmopolitan

"America's Greatest Magazine"



SAMUEL O. DUNN

determination along journalistic lines, however, for at the age of eighteen he was embarking on his own account as proprietor of the Quitman, Mo., *Record*, leased for the sum of \$25 a month. The lease covered the complete equipment, which included a hand press and a variegated assortment of type faces. His only assistant was a boy who earned \$5 a week and who helped to get out the paper on press day. This was not such a big job, as Mr. Dunn admits now that the *Record* had only 250 circulation. The future railroad expert not only wrote all of the news, but solicited the advertisements. When he landed an order, he set the ad up and submitted proof in person, so that it may fairly be said that he knows all sides of the newspaper publishing business.

After six months of this, during which he made a living, at all events, he became associate editor of the Maryville, Mo., *Tribune*, whose owner, E. E. E. McJimsey, had

been attracted by some of the articles that had appeared in the neighboring *Record*. Mr. McJimsey paid Dunn \$30 a month and in addition provided a room in his own home.

"I was associate editor of the *Tribune*," Dunn reminisced recently, "and we made it one of the best country papers in the United States. We didn't attempt to compete with the big city papers by printing general news, but we made ours a local paper exclusively. It made a big hit, because we threw out the boiler plate and substituted live stuff about folks in our country. It was a new idea in country journalism, and it was a success."

"In 1896 I nominated William J. Bryan for President—on the Democratic ticket. Ours was a Republican paper."

"Mr. McJimsey gave me a lot of encouragement and it was in his home that I learned how to read systematically. I used to go down into his library and get a whole arm load of books that I carried upstairs

to my room. By planning a regular course of reading in literature, economics, law, history, science and philosophy, I was able to educate myself and to make up for the years in school that I had been compelled to miss."

HOW HE EDUCATED HIMSELF

The plan which Mr. Dunn employed is good enough to describe in detail, because it is regarded by himself as the thing that qualified him later on for the big jobs that he had an opportunity to tackle. He put in half an hour a day on each of the six general subjects that he had assigned to himself and for seven years kept up this plan of study without a break. By that time he had become interested in railroad work and began to specialize in that direction. With the background of his general reading to go on, he was able to specialize to advantage, and his reading on transportation subjects was assimilated along with his knowledge of economics and sociology.

Mr. Dunn worked at Maryville for four years, doing everything from setting type to reporting murder trials. He had become acquainted, in the meantime, with Colonel Craig, editor-in-chief of the *Kansas City Journal*, and had contributed occasional editorials to that paper. Then he was given a job as reporter on the *Journal*. That was in 1900, and he got a wide experience, covering all of the standard newspaper assignments before becoming an editorial writer two years later. In 1904 he was offered a position as editorial writer on the *Chicago Tribune* by J. M. Patterson.

"I was fired off the editorial page two years later for incompetency by R. W. Patterson," Mr. Dunn relates without rancor. "He said I didn't know enough about economics. That hurt for a while, but it didn't discourage me. I stayed on as copy-reader on the *Tribune*, contributing an occasional editorial still, and then was made railroad editor. After six months more I was offered the position of managing editor of *Railway Age* by Hugh Wilson, the publisher. That marked my entrance into the field where I have since served, and where I am most happy to be."

His advancement in the railway journal field was rapid. Following the merger of the *Railroad Gazette* with the *Railway Age* he became Western editor, and in 1910 was appointed managing editor of the consolidated publication. He was made editor on the retirement of W. H. Boardman, October 1, 1911,

Print Paper Conservation

The New York Globe has at critical periods of acute print paper shortage during the past three and a half years enforced regulations which have enabled it to keep within its contract allowance.

The basic theory has been to provide reasonable space for all advertisers through limitations on those inclined to use more space than contracted for.

Anticipating a pinch in 1920, for several months we have written all new contracts for advertising and renewals with clauses permitting us to adjust rates every quarter and enabling us to omit or limit the size of any ad. any day.

By these processes we can hold the newspaper within any required size, and have produced a condition which enables us to give better service to all advertisers than would otherwise be possible.

Unless newspapers and advertisers generally fall in with such practices, radical advances in rates and absolute ruination of the whole advertising industry are threatened.

*Member
A. B. C.*

THE NEW YORK GLOBE

*180,000
A DAY*

JASON ROGERS, Publisher

thus reaching the top post in the editorial department of the Simmons-Boardman organization in four and a half years. He became vice-president of the company in 1910.

WORKED WITH A FREE HAND

The thing that Mr. Dunn appreciates most in connection with his career is the freedom which has been accorded him by the publishers with whom he has been associated. In Mr. McJimsey, whose country weekly gave him the widest opportunity for freedom of action, in Colonel Craig, of the *Kansas City Journal*, and in Mr. Wilson and Colonel Simmons on the *Railway Age* he always has been given an opportunity to carry out his ideas without the handicap of a too rigid supervision from the publishers.

"My own opinion is," said Mr. Dunn, "that the publisher should get an editor in whom he has confidence and, after laying down the general policies of the paper, should allow the editor really to edit. If he hasn't that confidence, he should get another editor.

"Furthermore, if the publisher gives to the business and other details of the publication the attention which usually is necessary, he is not in a position to maintain the contact with the field that enables him to direct the editorial work successfully. If he does give a great deal of time to the editorial department, he doesn't need an editor."

The editor of *Railway Age* is enthusiastic about his work and about the newspaper field, especially as he contrasts it with the other lines of journalistic effort with which he has been familiar.

"If I had my life to live over," he declares, "I would pick out the business paper field and would seek the job I am holding now.

"Editing a business paper requires knowledge. A man who really knows something gets a great deal more satisfaction out of editing a trade or technical paper than in the smattering treatment that he is able to give subjects in any other kind of publication.

"But one of the most attractive features about the work is that the man who makes a success in this field makes many friends. The business paper editor must be in intimate personal contact with his field and this means that he makes friends as he goes along, friends who are worth while from every standpoint.

"Further, the business paper editorial field pays better than any other branch of journalistic effort. The average compensation paid on

business papers, whether in the editorial or business departments, is higher, generally speaking, than in any other line. The good editor is almost impossible to replace, and is valued accordingly by his publication."

Mr. Dunn is widely known as a contributor on railroad subjects to the general magazines, his articles having appeared in such publications as the *North American Review*, *Atlantic Monthly*, *Scribner's*, *Review of Reviews*, *Collier's*, *Journal of Political Economy*, etc. Mr. Dunn believes that the editor of the business paper is well qualified to interpret his field to the general public in this way, and that as a matter of fact he renders an important service to his industry through this means. The popular magazines, he finds, are glad to obtain timely articles of this character, since they regard the editor of the business paper who knows his field as the best possible individual to explain its situation to their readers.

Sam Dunn is a very human individual. He likes people, he likes to meet others and see what they have to say. In fact, he insists that maintaining this human contact is one of the things that the business paper editor, above all, must insure. There are twenty-five members of the Simmons-Boardman editorial staff and personal work with railroad men and supply men is required of them as the best possible way of insuring proper interpretation of railroad ideas and methods.

"An editor must be a human being first and an editor afterward," is one of Dunn's pet aphorisms. Others are, "A man doesn't deserve credit for how high he gets—it's how far he comes that counts," and "No man is a good specialist who is only a specialist."

Dunn is a glutton for work. He lives in Chicago, where two of the Simmons-Boardman publications are printed, but *Railway Age* is issued from New York. That means that he is often on the road between Chicago and New York, for, without slamming New York, he insists that he would rather live in the big city by the lake. He keeps in trim by regular, systematic exercise and by playing golf at least three times a week, as part of his business of keeping well. And he also gets a lot of fun out of it.

Married at twenty-two, Sam Dunn is a fine advertisement for early matrimony, for he is young in face and figure and mind and heart.

"My wife did it," he says, and means it all.

The Director of Arrangements in Indianapolis for the June A. A. C. W. Convention



HOWARD T. GRIFFITH

Meet Howard T. Griffith of Indianapolis, director of arrangements for the 1920 convention of the Associated Advertising Clubs of the World, the world's greatest business convention during this year. He is sales manager of the Udell Works of Indianapolis, phonograph cabinet and furniture manufacturers.

Mr. Griffith, who has attended many conventions of the advertising clubs, hopes and believes that the Indianapolis convention will be the greatest in the history of the organization. According to his own words, "he is being paid by the Udell Works, but is really working for the convention."

He is making plans for the designing of several elaborate advertising floats to participate in the historical parade when Indianapolis celebrates its one hundredth anniversary. The parade will be one of the biggest ever seen in Indianapolis, and no effort will be spared to make it artistically faithful to history. It will be held on the evening of June 7 or 8.

American Woolen Co. Opens Chain Stores for Workers

According to a report from Lawrence, Mass., the American Woolen Co., through its president, William M. Wood, has opened a chain of co-operative stores for the firm's fifteen thousand employees where staple articles such as groceries, shoes, and clothing are sold at prices much lower than those of retail stores in the cities. The company operates fifty-four mills, but it intends to finance and operate stores only in Lawrence, where four of its mills are located.

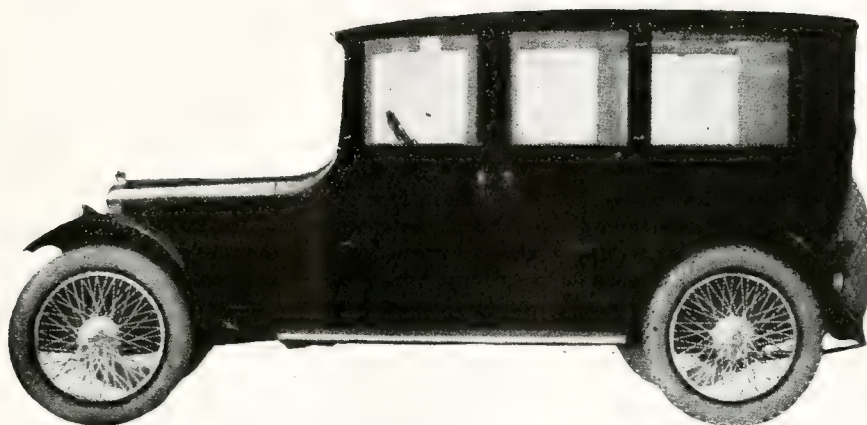
Bolton, "J. R.," Affiliates With J. W. Gannon

Joseph R. Bolton, or "Bolton, J. R.," as he is better known, hitherto engaged in advertising and sales promotion work for the Encyclopaedia Britannica, Royal Type-writer Company, Borden's Condensed Milk Company, and others, has become associated with the J. W. Gannon, Inc., advertising agency, New York. Mr. Bolton has also spent ten years in the mail-order field.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



THIS NEW OAKLAND SENSIBLE SIX FOUR DOOR SEDAN IS POWERED WITH THE FAMOUS 44-HORSEPOWER, OVERHEAD-VALVE OAKLAND ENGINE

Oakland and Collier's

The Oakland Motor Car Company is now using more space in Collier's than in any other general publication.

"Watch Collier's"

How Competitive Advertising Re-created the Boys' Clothing Industry in a Single Year

Every Branch of a Now Towering Business Re-adjusted to Meet
Consumer Demand for Trade Name Goods—Concluding Article

By LEWIS F. LEVENSON

NO finer example of the ability of competitive advertising to shake an entire industry to the foundations and to rebuild it on a higher plane in a remarkably short time can be found than in the experience of the boys' clothing trade this year. In January, 1919, boys' clothing was on its old basis, profitable to all concerned because the product had a certain uniform demand each season. Three months later several national advertising campaigns were under way. Six months later they were under way in earnest and, when the fall season began, in September, a veritable fever of expansion had hit the trade. New houses had entered the field, the old houses were sold up 100 per cent., retailers were awakened to extraordinary efforts, mail-order houses announced campaigns, styles were improved, sizes re-established to a scientific standard and the largest manufacturer of men's clothing in the world had acknowledged the importance of boys' apparel by announcing that it would be made thereafter under a nationally famous label.

These results hardly could have been accomplished save by competi-

tive advertising. As a previous article pointed out, boys' clothing manufacturers now exhibit commendable rivalry in claiming the honor of originating the idea of national campaigns. The records seem to show that Dubbelbilt Boys' Clothes, Inc., was first in the field. In the last week of January, this year, they announced the abandonment of their former methods of publicity and the beginning of a national advertising campaign. Previously they had advertised generally, but in a limited way, depending on local efforts to gather the fruits of their publicity. For instance, their line was placed in a large Broadway store, featured in window displays for a week during the height of the buying season, so that incoming buyers might find ideas in display. In January they stated that their national campaign would begin in the March magazines.

Apparently the boys' clothing industry was ready to pick up the gauntlet. Two months later, in March, two more announcements followed. They seemed to startle the entire trade. The turning point had come. The manufacturers of

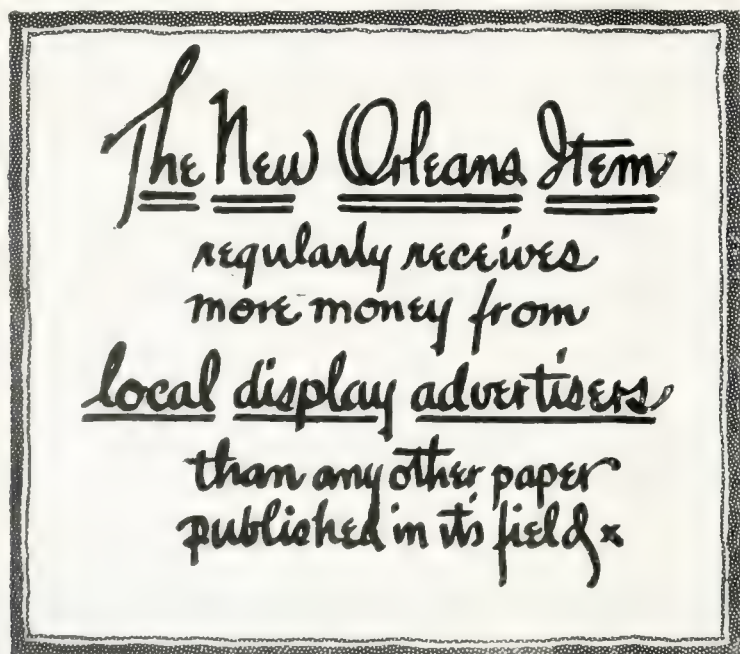
boys' clothing, competing against one another in advertising as in selling, were actually marching shoulder to shoulder in the struggle to elevate their product.

Simultaneously with the application of many specialized advertising men upon the problem of sales, new sales arguments appeared with great rapidity. For instance, it was realized that quite as good results might be obtained through an appeal to fathers as to mothers. "Wear clothes like Dad wears" became the slogan of one house. Even a direct appeal to children was used: "Oh, Boy, you want to get a suit like this!" Furthermore, style was made almost as desirable as serviceability or durability. English and French designing was studied and in some cases imitated; in others elaborated to suit American requirements. It was discovered that the "waistseam" style, originally fashioned for men, was even more suited to boys, and became the leading style feature of many tailored lines.

THE RETAILER REINFORCED

No single advertiser, indeed no group of advertisers, could have influenced the retailer so impressively as the news that an entire corps of advertising men was working out his sales problems for him. The very fact that rival firms, opposing each other, were striving to help him gave assurance of the sincerity of their efforts. Certain that he could now depend upon the support of half a dozen large manufacturers, he went ahead with his own plans. The volume of consumer advertising and dealer helps grew. Utilizing many of the dealer helps and noting the satisfactory increase in his own business as a result of consumer publicity, the retailer began to appropriate money for local advertising and store improvements.

Many retailers lagged behind, unwilling to believe that the national advertising campaigns and dealer helps would be continued over a long period. They were converted, however, when the climax of the campaign was reached coincident with the announcement by one of the leading manufacturers of men's



clothing, Hart, Schaffner & Marx, that it was about to offer its dealers a boys' clothing line, fashioned after the product it had advertised nationally for years. As this firm has exclusive dealers in practically every community in the country, the announcement came as a guarantee that there would be no slackening in the publicity of specialized boys' clothing manufacturers.

Coöperation with the retailer was the keynote of most of the advertising campaigns of the larger manufacturers. One well known house, The Bauman Clothing Corporation, sent in advance to its dealers a summary of the publicity steps planned to insure a large consumer demand for their clothing. This advance literature, addressed to a selected list, instead of being printed in the usual booklet or folder, was printed on a rolled scroll, with a return card enclosed, requesting their representative to call.

GUARANTEES "PLAYED UP"

Another specimen of direct literature explained the scope of an insurance policy issued with each suit or overcoat made by the firm, and also contained a return request card for the retailer. Enclosed was a letter in facsimile handwriting, announcing that a woman representative would visit the mothers of the city some time in August to convince them that these "guaranteed" clothes were the best they could buy for their children.

As an indication of the ease with which a competitive advertising campaign can attain the same results as an association campaign, the practice of this firm in sending to other manufacturers specimens of its dealer literature and helps is interesting. When the campaign was launched a circular was distributed giving details of the publicity planned, together with a letter outlining the aims of the campaign and the policy of the organization.

Later in the year, this house distributed to its dealers reproductions of a double page spread which appeared in several weekly magazines of national circulation. The poster was done in two colors and retailers were urged to display it in their windows two days before the appearance of the magazines in question on the bookstands, so as to tie up their store with the national advertising campaign. Each consumer advertisement was similarly supplied to dealers in poster form.

In addition this house furnished its dealers with matrix trade-names and advertising suggestions.

NEW NAMES ARE BORN

A second firm, J. J. Preis & Co., chose this year as the psychological time for the launching of a new trade-name. The word "Leatherized" was coined and they announced that thereafter they would utilize the wearing quality of their clothing to the fullest degree, not only in their consumer advertising, but in the manufacture of the garments themselves. Knees, seat, elbows and pockets of their line are reinforced with good quality, soft leather.

Believing that the use of one telling argument is more emphatic than scattered appeals of a diverse sort, this house chose two slogans which appear in all consumer and local advertising. They are: "Leather Lined Where the Wear Comes" and "The Wear Resistant Suit."

While the direct campaign was at its height, the vice-president of this house, A. Rossman, made a tour of the country, stopping in most of the large cities and visiting in each city

one large merchant. By virtue of his official position with the firm he was able to clinch many contracts with dealers who were not yet convinced of the breadth of the campaigns or the benefits which would accrue as a result of them.

NOTABLE STYLE BROADENING

From the style point of view, the efforts of a Chicago house, Langendorf Clothing Co., are notable. Before 1919, style had existed, but it was so standardized that little difference might be noted between the products of one house and another. This house specialized this year in sports clothing for boys, and introduced such features as single or double-breasted coats, three-button fronts, welt-seam lapels and edges, cuffs and welt seam down sleeves, raglan shoulders, all around belts, four patch-pocket coats, and others. By carefully accentuating these style features in their advertising, this

(Continued on page 42)



CHARLES J. BOYLE

I first met Charlie Boyle at a Dartmouth football game. As he was a former Dartmouth football star, I was bound to meet him there. He was at that time New England manager for Butterick. I said to a mutual friend, "There is a man I would like to have associated with me." That was over twelve years ago.

He joined me a few months later and has been my associate and friend ever since.

Laure Block

It has been my privilege to represent the *Memphis News* (now the *News-Scimitar*) from the day of its birth, over fifteen years ago. There are few newspapers which have grown so consistently and become so powerful in their communities as has the *News-Scimitar* since it was purchased by Mr. S. W. Ragland and his associates. It was among the first of the three-cent evening newspapers of this country and its clientele is of the kind which has faith in its editorial, news and advertising columns. Fifteen years is a long time to be associated with a newspaper but they have been pleasant years for me as I have watched the great progress of this fine newspaper property.

Getting Over the Summer Bogey

Quite a Few Advertisers Have Found
that One May Make Some Money
in the "Slack Months" After All!

By E. WALTER OSBORNE

IT seems that every profession, trade or calling has its own little superstitions. A thoroughbred sailor won't sail on Friday. A thoroughbred ball player won't pass a cross-eyed man on the way to a game. Nor will an automobile racer drive Car 13 any more than a thoroughbred second-story man would re-enter a house once he was out. Neither would a thoroughbred soldier take the third light from a match!

And, it appears, it is quite as impossible for a thoroughbred advertising man to run a full schedule during the summer.

Summer insertions rate about on a level with black cats, crossed tea leaves and the underside of ladders.

"September to May" is the slogan. Nobody knows what the reason is.

There are a lot of *excuses*, to be sure—but no reasons! One of the commonest answers to the charge that the idea is off is that "business is slow in the summer." One of the answers to the answer as I find it—and I am merely reporting, not propounding—is that "the man who thinks business is slow in summer probably is right; but so is the man who thinks business is good. It is a matter of attitude."

Not that you have to kid yourself into believing what is not so. But rather that business doesn't have to be slow if you are in earnest about speeding it up.

SELLING CHRISTMAS GOODS IN JUNE

If you want some prime evidence proving that dull summer months are cureable, consider the toy business first of all. What line of goods on earth is more confined to a short season than toys? For generations the toy manufacturer who had any stock left over after Christmas was a sorry figure. His only hope was to insure the stuff and pray (or pay) for a fire!

For years the toy business has been a strictly holiday venture. Yet to-day we find retailers all over the country selling toys the year around, summer and winter, with marked success. Everyone of them that ever has tried it has found that it pays. If you doubt it, go to Lord & Taylor's in New York, or Marshall Field's in Chicago, and ask them

why they carry toys all the year round.

Ask Marshall Field why that great enterprise devotes as much space to toys in July as in December. You can guess, without asking, that it pays or it would be cut out! Butler Brothers, in New York, is another house that has pioneered the summer sale of toys; and is glad it did.

Which ought to dispose of the toy line. Take another, equally as seasonable and restricted also, to Christmas. I speak of the walnut growers. Time was, and not so long back, when a walnut man who had any stock left over after the Christmas rush considered it a dead loss. He just naturally counted it off his profits, for the walnut growers once were "skeered" of the summer bogey.

FIFTY-TWO WEEKS INSTEAD OF ONE

But eventually they saw the light. They organized into a cooperative body called the California Walnut Growers' Association and they all chipped in for a fund for advertising. When they started off they had a "carry over" of forty thousand 100 pound bags of nuts.

They not only got rid of those four hundred thousand pounds "pronto," but, with a three months' campaign at a cost of about \$75,000 they changed a nation's habit and multiplied a one-week market by exactly fifty-two!

Incidentally, they took walnuts out of the "seasonable" line of goods and put them where they belong. It is hardly amiss to remark that the California Fruit Growers did the same thing with Sunkist oranges and lemons. They had the same problem. So did the Dromedary date folk, the raisin producers and the Northwestern apple men.

They seem to have gotten "hep" out there on the West Coast and imaginary seasons don't bother them any more. It is rather different in the East and Middle West, although there are some admirable exceptions.

The men who put Teco Pancake Flour over for all year use present one good example. In the old days pancakes (griddle, flannel, wheat or whatnot) were unqualifiedly a cold-morning breakfast. You got 'em steaming hot and were glad,

because you'd just dressed in a room where the mercury had vanished entirely.

Being hot and timely, pancakes built a reputation for being "hot stuff," not usually resorted to in the summer.

HOT CAKES IN THE SUMMER

The Teco folk, nevertheless, gradually arrived at a different conclusion. They couldn't see any reason why pancakes weren't eatable in the summer time and they proceeded to tell the public about it. The public is glad to hear it and they pay so well for the news that you don't notice any slump in Teco advertising!

This is only one illustration of what can be done, but a fair one.

There are any number of other lines that have been bothered for years by "seasons." They hunted bad conditions out and contracted them, so to speak, necessary evils—like granddad's bunions. There was nothing to do for them except stretch his shoes! Which remark suggests that the shoe manufacturers themselves once had the idea that they could advertise profitably only twice a year. The idea did not last because it would not fit!

Furniture dealers, too, by consistent advertising, have obviated the necessity for special sales and clearances and have killed much of the old seasonable superstition which used to prevail in their circle. Even more recent has been the sign of an intelligent effort on the part of coal producers and dealers to advertise and sell coal during the hot weather. It is an idea which holds forth many advantages and has been propagated successfully where the effort has been expended.

CROSS COUNTRY FISH IN AUGUST

Take another angle of the business that cannot be done in summer time: that presented by Friend Davis, of Gloucester, Mass. Selling fish by mail is radical, to say the least. But to carry the idea to an extreme, is there anything you can think of which might be more useless than a sea bass mailed from Massachusetts to Kansas City, Mo., in the heat of August?

Can you dope out a more damning argument against buying than that? Have you as good a reason for believing in the summer slack theory?

If you have, there still is hope, for Davis of Gloucester, is doing a splendid business supplying about 100,000 families with fish each year, all over the land. Objections to

(Continued on page 19)

How Much Is Two and a Half Million?

Do You Form Any Vivid Mental Picture at the Mention of a Mere Figure? An Interesting Method of Visualizing the Size of a Publication

BILLION dollar war appropriations have blunted our sense of proportion when the consideration is merely a figure.

But when we think of the entire population of the United States we have a very definite picture of a great group of people—equal, if not surpassing in resourcefulness, wealth and abilities—any other group in the world.

And yet there are in the entire United States—according to latest available figures—only about twenty-one million families. And a publication that goes in two and a half million homes reaches, therefore, about one-eighth of all the population of the United States. As you ride home to-night, rushing past a myriad of homes, think of a publication that goes into one out of every eight of these homes that are scattered throughout the country. Then you can picture the size and influence of a publication with two and a half million circulation.

There is only one publication in the world with a circulation of two and a half millions. That is the American Weekly.

Even if you were not at all interested in advertising, you would be interested in a publication coming in contact with one-eighth of all the inhabitants of the United States.

You can also visualize a great circulation in many ways. Here for example are a few other methods:

The American Weekly

is distributed every Sunday as the principal feature of each of the seven great Hearst Sunday newspapers.

Now suppose for our speculation, we take only the circulation of the Sunday New York American.

If all the yards of paper in a million copies of the Sunday American were cloth they would make uniforms for 2,252,000 American soldiers—more soldiers than the

United States sent over to France.

Cut out and pasted end to end, all the columns of the Sunday American would make a strip 227,000 miles long. The distance from the earth to the moon is 240,000 miles. *All the columns of a single New York edition then stretched out in line would reach almost to the moon.*

The weight of one complete copy of the Sunday American is about one and a quarter pounds. The weight of a million copies would be about 1,250,000 pounds. *It would require 625 one-ton motor trucks to carry all these papers.*

If all the pages of one copy were unfolded and spread flat their area would be one hundred and thirteen and seven-tenths square feet. And the area of the entire issue of one million copies is, therefore, a little over four square miles. In this enormous sheet you could wrap up the entire financial, banking and wholesale and retail districts of New York from river to river and from the Battery to about Forty-second street.

But, these amazing figures are for the million circulation of the New York American only. If you are mathematically inclined you may add to this the additional million and one-half circulation of the other six papers, in Boston, Washington, Chicago, Atlanta, Los Angeles and San Francisco. Pick up a pencil and amuse yourself figuring it all out.

But so much for mere size—for size to be sure is not the final criterion of an advertising medium's value.

In addition to offering advertisers the largest circulation of any publication in America, the American Weekly publishes the largest color pages available.

The American Weekly combines the greatest circulation with the most effective possible use of color.



THE AMERICAN WEEKLY for February 29th carries five full page color advertisements. This is more national advertising than has ever before appeared in a feature section of any newspaper. And it represents the largest sum ever spent for any sort of advertising in a single issue of a feature section of any newspaper.

TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY!

"If You Want to See The Color of Their Money—Use Color!"—A. J. K

Color we believe, has had a great influence on producing the uniformly high returns received by advertisers using the American Weekly.

Color has a clear, free track into the mind. It makes an immediate impression on the brain. We think faster in color than in any other way.

As far back as our memory can carry, color has warmed us, cheered, inspired, saddened us. Nature does all her advertising by color. Bright pink for the cheeks of healthy children. Yellow for the jaundiced face that tells of folly and health ignorance. The lightning's warning comes with a flash of brilliant red that lights up the whole sky and compels the inner conscience to ask, "How have I been behaving lately?" Our lives are just one broad mass of color.

Color multiplies by ten the meaning of a picture. Memories, associations, desires are instantly awakened by color. An advertisement in color stimulates the imagination, while ordinary black and white taxes the imagination.

There are harmonies in color; harmonies which sing and talk and argue for you—and discords which may be used discreetly to command attention. And in the color pages of the American Weekly—the largest available in any publication—you have the greatest of all opportunities to use color.

The distribution of the American Weekly's circulation is another reason for its exceptional returns to advertisers. It is concentrated in the seven great metropolitan centers of America—exactly where most national advertisers have their best distribution.

It is looked for by two and a half million families as a principal part of the New York American, the Boston Advertiser, the Washington Times, the

Chicago Herald-Examiner, the Atlanta Sunday American, the Los Angeles Examiner and the San Francisco Examiner—seven live and progressive papers attracting not only the largest but the most progressive group of newspaper readers in America.

Some ultra-conservative advertisers are apt to look askance at the publication that is admittedly progressive.

But the progressive newspaper invariably has a progressive following and a progressive following means the young, active, aggressive, thoughtful and successful element of a community.

And this is the most valuable clientèle for a newspaper and an advertiser.

As proof of this let us look over the contract files of the American Weekly and also consider the experience of some very recent advertisers.

Color pages in the American Weekly are too expensive for an advertiser to use them indiscriminately. No advertiser would reinvest in them on a large scale unless the results previously obtained completely justified the expenditure. Therefore this is very significant:

90% of the advertisers using American Weekly color pages have doubled—or more than doubled their space for 1920.

Contracts have been received for practically all the space available in 1920.

Here is remarkable proof of the responsiveness of this great group of progressive readers. But to be more specific let us consider individual advertisers and their experiences.

On December 28, one color page brought 30,000 inquiries for a product costing from \$500 to \$10,000 (name furnished on request).

A toilet goods manufacturer ran a page with a coupon, which brought 45,000 inquiries for samples, each with ten cents enclosed (name furnished on request).

And another advertiser—featuring a cook book in his advertising—had an appropriation of \$125,000. Of this total, only \$8,000 spent for one page in the American Weekly, produced 40,000, or 8 per cent. of all the inquiries received from his entire campaign.

A color page in the American Weekly is in itself a complete national advertising campaign.

THE AMERICAN WEEKLY giving the largest color pages available in any publication, together with the largest and most progressive circulation in America—is quite naturally the best advertising medium for advertising of any and every sort of product.

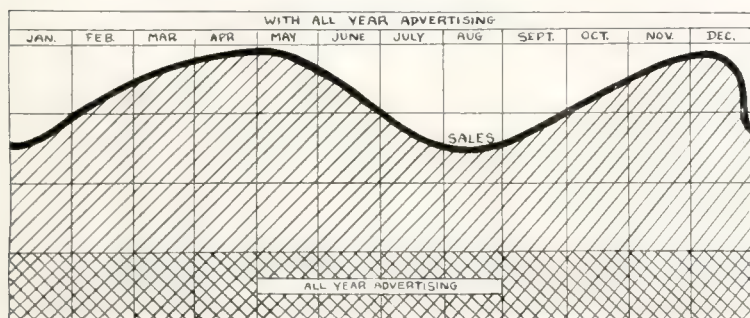
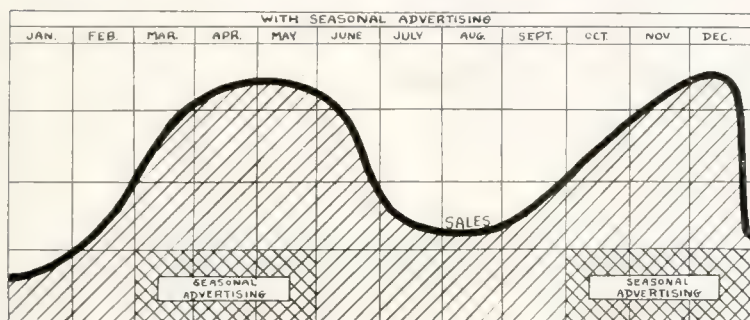
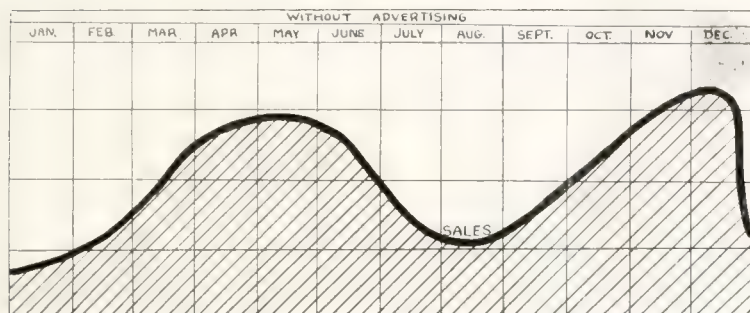
Every Sunday in the year two and a half millions of the more progressive and well-to-do families of the United States look for its great color pages as one of the splendid features of the

NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN

American Weekly

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

EFFECT OF SEASONAL AND ALL YEAR ADVERTISING ON SALES



These charts leave no doubt of what all-year advertising may do

Getting Over the Summer Bogey

(Continued from page 16)

summer business must come harder than that in order to dampen our ardor.

Another thing seemingly illogical when viewed from the habitual angle is the sale of heating systems in summer. Likewise, kitchen ware and cooking utensils were not supposed to be very good summer sellers once. Yet heating systems are being sold in the hot months and the sales of cooking utensils show practically no difference the year around. The American Radiator Company now is a confirmed year around space user.

The manufacturers of a certain heating system tried a little advertising last summer and intend to do it again this year on a much more extensive scale. Another concern,

producing aluminum ware, is using space throughout the summer and intends to continue. A buyer for a big chain of retail stores in New York told me the other day that their sale of the aluminum ware now is about even all the year 'round.

CLOSED CARS AND SOUP INCLUDED

Even in the automobile line we can find some instances where the crepe hangers were worsted in such a free for all set-to. I remember one case where a group of Ford dealers had a flock of Sedans left on their hands when spring came. Nobody ever had thought of trying to sell sedans for hot weather use, but these men got together and advertised the whole bunch right into the garages of their prospects.

Another case was pretty much of the same nature, happening in Seattle a year or so ago. When the

last snow had thawed, the automobile dealers in that city were confronted with the problem of moving a heavy surplus stock of closed cars or facing a loss. They chose to take a whack at moving them and in order to do it they got together and put out a joint advertising campaign.

The campaign not only sold all of the closed cars, against all precedent, but created a demand for more!

Further first hand evidence of what can be done to avert a summer slump is offered by advertisers who sell canned products like vegetables, fruit and soup. The canned goods field presents two angles, differing a trifle. The main objection to buying tinned vegetables or fruits in the summer is that you always can buy fresh goods (even in the city, which is never very far from the farm) at any time and in thousands of places.

The principal objection to soup, however, is the same argument we used to shove against pancakes—hot weather.

Yet in spite of the devastating indictments, packers like Heinz, Campbell, Del Monte and Wilson, are consistent summer advertisers to the extent of changing the nation's habit, again, and persuading it to spend money for something to which there is a very easy and natural objection.

The products of these concerns are, for the most part, winter goods or, rather, for winter use. Yet we use car loads of things put up in tins every hot month of the year!

Which prompts us to remark, supported by the previous evidence, that the word "seasonable" has the accent on the last syllable!

In short, I believe, it time the "thoroughbred" advertising man got over his funny ideas about the slack period from May to September.

McJunkin Adds Three to Staff

Phillip C. Pack, formerly advertising manager of the Seng Company, Chicago, has become a member of the copy staff of the McJunkin Advertising Co. in that city.

Clarence H. Smith, formerly in charge of service and copy for *Brick & Clay Record*, and recently connected with the Collins-Kirk Advertising Co., Chicago, has also become a member of the copy staff, and Vernon L. Clapp, associated for several years with Erwin & Wasey Co., Chicago, has joined the service department of the McJunkin company.

Fred Webster Elected President of Paper Co.

Fred Webster, who for over twelve years was manager of sales promotion for the American Writing Paper Co., has been elected president of the Gardner Paper Company, Holyoke, Mass. This was effective on February 20th.



56 men producing technical advertisements

Copy men and artists? Yes! Fifty-six of them. But mere writers and sketchers could not produce the sort of printed salesmanship that comes from the McGraw-Hill Advertising Service Department.

Before a man can write transformer copy he must know what a transformer is, what it does, and how it does it. He must know how it is made, who needs it and what considerations will influence Mr. Engineering Purchaser to buy this kind. Field knowledge is just as necessary as manufacturing knowledge and the man who goes out on the job to collect his black-and-white yes-or-no facts needs a technical background in order properly to interpret what he sees and hears.

Obviously, this kind of service is not possible for the non-technical agency. And it is not necessary for the agency to provide such service, for McGraw-Hill service is here to use. An agency seeking real help in planning technical advertising may be sure of real help from the Advertising Service Department and they may be sure that the strictest confidence will be maintained regarding service rendered.





Completing a service in engineering publishing

Technical copy particularly requires general advertising knowledge. So the Advertising Service Department is divided into groups, each group specializing on one line of engineering advertising. In every group you will find technical men who have watched their products from raw material to acceptance tests. And in the same group you'll find that lovable, effervescent, headline-spilling gentleman known everywhere as an "advertising man."

They work together, the one giving freely of technical fundamentals and terminology in exchange for the skill of expression and the smash of display which are second nature to the other.

Drop into the eighth floor of the big white building at Tenth and Thirty-sixth and meet the Advertising Service Department. They are there to help everybody who has anything to sell to engineers— and to increase the number of manufacturers and agencies who have proved for themselves that the 168,000 readers of the eleven McGraw-Hill publications are good buyers.

The 11 McGraw-Hill Publications

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
New York

Electrical World
Journal of Electricity
Ingenieria Internacional
Power
American Machinist
Chemical & Metallurgical Engineering

Electrical Merchandising
Electric Railway Journal
Engineering News-Record
Coal Age
Engineering & Mining Journal

Use Newspapers on a Three-year Basis

Here Frankly a Newspaperman Argues for More Effective Newspaper Advertising and Presents Some Striking Arguments

By FRANK T. CARROLL

Advertising Manager The Indianapolis News

THE greatest failure of national advertising in newspapers to-day is a lack of continuity in advertising campaigns. National advertisers have a tendency to use newspapers for a short intensive campaign to secure distribution, leaving it up to the national medium to sustain dealer interest and consumer demand. It is like a golfer attempting a drive without a follow through. It simply can't be done, that is—right. If the national medium is not strong enough to secure thorough local distribution, it is certainly not heavy enough to hold the fort against the fire of newcomers with a

SMASHING campaigns in the newspapers, usually too brief to more than flag reader attention used to be one of the great burdens of the smaller city publisher. To-day he is getting the business a little more evenly distributed, whereas it always used to hit him when he wasn't looking.

With newspaper advertising assigned to its proper functions and spheres, there still is much good relationship to be established between advertiser and editor and each must give more than one passing thought to its early accomplishment.

Mr. Carroll's views should be of great value to all interested parties in advertising and selling lines.—THE EDITOR.

smashing newspaper advertising barrage.

Look over the files of any newspaper for a period of two or three years. It will show campaign after campaign started and abandoned, and then started again. Each start consumes valuable advertising energy in overcoming the inertia of the stalled campaign. And each stop makes it just that much easier for competition to jump in and reap a harvest where some other manufacturer has sown.

Check the sales of commodities advertised steadily in newspapers and you will find these are the leaders in their respective fields, if backed with consistent local sales effort. When the stimulus of regular newspaper advertising is withdrawn, the sales force of the advertising gradually weakens and the gate is opened for the next manufacturer who is attracted to the market.

CHEAPER TO PROTECT THAN REJUVENATE FREQUENTLY

National advertisers must realize that it is far cheaper to protect a market through a small continuous campaign than to apply whirlwind methods and extravagant campaigns every year or two in an endeavor to pull up to normal the market which has been lost merely because a continuous campaign was not thought necessary.

The old time proprietary remedy advertiser had his faults, but he also had his virtues. He was first to call attention to the newspaper as a national medium, and his great success in securing distribution and in

selling the consumer lay in continuous year in and year out newspaper advertising. He was unable to use magazines with profit, consequently, did not jump into a town, use big newspaper space for a short time, jump out again and forget all about the market he had created. He did not lull himself to sleep with the sophistry that national mediums can take care of consumer demand and dealer interest. As a result, continued newspaper advertising, over a period of years instead of months has been such a powerful factor that many of the old-time proprietary remedies (with some actual merit) are to-day enjoying sales, although advertising has been withdrawn for years.

You would laugh at a department store attempting to use newspaper space in the manner of the average national advertiser of to-day. Yet, fifteen years ago many department stores, then as now, the largest users of newspaper advertising space, figured their appropriation almost from day to day. Even the size of their Friday and Sunday copy depended largely on the weather report, and a rainy Saturday or Monday, if prophesied early enough, meant a light paper Friday and Sunday.

LOCAL ADVERTISERS HAVE LEARNED THE LESSON

It has taken local advertisers less than fifteen years to see the fallacy of this plan and now the successful local advertiser lays out an advertising policy with a definite appropriation far in advance and adheres to it religiously. One Indianapolis specialty store owner, investing more than \$25,000 a year in our paper alone, has made a practice of deciding not only the size of his appropriations a year in advance, but also the size of individual advertisements, the days of insertion, dates of sales, etc., and then continues on this policy day after day, regardless of weather, local conditions, or anything else. This firm realizes that fully half the value of its advertising lies in its prestige building continuity and if it rains this Saturday cutting down the normal response to a page Friday advertisement that the next week's business, or the next month's business, backed by steady,

Keeping Up With The Times

A FACT A WEEK

Why is it that in every newspaper office a press dispatch carrying a Washington date line gets preferred attention?

Obviously, because a large share of the big news originates in Washington.

The men who make this big news live in Washington.

They are picked men and their influence reaches over all the country.

They provide the most important of all audiences to the manufacturer and advertiser.

They read The Washington Times.

The Washington Times

WASHINGTON, D. C.

consistent advertising will take care of the average gross sales. As a result, this firm has built up the largest and most profitable business of its kind in Indiana.

Contrast this policy with the advertising methods of the average national advertiser. The following is the sad but true experience of a soap manufacturer in Indianapolis, a user of large space in national media.

SOME RESULTS

This Middle Western manufacturer went after the Indianapolis and central Indiana territory with a bang in January, 1919. With a real live local sales manager and a corps of salesmen, backed with intensive co-operation from our merchandise service department, eighteen carloads of soap were sold local jobbers before the newspaper advertising was started. During February, March, April and May a total of 8,643 agate lines of space at an expense of less than \$1,300 was used. The product was right and the market responsive. A check of Indianapolis retail stores, March 21, 1919, revealed a distribution of 80 per cent., which had been increased from approximately 18 per cent. since January 1. Then the advertising stopped—sales work was continued and national mediums used to cover Indiana. A check-up of distribution in Indianapolis stores made December 3, 1919, showed only 30 per cent., a loss in nine months of 50 per cent. A market made and lost—an opportunity to dominate lost through failure to follow through. Leadership, distribution and sales could have been retained through a newspaper campaign costing \$1,200 last fall and the campaign would have paid a handsome profit. Every community can point to a score of such instances. Every newspaper has a score of similar accounts every season. And it's just as bad for the newspaper as it is for the advertiser.

Newspaper publishers have depreciated the value of their advertising columns in the eyes of national advertisers by making it too easy for the national advertiser to contract for inadequate space for an insufficient period and to cancel contracts which if completed might have produced definite results. Response to newspaper advertising has been so definite and quick that national advertisers have been led to believe that the newspaper could be made a side-issue and the magazine the big show. It is not, however, merely a question of convincing advertisers and agencies that news-

paper advertising is not the exception which proves the rule "Keeping Everlastingly at it Brings Success." The necessity of adequate advertising, consistent advertising, and continuous advertising must be sold to every newspaper publisher and to every newspaper representative.

The New York *World* has adopted a slogan which every newspaper should preach—"Try Advertising in Newspapers by the Year." Change this to "Use Newspapers on a Three-year Basis" and have every newspaper, business paper, and every representative sound this to advertisers and agencies and national advertising will be put on a sound, solid

investment basis, which will revolutionize present day sales and advertising methods.

SEE INCREASING USE OF SMALL SPACE

One of these days we are going to have a buyers' market instead of a sellers' market. Flash campaigns of full pages will disappear and results must be secured from intelligently written copy in comparatively small space. Increasing rates will also be a factor. To hold the volume of newspaper business now coming from national advertisers and to develop new business it will be necessary to educate not only the advertisers and agencies, but also

"The tail wags the dog." The new census shows Brooklyn's population as two and one-half million. Instead of "Greater New York," America's Premier City should be called Greater Brooklyn. The Standard Union also is greater.

the entire newspaper fraternity to the fundamental principles of newspaper advertising, which the local merchant has discovered during the past fifteen years. First, the real results can be accomplished only through steady, consistent plugging backed up by carefully planned local sales work. Second, that no newspaper campaign should be started without a definite appropriation covering at least three years regular advertising. Third, that advertisers be encouraged to develop only the markets in which they are prepared to stick for at least three years, with campaigns large enough and with copy running often enough to keep the consumer sold.

We have carried the slogan "Use Newspapers on a Three-year Basis" in every business paper advertisement for the past six months. Perhaps the newspaper fraternity can develop a better slogan to put this idea over. Every business paper announcement, every letter sent to agencies and advertisers, and every solicitation for more national advertising should be built around some slogan which will emphasize the necessity of continuous newspaper campaigns, not only for one year, but for a period of years. If the national advertiser will seriously consider newspapers on this basis, no medium will ever be able to pry him away from the newspapers. The growth of national newspaper advertising will be certain, sure and will accomplish results at a far smaller cost than the present system.

Ethridge Association of Artists Increases Staff by Nine

The staff of the Ethridge Association of Artists has been augmented by the addition of six artists and three solicitors. The artists are: Leon Harold Soderston, whose landscape and portrait work has been frequently on exhibition; John A. McPherson, who received his art education at the Slade School of Art, London, England, and Hugh Mackay, whose exhibition in Munich and London of Algerian pictures was widely noted, and who was formerly on the advertising staff of ADVERTISING & SELLING. W. J. Duffield, a graduate of the Beau Arts, who served in the Ordnance Corps, English Section, during the war, making drawings; Ernest Walker, the recipient of two bronze medal awards in national art competitions, London, England, and a graduate of the Royal College of Art, and John J. Messinger, Jr., known for his effective poster treatment and fine color handling, are the other three artists. Russell Radford, Roosevelt Lesure Clark and A. F. Thompson have joined the soliciting department.

Former Bloomingdale Advertising Manager Directs Bauman Advertising

Theodore Berg, former advertising manager of Bloomingdale's Department store, New York, has been appointed advertising manager of the Bauman Clothing Corporation, Manufacturers in New York, of Wearplodge clothes for boys.

Advertising Agency Cautions Clients

In a pamphlet called, "How About Christmas?"—a warning, which the Wylie B. Jones Advertising Agency, of Binghamton, N. Y., is sending out to all its clients, the serious situation now existing in the paper market is forcibly brought home, and clients are warned to make immediate decision regarding all printed advertising that they expect to use during 1920.

Chicago Advertising Men to Hold Big Benefit Show

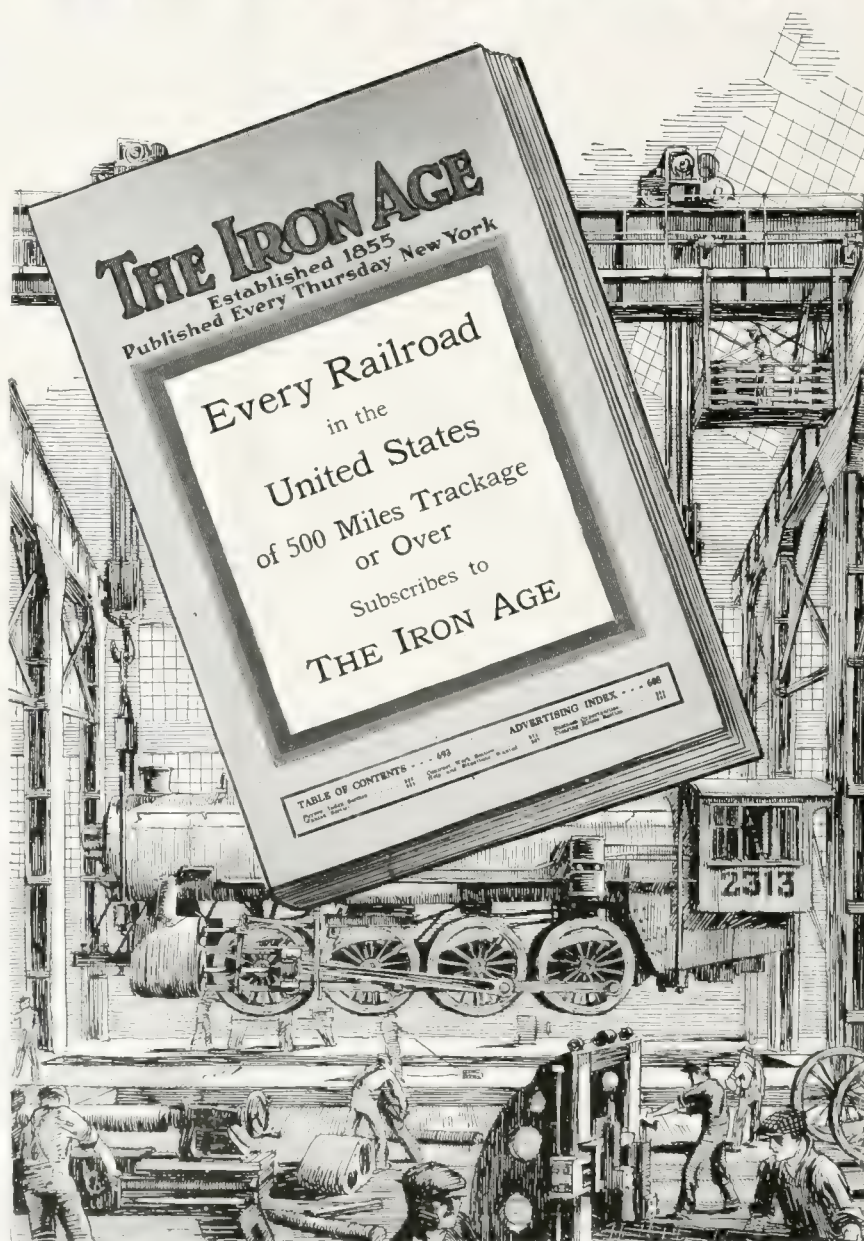
The Atlas Club of Chicago will hold its annual Griddle on April 1, in the Gold Room of the Congress Hotel. This is a big show, which the advertising men of Chicago hold each year, to support The Off the Street Club, an organization devoted to the wel-

fare of children. They will have a minstrel show, and a burlesque entitled, "The Fatherless Account." Howard E. Patterson, general manager of the Warner-Patterson Company, is handling the 1920 Griddle, and Louis R. Wasey, of Erwin, Wasey & Co. is the 1920 president of the Atlas Griddle.

Alexander an Executive of Goldwyn Pictures

Harry W. Alexander has resigned as assistant to the president of the American Writing Paper Co., to accept an executive position in the administrative department of the Goldwyn Pictures Corporation. Before his connection with the American Writing Paper Co., Mr. Alexander was director of publicity for the Society for Electrical Development.

THE IRON AGE AND



Thomas A. Edison Examines Advertising Campaign on 73d Birthday

One of the many gifts that Thomas A. Edison received from the various departments of his organization on his seventy-third birthday was the 1920 prospectus of the Edison Laboratories. While he examined the prospectus with his son, Charles Edison, chairman of the Board of Directors of the Edison Laboratories, and with William Maxwell, vice-president of Thomas A. Edison, Inc., many photographers, representing moving picture corporations, great newspapers and magazines and news syndicates from every part of the reading world, made pictures of "The Wizard." The 1920 advertising, it is said, "incorporates the greatest advertising and sales promotion campaign ever planned."

Aladdin Co. Appoints King Assistant Director of Advertising

A. F. Huebner, Advertising Director of the Aladdin Company, Bay City, Mich., announces the appointment of Emory L. King as assistant director of advertising.

Mr. King has been identified with the sales and advertising departments of the American Radiator Company; Curtis Publishing Company and Burnett-Larsh Manufacturing Company, prior to eleven months' service overseas as Captain of Infantry. Since his return from France, he has been associated with The Fred M. Randall Company, Detroit, Mich.

The recent opening of territorial sales offices and mills of the Aladdin Company in Portland, Ore.; Hattiesburg, Miss., and Wilmington, N. C., made it necessary to increase their advertising and selling staff.

Montgomery, Ward & Company to Establish in St. Paul

Montgomery, Ward & Company, through Robert J. Thorne, president, announces the completion of plans for another large mail-order house, which will be built at St. Paul, Minn. A seventeen-acre tract, located on the highest point of the Midway between St. Paul and Minneapolis, has been purchased at a cost of \$170,000 for the site of the new building. About \$2,750,000 will be spent in erecting an eight-story concrete building, with a floor space of 750,000 square feet, and accommodating 5,000 employees. It is planned to have the new house in operation by May 1, 1921. P. C. Maylone, assistant merchandise manager of the company, will be general manager. The publicity will be under the direction of Henry Schott, director of publicity, at the general offices in Chicago. It is stated that the establishment of the St. Paul house is part of the plan of the company to quicken and cheapen the delivery of merchandise by operating large mail-order houses and distributing warehouses in the territories to be served. A plant similar to that planned for St. Paul is now being built at Portland, Ore.

THE RAILROADS

THE return of the railroads to private ownership has created a brand-new market overnight. Locomotives, cars, track materials, machine tools and other shop equipment must be purchased in huge quantities. Throughout the whole fabric of this new market is woven the service of The Iron Age. Now, as in all of its 65 years service to industry, The Iron Age will be used in making recommendations, in approving and in actually purchasing all the items which the railroads must buy in the metal products field.

Of vital significance to every manufacturer in the country who sells to this field is the fact that every railroad of 500 miles trackage or over is a subscriber to The Iron Age. It goes every week to the desks of the men who will place this new business.

The railroad buying, of course, is only one phase of the situation. Of equal importance is the stimulus which will be given to industry as a whole when the car and locomotive builders and innumerable other manufacturers start placing their orders for materials, equipment and machinery which they need in order to supply railroad requirements.

Manufacturers selling to the railroads or to the metal-working industries who indirectly supply the railroads, should be represented in The Iron Age to take full advantage of this unusual opportunity.

THE IRON AGE

The World's Greatest Industrial Paper

239 W. 39th Street New York City

CHARTER MEMBER A. B. C. AND A. B. P.

Bureau of Advertising of A. N. P. A. Opens Chicago Office with F. Guy Davis as Manager

F. Guy Davis, formerly Chicago representative of the L. H. Crall Co., has been appointed western manager of the Bureau of Advertising, A. N. P. A., with headquarters in Chicago.

The Bureau of Advertising has just announced the opening of a Chicago office at 841-842 Marquette Building, and Mr. Davis in charge of this office, will carry forward the work of the Bureau in the middle western territory. He will report for duty at the main office of the Bureau in New York, March 15, and is expected to take up his duties in Chicago about March 25.

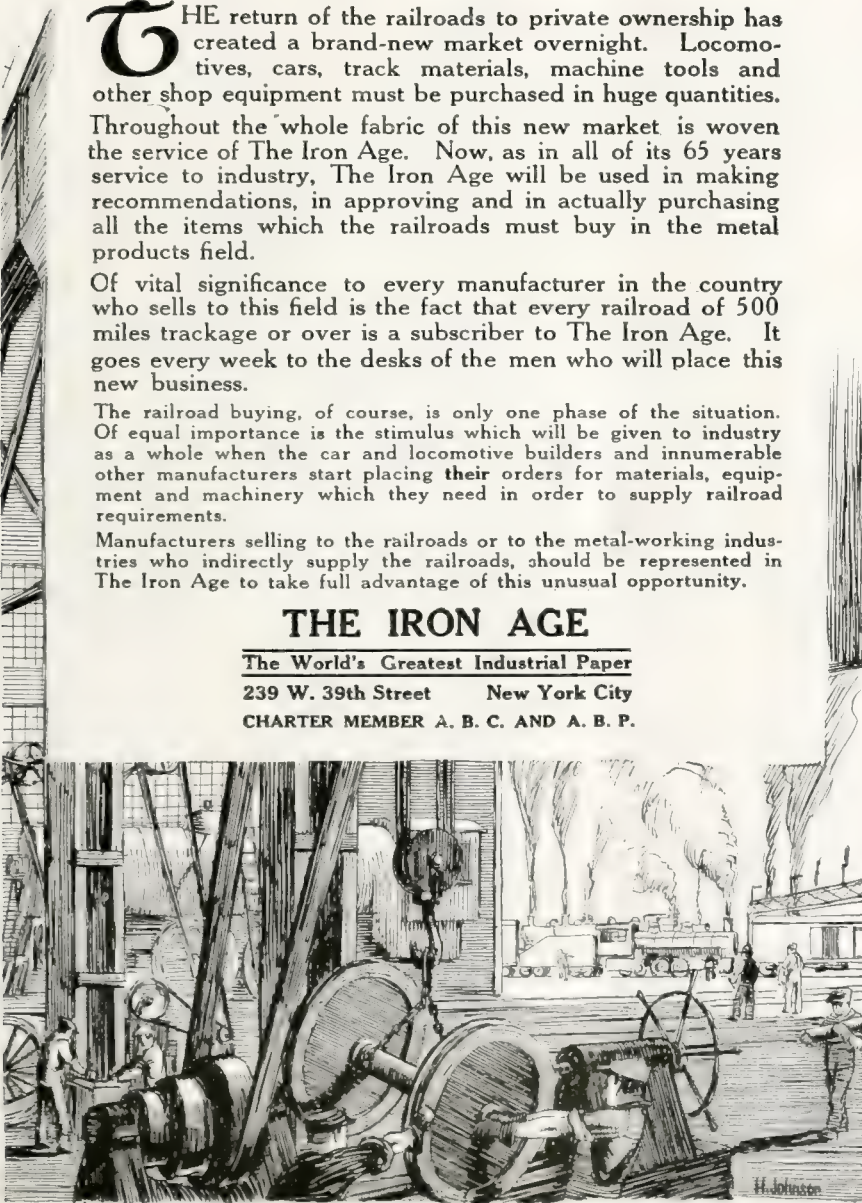
Mr. Davis is well known among advertisers, agencies and publishers in the middle west. He is now president of the Newspaper Representatives Association of Chicago, and chairman of the Newspaper Departmental, Advertising Council, Chicago Commerce Association. As president of the Representatives Association, he also served as advisory member of the Committee in Charge of the Bureau of Advertising.

The Bureau of Advertising has largely increased its membership through the establishment of a Chicago office and there are now about five hundred newspapers supporting the organization.

Babcox Affiliates with Akron Advertising Agency

Edward S. Babcox, sales manager of the Rubber Products Company, of Barberton, Ohio, who is widely known in the advertising business, has resigned his position to accept the vice-presidency and a directorship in the Akron Advertising Agency Company, Akron, Ohio, which is now little more than a year old.

Mr. Babcox was advertising manager of the Firestone Tire & Rubber Company for six years; served as vice-president of the Association of National Advertisers for two terms, and has also been president of the Audit Bureau of Circulations. He started in the advertising department of Yawman & Erbe, of Rochester, about twelve years ago, went to the Burroughs Adding Machine Company as assistant to E. St. Elmo Lewis, who was then advertising manager, and, a year or so later, returned to Yawman & Erbe as advertising manager. He was there until 1913, when he took over the advertising managership of the Firestone Company.



Examiner,(Sunday)

239,156

Measurin

San Francisco Examiner
Monarch of the Pacific

There is
no substitute for
circulation

Average Net Paid Circulation, January, 1920

Daily 134,292 Sunday 257,754

Total 1919 Advertising

12,747,182 Lines

Examiner,(Daily)

126,260

**2nd morning
paper,(Daily)**

90,886

2nd morning paper,(Sunday)

116,501

1st evening paper,

92,292

2nd evening paper,

78,383

3rd evening paper

48,541

NOT AUDITED

Morning · Sunday · Evening —

g Up to California

Concentration: Fully one-fourth of the population of the State of California is concentrated on San Francisco Bay in a territory smaller than one-third the area of the City of Los Angeles.

Density: The density of population in this area is therefore five times as great as that of the next largest center on the Pacific Coast.

Coverage: This concentrated group of one million people absorbs sixty percent of THE SAN FRANCISCO EXAMINER's present daily circulation.

Nearby: Seventy-four percent is kept inside the fifty-mile radius.

Outside: Only six percent goes beyond Central and Northern California.

Compact: Official San Francisco's area and population are almost identical with the Bronx, New York. But San Francisco and its immediate trading territory combined, constituting an area fifteen percent smaller

than Philadelphia, offer the fourth center of population in the land.

Attraction: An average of one person to every five families commutes daily to San Francisco from the three East Bay cities alone. Nearly fifty thousand persons a day come into San Francisco by the two main ferry systems.

Morning: Despite the preferences of other communities, San Francisco is a morning newspaper city. THE EXAMINER has the largest circulation, both daily and Sunday, of any San Francisco paper, morning or evening. The combined morning circulation—two papers—is greater than the combined evening circulation—three papers. THE EXAMINER sells for five cents a copy daily, Sunday ten cents; evening papers for two and three cents a copy.

Gaining: The latest comparative circulation figures available cover the third quarter of 1919. The average date is therefore already six months old. Since then THE EXAMINER's gains, both daily and Sunday, have been extraordinary.

	Examiner Daily	Examiner Sunday	Second Morning	Second Sunday	First Evening	Second Evening
Fourth Quarter, 1918	118,364	262,603	98,663	146,364	100,781	91,854
Third Quarter, 1919	126,260	239,156	90,886	16,501	92,292	78,383
Gain	7,896	*-23,447	-7,777	-29,863	-8,489	-13,471

Retention: *Raising the price of THE SUNDAY EXAMINER from five to ten cents, effective June 15, 1919, caused a temporary loss. Nevertheless, this loss, at the average date of August 15, 1919, was less than nine percent of the total. For January, 1920, the net paid Sunday average was less than two percent below the high figure shown above, practically one hundred percent recovery in seven months.

Lead: Compared with the second morning paper, THE EXAMINER now has fifty percent more circulation daily, and greatly in excess of one hundred percent more circulation on Sundays. THE EXAMINER's daily circulation is considerably greater than the second paper's Sunday circulation.

Dominance: THE SUNDAY EXAMINER alone has a greater circulation than the entire evening field. Contrary to a common impression, less than four percent of this immense circulation goes beyond Central and Northern California.

Records: In October, 1919, THE EXAMINER passed all former high marks in average net paid daily circulation. The record lasted one month; it was broken in thirty days. For four months in succession—October, November, December, January—THE EXAMINER established new records in daily circulation, surpassing anything accomplished even in Exposition days. February, when completed, will head the column, with no lease on the place.

Circulation is the life-blood of advertising. THE EXAMINER has the circulation—it also has the advertising. With a forty-six percent advertising lead over the second San Francisco paper for the year of 1919, it is apparent that these circulation superiorities are the firm foundation on which THE EXAMINER's advertising supremacy is maintained. California is the second largest state in the Union, and THE EXAMINER measures up to California.

M. D. HUNTON
Eastern Representative
American Circle Bldg.
New York

San Francisco Examiner
Monarch of the Dailies

W. H. WILSON
Western Representative
909 Hearst Bldg.
Chicago

Basing your paper selection on KNOWN FACTS

Paper Knowledge Means Greater Sales Power

Paper is a vital factor in putting your sales story across — perfect reproduction — creating the proper mental attitude and — approaching your prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications

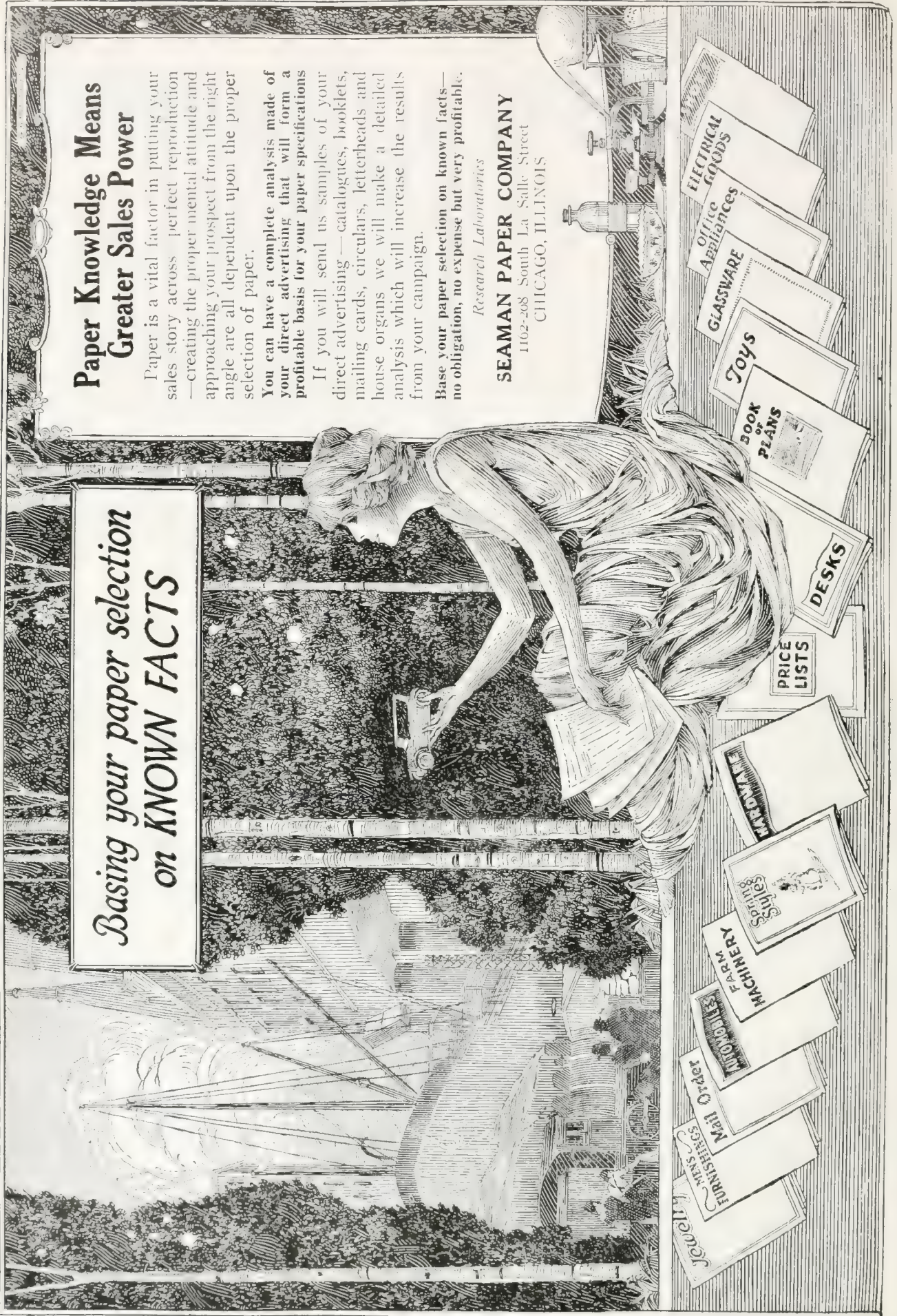
If you will send us samples of your direct advertising — catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts — no obligation, no expense but very profitable.

Research Laboratories

SEAMAN PAPER COMPANY

1102-208 South La Salle Street
CHICAGO, ILLINOIS



Summer Advertisers—and Some're Not!

But Those Who Have Used Hot Weather Space Find Many Features in Its Favor

By J. H. LEWIS

THE conflicting arguments presented for and against advertising in the summer time (speaking of the usual run of nationally advertised lines in the general magazines) unearths some interesting ideas on a question usually dismissed with an arbitrary opinion. For some time I have been grinding axes with advertising men on this topic, for nothing on earth seems more logical to me than the business of maintaining one's schedule in the summer.

That there is room for doubt and argument is evidenced by the fact that the advertising pages of the magazines *shrink* during the warm months, while the editorial or "reading" pages *fatten*.

On that account, the first thing which comes to mind is the statement made to me a short time ago by P. S. Salisbury, sales promotion manager of Robt. H. Ingersoll & Bro., New York. Mr. Salisbury said:

"It is odd, but many folks pass up such obvious opportunities for 'getting rich quick.' This summer time advertising proposition suggests to me a very definite plan of attack that the wise advertiser of to-day isn't letting slip by. Down South, for example, there are several big cotton men who work the same theory. When cotton prices rise and the crops sell well, they *stop* growing cotton and plant or prepare to plant some other commodity.

"Why? Well, they figure that with the cotton boom, everybody will rush to cotton, dropping their other lines, and flood the market for the coming year, thus forcing the prices down. The other goods, in turn, being neglected, will bring higher prices. And those are the goods the wise cotton kings will speculate in while competition is stifled.

"Personally, I feel somewhat the same way about advertising in the summer time. So many concerns concentrate on their publicity from September to May and so few from May to September that paid space competition is cut considerably for the fellow who gets in during this slack period."

As I have remarked, the summer proposition seems horribly logical to me. And presented in this light, it is even more so—if possible. There are others, too, who agree on the feasibility of using a goodly amount of advertising in summer. The advertising manager for a certain furnace manufacturer, for example, told me a short time ago that he was going to deliver some sound advertising wallops this coming summer because he has ceased to believe in spasmodic advertising, even though he has a winter product!

AND OTHERS AGREE

In an effort to ascertain what some of the leading national advertisers of the country think about this question, we sent out a letter of inquiry recently and while the answers are still coming in, it will be interesting to reproduce a few of them here. They show a distinct tendency on the part of some to get away from the old hallucination about the "seasons" in trade and agree that the only way to overcome slack periods, real or imaginary, is to advertise against them.

As H. H. Johnson, of the M. M. Johnson Company, incubator manufacturers, of Clay Center, Neb., says: "All the year around advertising would have a tendency to break down the big business at one season of the year and fill in the season where it is slack. There is always a season when expenses are heavy and income low, and continuous advertising would help do away with this trouble. We think there is room for improvement along these lines."

THE RIGHT TIME IS ALL THE TIME

H. B. Le Quatte, business manager of Street & Finney, Inc., the New York advertising agency, says: "It has been one of the basic thoughts of this organization for years that an advertiser should advertise throughout the entire year. One of the first places where we succeeded in using this idea years ago was at the Rice & Hutchins Educator Shoe Company, of Boston. The custom of the trade for generations was to advertise only in the Spring and Fall, but Rice & Hutchins have gone at it twelve

months a year and have found it so profitable that they emphasize that method this year more than ever before."

Another supporting opinion comes from L. A. Devoe, advertising manager of the Conklin Pen Manufacturing Company, Toledo, Ohio. Mr. Devoe has this to say: "I am a firm believer in universal 'all-the-year-around' advertising. I believe that the so-called 'slack period' is slack simply because everyone has taken it for granted that certain goods cannot be sold at certain periods. I believe it very good logic to consider the idea of universal rather than periodic advertising."

Sam J. Turnes, general sales manager, Tire Division, Brunswick-Balke-Collender Company, of Chicago, although being directly connected with a line which has a great summer use, nevertheless has his own opinions about seasonable stuff:

"I have always believed," he says, "that it is good policy to put on pressure during any slack months which may be done for several good reasons. The first is that a sick man is more in need of a tonic than a healthy man. When business is slack or sick, advertising is the proper tonic to apply.

"My second reason is that it pays to put on a little extra sales and advertising effort when most of the competitors are resting quietly because they believe in their own minds that business is quiet."

WHEN DEFEAT THREATENS, ATTACK

There is still another analogy which works perfectly in this instance where a genuine lull is felt in business. You all remember the memorable words of Foch early in the war, before he attained his supreme rank. The message was sent to Joffre from the front and it ran somewhat like this: "My left is shaken; my right is weakening; my center is retreating—I shall attack."

He did, of course, with singular success. And that is the idea. Force the issue when the other fellow appears to be trying that very stunt. A practical application of it is presented by the Moto Meter Company, Inc., of Long Island City. C. R. Smith, advertising manager, says:

"This year we are planning a special campaign covering what is to be known as Boyce Moto Meter Month of May. May is generally our slack month—we are acting on the idea that it is good policy to advertise during the dull period."

This concern, carrying its advertising all through the year as a fixed

policy, betters that general idea by concentrating on the traditional slow month of the twelve.

In the case of Moto Meters, however, we see a concern with what is *actually* a dull time. While at least one-half of this argument is aimed at the other concerns with the same condition (but who are not trying to meet it) the remaining half is intended to hit the fellows who merely *think* a bad season and a good season for their respective products does exist. There are a lot of them. Every advertising man knows them—they are almost as plentiful as those chronic ailment cranks, who constitute a goodly portion of each physician's daily rounds.

Through the power of imagination they have wished an uneven trend of business upon themselves and, through the power of precedent, never attempt to remedy the matter.

To them, especially, I'd like to refer the opinion of Mac Martin, president of the Mac Martin Advertising Agency, of Minneapolis. Mr. Martin says:

"Your letter of the twenty-fifth touches on a subject which I feel is probably the most important matter before the advertising fraternity at the present time. Manufacturers are having trouble filling orders during the winter months, yet as soon as summer commences there is going to be this awful drop in the business curve. They seem to think this slack in summer is necessary and cannot be overcome. Yet they do not stop to realize that thirty years ago the curve was the reverse of what it is to-day.

THE WINTER USED TO BE DEAD

"Thirty years ago business was done during the summer and because the canals, lakes and roads were closed during the winter, very little commerce was accomplished then.

"We always have endeavored to avoid seasonable advertising and we have quite a number of accounts which have shown very satisfactory results from the year-around policy. Barrington Hall Coffee is a case in point. Some people seem to think winter the best time to sell coffee. We last year ran a heavier schedule in the summer than we did in the winter because we realized the advantage of using space when there were not so many competitors in the publications. This year the advertising will be even all the year around.

"Creamettes, a macaroni product which must be cooked, might be considered seasonable, but we have never regarded it as such and we find that since the company has

advertised, the business curve has become more even through establishing this policy.

"We are thoroughly convinced that the time to advertise is all the time, and it has been proven again and again from experience with our clients."

So much for the opinions and beliefs of some men well fitted to voice them. Such evidence is hardly contestable—the authorities rather make it final. Yet to support what they say and to show, in a substantial way, what a few other firms, not mentioned here, are doing with this question, I'd like to have you look at

the following figures taken from the *Ladies' Home Journal* and the *Saturday Evening Post* for the months of May, June, July and August of the years specified:

In 1915 these three concerns invested the following amounts for advertising space in the publications mentioned during the summer:

H. J. Heinz Co.	\$6,000
Joseph Campbell Co.	34,500
California Fruit Growers	41,500

Total..... \$82,000

In 1919 these same concerns invested the following during the same period:

REALITY

ADVERTISERS have discovered that the best way to sell foodstuffs is to present them as appetizingly as possible and with accessories that provide artistic atmosphere. The humble ham and the delectable apple pie, as we see them in current magazines, certainly look "Good enough to eat."

It is an exceptionally wide field with unlimited possibilities. And just to prove that he is in sympathy with advertising's mission, the artist paints a plate of irresistible doughnuts as seriously and as well as he would paint a portrait. It's all in wanting to do the job well—and knowing how.

In touch with domestic science kitchens, where any recipe is made up, on special order, and backed by artists who put artistic realism into these subjects, we feel we deserve the generous proportion of "still life" orders that come our way. "Creating appetite" is good salesmanship.

The ETHRIDGE ASSOCIATION of ARTISTS

New York Studios Chicago Studios
23 East 26th St. 140 N. Dearborn St.

H. J. Heinz Co. \$46,400
 Joseph Campbell Co. . . . 111,000
 California Fruit Growers 58,000

Total \$215,400

In four years, you will observe, three manufacturers or advertisers marketing products consumed principally during the winter under the old idea, have nearly tripled their advertising appropriations for the summer months!

When three of the best advertisers in the country, judging by results, feel this way about the so-called seasons, it is high time the rest of us took the cue.

Advertising Managership and Plans of Rudolph Wurlitzer Co. Changes—All Advertising to be Handled from Cincinnati

Ralph Heaton, for several years advertising manager of a Cincinnati department store, has been made advertising manager of the Rudolph Wurlitzer Co., manufacturers of pianos in Cincinnati. Mr. Heaton succeeds Thomas J. Moore, who has entered the advertising business for himself, with offices in the Second National Bank Building of that city.

The Wurlitzer Co. has also announced the abolishment of its Chicago advertising office, and hereafter all advertising will be handled through the Cincinnati office. Several copy-writers and artists will be added to the advertising staff.

Simon Barr Joins Office of Pendleton Dudley

Simon Barr has resigned his position on the editorial staff of *Municipal Journal and Public Works* (now *Public Works*), New York City, and has joined the office of Pendleton Dudley, publicity representatives, also in this city. Mr. Barr held his editorial post for nearly seven years, and during that time was also a contributor to magazines and newspapers.

Frank Presbrey Is a Member of the A. A. C. W. Program Committee

Inadvertently, in announcing the names of the Indianapolis Program Committee last week, Chairman Jessie H. Neal omitted the name of Frank Presbrey, of the Frank Presbrey Co., New York.

More Business for Scott & Scott

The National Hair Goods Co., New York, is preparing to launch a national advertising campaign through Scott & Scott. This agency is now handling also advertising in national magazines for the Portfolio Co., manufacturers of ladies' lingerie.

Buzby-Raughley Co. Secures Four New Accounts

The Buzby-Raughley Company, Philadelphia, has secured the advertising accounts of the Traylor Engineering and Manufacturing Co., makers of mining, milling, cement mixing and stone crushers, also manufacturers of the Traylor Motor Truck and Farm Tractor, of Allentown and Cornwells, Pa.; that of The Fruit Belt Products Co., Elm, N. J., producers of Elmaid banned fruits; the Consumers Brewing Company, producers of Penn-Cera beverages and the Hero Manufacturing Co., Philadelphia, makers of Kennedy Internal Gear Axles.

Stationery Manufacturers Are Moving for Standardized Catalogues

President Bauer of the National Association of Stationers and Manufacturers has appointed a committee set up standards for stationers' catalogues. The committee will report to the convention in St. Louis next fall.

Mr. Woodward Would Have "A & S" Article Bound in Morocco

THE W. O. WOODWARD COMPANY,
 1269 Broadway,
 New York

February 24, 1920.

Editor, ADVERTISING & SELLING:

The article in your January 31st issue, called "The Stone That the Builders Rejected," was a "daisy" and ought to be bound in morocco; and I hope that its truths have made the sparks fly, for it takes a long time with some advertising men to open their eyes to modern advertising in its broadest sense.

Incidentally, in this connection, it may interest you to know that one of the biggest agencies recently lost a large national account to a smaller one, for the smaller one was recommending Window Displays, and the executive that placed the account was a practical salesman and knew the value of the medium.

Again, too, the article in this week's issue on "American Trade in India" was very interesting to me, as I have entirely circumnavigated the globe with my eyes wide open and I feel that I can quickly sort the wheat from the chaff on most of the foreign trade writers.

Time and again in our own advertising we have suggested our clients and prospective clients to read special articles in ADVERTISING & SELLING, and through our advertising have sent quite a number of subscribers to you.

"Yours for Building Better Business,"
 W. O. WOODWARD, President

Ballentine Is Appointed Assistant Adver- tising Manager, Timken-Detroit Axle Co.

D. L. Ballentine, for many years associated with automotive advertising in Detroit, has been appointed assistant advertising manager of the Timken-Detroit Axle Company, Detroit.



Developing Credit Sense in Salesmen Good for the Men and the House

It Is Sometimes a Simple Matter to Convince Workers on the Road That When the Firm Loses It Hurts All Around

By RICHARD WALSH

"I AM pretty well convinced that there is no use trying to put selling instinct and credit instinct in the same head. The very mental tendencies which make a good salesman seem to be those ones that leave him a poor judge of credit risks. The necessary optimism of the good salesman must give way to the necessary pessimism of the good credit man. The salesman must be hopeful and confident and must be able to spread confidence among his customers to the end that they may feel like purchasing good, big orders. If your credit man is full of that everlasting confidence, however, he will look upon a nice, big order and just because it looks fine and 'juicy' he will pass it through and maybe later get badly stuck.

"Another favorite indoor sport of many a clever salesman is to write a first-class letter to the credit man, attached to a risky order. If the credit man is not retiring and more or less gloomy in his viewpoint, he is apt to be sold by the good letter the salesman writes. We have one man in particular who is not only a first-class salesman and a very poor credit man, but he is also a wonderful letter writer and when he has taken an order he thinks the credit man may question he sits down and proceeds to sell the order to the credit man. This worked splendidly several times, but finally his own scheme turned up on him and defeated itself. We got so that every time we had an order from this man, accompanied by a letter telling about the merits of this particular order and the dealer who gave it, we knew that the salesman considered it a risky order and turned it down on what you might call his 'negative recommendation.' In reverse ratio, when an order came in unaccompanied by a selling letter, even though the order might be rather heavy for that particular dealer, we often were inclined to look further into it before turning it down because it was evident that this dealer stood well enough, otherwise our salesman would have proceeded to 'sell' him to us.

"Taken all in all, whenever I see a good salesman I am on the lookout for poor credit judgment, or at any

Showing When Sales Are Sales, Indeed

WHY should a good salesman be anything else?" is a question more often asked by the salesman himself than by his employing house.

In the good old days when there were "drummers" it was easier for the man on the road to know the firm's mind than now. There weren't so many complex details in business.

Mr. Walsh, in the accompanying article, which we hope is the first of a series from his able pen for ADVERTISING & SELLING, brings selling down to date and shows that not only "the chief" but the newest traveler on the road has to do his bit for the financial interest of the firm by keeping in touch with the credit department.—THE EDITOR.

rate credit judgment warped by selling enthusiasm. The better the salesman, the more I ask our credit man to watch his orders."

The above is the boiled down opinion of a successful manufacturer. This man has a medium sized factory, traveling some thirty salesmen in a limited territory. The size of his business enables him to come into contact with all ends of his business and his slant on the selling and credit ends are of more than average soundness.

His opinion on the credit judgment of the average salesman is backed by experience of twenty years and he can quote instances to back it.

NO HELP FOR THE SALESMAN?

There is only one really apparent weakness in his attitude and that is his willingness to assume that the condition cannot be remedied—that a salesman naturally is a poor judge of credits and that there is no use trying to make him a good one.

Now, over against his theory, no doubt a sound one, we come to the interesting experiments of a credit man who had much the same idea but was not willing to let it stand.

He went on the assumption that the better a salesman could judge credits, the more leeway the credit man could give him and the less chance there was, in consequence, of a good order being turned down by the credit department.

Going on this assumption he

undertook to see what could be done to develop credit judgment among the men on the sales force and his plans have resulted in a splendid development of credit judgment in the salesman on that particular force.

His sales force was about of the same size as that of the man first quoted. The first move of this credit man was the building up of the "Credit Department Prize Fund." This fund was made up as follows: Each salesman who wanted to go into the contest could do so, but any salesman who wished to stay out was free to remain out. Every salesman who went in had to put in five dollars to show his good faith. That made \$150 and the house put another \$150 against that sum, making a total fund of \$300. This fund was to be divided into three cash prizes, to the three men who made the best showing in a period of six months so far as credit losses were concerned. When the contest closed it was understood that all accounts more than ninety days old were to be classed together with "lost accounts."

HOW THE PLAN WORKED

Every week during the contest the credit man got out a little bulletin, telling the men where they stood and handling his contest exactly as the sales manager handled his. In fact, most of the bulletins were written by the sales manager and the same "whoop 'er up" tactics were used as in the case of a contest on sales volumes. When a salesman collected an especially tough account from a dealer who had failed to remit by mail, special mention was made of this fact in that week's Bulletin. The salesmen who stood down toward the end of the list were written special letters and given extra attention.

In order that this contest would not detract from the volume of business a salesman would get, credit losses against each salesman were not figured in the actual amount of dollars lost but in the percentage of losses, based on sales, so that just as much depended upon volume in

(Continued on page 37)



and the News-Times



In the South Bend territory Goodyear uses the News-Times exclusively — because the News-Times dominates the Northern Indiana and Southern Michigan field. Let us give you facts and figures.

Let us send you News-Times, Jr.

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

Trade Possibilities and Industrial Progress in the Philippines

(Continued from page 6)

cultivation undoubtedly would be solved. Filipino labor has not proved especially profitable, though modern machinery is slowly being utilized to advantage. The Chinese, however, are to the manor born upon Eastern land, and have already turned the tide of industry in the Malay Peninsula and Java. On the other hand, it is thought, and probably it is true, that the introduction of Chinese labor in the Philippines

would work to the decided disadvantage of the Filipino, if it did not entirely deprive him of a place in the smaller industries of the islands.

An ever present difficulty is that of legislating at home for a people who live nearly 12,000 miles away. There is in America, and naturally enough, no such general knowledge, and no such settled administrative policy governing colonies, as that which is found connecting the British Parliament with its Asiatic dependencies. The policy of governing India, for example, is in the main a generally conceded and settled one,

going on steadily like the English Constitution, more or less regardless of Viceroys and changing home ministries.

In the Philippines, contrariwise, the shifting of party administrations at home are inclined to be followed by disturbed and uncertain conditions there.

My visit to these islands occurred at a time of such unrest, due not only to unknown or undetermined plans as regards the best things for these islands, but also one is bound to believe, to the ignorance of legislators concerning Asiatic situations and peoples. One of the first pieces of news that greeted me upon arrival at Manila, was the dubious intelligence that the Government revenues had been falling off five hundred thousand pesos a month for several months, and the reason given by the officials was that a new political administration at home, with a somewhat different attitude toward the self-government of the islands, was throwing out of balance the whole system of trade and business conditions. Without going into the merits or demerits of the case, one could easily see that all departments were being affected by the change.

The educational officials and directors were feeling the insecurity of trying to work out advance policies that had been made to cover a period of years. I talked with many Filipino politicians also, whose views varied, to be sure, as widely as most politicians' views vary in both the East and the West, but regarding one question all were more or less agreed—that question was, "the Philippines for the Filipinos." The attitude was not unlike that which one finds to-day in the new nationalism of Egypt, India, and in fact, in the political attitude of every subject race in the Orient.

THE MATTER OF SELF-GOVERNMENT

One prominent native official declared: "It (self-government) may come to our islands in eight months; it may linger for a year or more; but our people about Manila at least are thrilled with the expectation of some form of independent self-control of the country on the part of the native inhabitants."

One who has not been "on the ground" cannot possibly conceive of the changes in sentiment that can be brought about amongst an Oriental people by that which may seem to be, at the base of home government, a mere reiteration of policy. No one, I am sure, if he had not seen it with his own eyes, could appreciate the precarious unsettled-

No A. B. C. in South America—yet

So LA NACION has done the next best thing—engaged a real yankee circulation manager—J. A. McNeil, of Bridgeport, Conn., who was first president of the New England Association of Circulation Managers.

LA NACION'S circulation is no uncertain quantity or quality; its books are wide open to advertisers or their authorized agents.

LA NACION is built editorially to interest the man of large affairs and its circulation department reaches those men through more than eleven hundred selling agents in as many different communities in Argentina and Uruguay.

You buy a definite value when you buy LA NACION advertising space.

LA NACION

Buenos Aires, Argentina
United States Business Office:
71 Wall Street, New York

A. EUGENE BOLLES
United States Advertising Director
120 West 32nd St., New York

JAMES A. RICE
58 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Bldg., Boston

ness in which the discussions in Congress regarding the Jones bill threw the foreign as well as native population in the Philippines.

There are many misunderstandings growing out of distance and the contrasts between the mental point of view of America and Asia, but the problem which is always uppermost both in the United States and in these islands is associated with the self-independence of these people, whether or when it should come and by what means it should be brought about. We are told that a certain diplomat who was closely associated with President McKinley in 1898, stated that the Philippines were annexed because no one could suggest any other feasible way of dealing with them.

As far as one could learn, from association with those who have reason to know most accurately the temper and life of these people, there is but one opinion at present amongst most of the officials and American colonists in the islands. This opinion is to the effect that for the present, and for a long time to come, the United States must remain at the helm of government in order to save the islanders from themselves or to obviate an exchange in the islands, of government of the United States, to government by another European nation, or by Japan. There is little doubt that the wilder tribes, which are by no means civilized as frequent outbreaks prove, because of their powerful fighting qualities would overthrow any Filipino government that might be left unprotected by Uncle Sam's troops, making intervention by some stronger power a veritable necessity.

Those who have contrasted the character and ability of the East Indians, for example, and their ability to rule themselves, with the heterogeneous views and capabilities of these island children, are generally united in their opinion that the intelligent Indian should be given self-government generations ahead of the Filipino. On the contrary, the American Government is based on a conception of freedom in a way that British government and colonization cannot fully understand or sympathetically appreciate. The United States, to be consistent, therefore, must take the position that the general principles which control at home must be given, sooner or later, the opportunity to express themselves in each of its tributary states or dependencies. In other words, the Philippines furnish the somewhat unique meeting ground between ideal theories and practical politics. Here we have a

melting-pot in which are seething the diverse problems known in a half dozen of Asiatic areas, combined with the multitude of Western administrative Republican ideas and forces which have not yet been brought to full fruition in America.

THE POSITION OF THE FEDERAL OFFICIAL

The Federal official finds himself more or less distracted between his practical desire to follow England with an iron hand of authoritative rulership, and his own inherent temperament and training which would give the "square deal" of

Statehood to these people. Add to these conflicting sentiments a constant stirring of the caldron by the ever changing partisan politics at home, and you have the political dilemma of the Philippine Islands. The end is not yet, and in fact the end cannot be prophesied with any accuracy. In the way of the Englishman, the best we seem to be able to do at present is to play the game of civilizing and modernizing in accordance with the plan already so wisely and successfully inaugurated, and trust in the "muddling through" idea, assisted by developments which at present can only be guessed. Of



FOREIGN
DEPARTMENT

Foreign Advertising Service

is not a new department of our business. For many years we have been attending to the needs of our clients abroad, establishing foreign connections for that purpose.

Today we are one of the few advertising agencies able to originate, write, illustrate and place foreign business direct.

Among the clients whose foreign interests we are serving are the following:

E. I. du Pont de Nemours & Company, Inc.
Eastman Kodak Company
International General Electric Co.
Worthington Pump and Machinery Corporation
Atlas Portland Cement Co.
Corona Typewriter Company
The Miller Lock Company
The Studebaker Corporation

We shall be glad, through our Foreign Department, to serve the interests of any advertiser not engaged in competing lines.

FRANK SEAMAN

INCORPORATED

470 Fourth Avenue, corner of 32nd Street
New York City

Chicago Office: Monroe Building
Monroe St. and Michigan Ave.

Associated with Mather & Crowther, Ltd., London, England

one thing we are sure--the United States has put its hand to the plow and it cannot look back. In all probability there are more problems ahead than those which have already been encountered. It is a great job, and a fine one, but when it is eventually accomplished, one can have little doubt but that the islander of these southern tropical seas will have grown to somewhat of the stature and the independent individuality of the freeborn American.

American Tobacco Advertising Manager on Trip of Inspection

Arthur C. Mower, advertising director of the American Tobacco Co., left last week for an extended trip to the Pacific Coast.

Reo Advertising Department Merged With Sales Promotion

With the resignation of F. L. Waite as advertising manager of the Reo Motor Car Co., Lansing, Mich., the advertising department was merged with the sales promotion department under the direction of Walter K. Towers, sales promotion manager. F. H. Akers, sales manager, continues in general charge of the advertising as sales and advertising manager.

Rothacker Film Co. Absorbs Old Established Advertising Film Company

The Rothacker Film Manufacturing Company, the motion picture advertising specialists, has bought out the Leggett-Gruen Corporation of New York, which was one of the oldest firms in the film advertising field.

T. Gruen retires and J. Alexander Leggett becomes manager of Rothacker Eastern industrial-advertising pictures activities. He

will have charge of the branches in New York, Philadelphia and Boston. Mr. Leggett was one of the pioneers in harnessing the power of the picture screen to the uses of business. Among his national advertising campaigns were those for Swift & Co., the California Fruit Growers Association, the American Bell Telephone Company and the L. E. Waterman Company.

Amberola-Edison Sales Managers Change

K. R. Moses, Amberola sales manager for Thomas A. Edison, Inc., has resigned his position to become sales manager for Schultz Bros., Edison jobbers at Omaha, Neb. He is succeeded by P. J. Burns, who is now Edison supervisor for Canada.

Bill to Improve Advertising

A bill has been introduced in the House of Delegates at Annapolis, Md., by Delegate Burke, which if enacted, it is believed, will enforce truth in advertising. The measure provides punishment for misleading and deceptive advertising, and it is said to have the strong backing of the Advertising Club members.

Speaking of Newspaper Advertising

What is probably the record for department store advertising, if not the largest single advertisement, in a newspaper, has been set up by L. Hart & Son of San Jose. In a recent issue of the San Jose *Mercury-Herald*, thirty-two pages of advertising were taken in connection with the opening of a new store, which absorbed the old building, and now gives this firm an entire block.

Sealdsweet "Sale" Advertising Creates Larger Demand for Grapefruit

Through advertising the Florida Citrus Exchange, which markets Sealdsweet products, has found a means of placing grapefruit in the hands of consumers at reasonable prices, and thus overcome the greatest handicap which has stood in the way of general consumption of this product this season. Recently with advertising placed in 100 Northern newspapers, through the Thomas Advertising Service, of Jacksonville and Tampa, the Exchange enlisted leading retailers to conduct special sales at popular prices. In some instances, retailers and jobbers got together and gave up their usual profits so that the fruit was advertised and sold at the wholesale cost. In Detroit, where a grapefruit booth was conducted, within six days 12,000 women were initiated into the delights of Sealdsweet grapefruit, and a demand was created which was felt by many of the dealers throughout the city.

In all parts of the country, the specially advertised sales, in which the Exchange furnished the advertising to dealers who agreed to mark down prices, have been so successful that the board of directors have expressed their approval of this new plan of marketing by authorizing additional effort along the same lines. The use of "flash" advertisements by the Exchange, encouraging the eating of oranges during the influenza epidemic, also produced results that were very gratifying.

The Advertising Success of Wrigley's

The phenomenal success of the Wm. Wrigley, Jr., Company, the *Retail Grocer's Advocate* says in a recent issue, is a striking example of the effective use of advertising. Spearmint was launched in the panic year of 1907. Advertising continued on a big scale through 1908, and produced a heavy volume of business. To-day the Wm. Wrigley, Jr., Company spends \$3,500,000 in advertising and earns 20 per cent. on its capital of \$16,500,000, with sales of \$25,000,000.

REUTERS

LIMITED

24 OLD JEWRY
LONDON, E. C.

announce the establishment of a branch organization
in New York of their Department of

International Advertising

extending to American advertisers and agencies world-wide facilities for the planning and placing of American advertising campaigns in the BRITISH ISLES, in HOLLAND, NORWAY, SWEDEN, DENMARK, AUSTRALIA, NEW ZEALAND, AFRICA, INDIA and other important markets, where Reuters maintain distinct advertising organizations.

With complete information on foreign trade and markets and direct connections with Reuters advertising agencies abroad, our Advertising Department in New York offers American advertisers an exceptional service in every phase of their foreign campaigns.

ISROY M. NORR
ADVERTISEMENT MANAGER

REUTERS

LIMITED

NEW YORK

20 BROAD STREET

Developing Credit Sense in Salesmen Good for the Men and the House

(Continued from page 32)

this contest as in any other kind of salesmen's contest.

At the end of six months when the prize money was distributed so much interest had been aroused by this contest that it was easy to start another one. At first the house had questioned the advisability of making each salesman contribute his five dollars but it soon became evident that this little financial interest which each man had in the race was just enough to keep him interested and working. Any time he lost interest he could signify the fact by keeping out of the next race. But the reverse was the result. The two men who elected not to go into the first contest had become so interested that when the second race began they were the first to enter.

As the credit man aptly put it. "Probably the most valuable feature of this whole plan was that it put the salesmen into a frame of mind where they were willing to listen to advice from the credit department. For many years I had tried to get the interest and attention of the salesmen, knowing that any salesman who desired could get the rudiments of credit and make himself much more valuable to the house. But I had to realize that I was talking or writing to men who could not be brought down to earth and made to take an interest. This is the first plan I ever have worked which resulted in the men themselves being anxious to see that no bad accounts were opened and that slow pay customers sent in their money.

One little incident might be illuminating. There is a certain dealer, Jones, we will call him, because that isn't his name. This Jones is a big buyer and has been in business many years. He is perfectly good in our estimation, but he operates upon the seller's money and habitually takes from ninety days to four months. Because he stands so well there always are enough houses willing to take on his business and wait for him. But just as he takes the limit on credit, so he also buys with wonderful shrewdness. All of these factors combine to make him undesirable to have on our books. On the other hand, his total purchases are large and his business would be most desirable if a house could collect from him in a reasonable period.

MADE COLLECTIONS EASIER

Our salesman, calling upon this particular trade, asked me how much

time we would give him. I told him "regular terms, the same as anybody else." On his first trip after the contest was on, our man sent in a good sized order from this dealer. Knowing that I would not pass the order under ordinary conditions, this salesman wrote a letter accompanying the order in which he said that he had arranged for this dealer to pay on regular terms.

He went so far as to say that he personally would guarantee the prompt payment of the account and inasmuch as he was an old man with the company and had considerable bonus money undrawn, the risk was a good one, so we passed the order.

Much to our surprise, the dealer not only paid promptly but took advantage of his discount. Later on, after we had become well acquainted, he mentioned the fact that while he never paid a statement until the last possible moment, still, if he had to pay within a short time he made it a point to take advantage of his discount. Through some first-class salesmanship Jones was sold and became a steady customer, and a first-class one, at that. I don't know what sort of tactics our man employed but he got the business and he got it on the right basis. I don't think he ever would have been driven into it without some contest like

As We Have Said

"Retailers in each locality are guided largely in the selection of merchandise by the preference of the *leading families* among their patrons. That is, on the farm as well as in the city the preferences of a comparatively *small number of leaders* determine what will be carried by the merchants and what will be sold in the community.

"Obviously, those manufacturers who secure the good-will of the *leadership families* occupy a position of great strategic advantage. They obtain a larger proportion of the business in their line. This has been one of the most powerful forces promoting concentration in the manufacture of products used in the farm market as well as in other fields."—Charles Coolidge Parlin of the Curtis Publishing Company.



THE QUALITY GROUP

ATLANTIC MONTHLY	REVIEW of REVIEWS
CENTURY MAGAZINE	SCRIBNER'S MAGAZINE
HARPER'S MAGAZINE	WORLD'S WORK

The Quality Market

ours. Instead of having an antagonistic viewpoint toward the credit department, he came to be in accord with us and in sympathy with credit problems. Others of our men, instead of looking upon the credit man as a porch-climber and horse thief, came to appreciate the importance of getting in the money.

In conclusion we have the simple expedient which this credit manager uses in the case of men who question his judgment on credits. This is especially true in the case of men who are getting their first experience calling on trade and to whom the stories of poor payers yet ring true.

When a salesman brings in such an order, this credit manager talks it over with him and then explains why he has turned it down. Now and then it happens that the salesman is not yet convinced. Then the credit man suggests that he cut the order down to a reasonable amount, say \$25 or \$30 and ship it out on condition that the salesman personally O. K.'s it. Now and then a salesman is willing to do this. After he loses \$25 or \$30 he generally develops credit judgment with amazing rapidity. If a youngster stands up and roars at the suggestion, the credit manager says to him: "I don't see

how you can ask me to do something you wouldn't do yourself. You say you know him well and that he is perfectly good. If you are sincere you are not taking any chances. If not then I am not any more inclined to risk the money than you are."

Jason Rogers Addresses Triaders—Otto Kleppner Wins the Tipper Trophy

After addressing the Six Point League last Saturday evening, Jason Rogers, publisher of the *New York Globe*, made a fast taxi trip to the New York Advertising Club to tell the Triad League of New York University some vital truths about the market covered by newspaper media. Mr. Rogers has compiled a large number of new and striking facts, which he is planning to mail to every space buyer in the country, and he read many of them to the Triaders. Mr. Rogers emphasized the importance of a new movement now in advertising. The slogan has been for many years, "Truth in Advertising," but we are coming to the point where we will soon make it the "Truth About Advertising," he said.

At the opening of the Triad meeting Professor George Burton Hotchkiss announced the result of the Tipper Trophy Contest and awarded the silver loving cup to Otto Kleppner, for submitting the best plan for an advertising campaign for New York University. Mr. Kleppner is president of the league and has been active in the advertising business for several years.

South American Division of A. A. C. W. Will Lunch To-day

To-day, March 13, the South American Division of the A. A. C. W. will lunch at 1 P.M. at the Advertising Club, New York, to "shape up" plans for their branch of the convention in June.

Jason Advertising Corporation Formed

Jason Advertising Corporation, Esopus, N. Y., was formed this week with a capital of \$10,000 by J. E. Jacobson, M. M. McAllister and H. B. Heylman, 395 Fort Washington avenue.

Story in "Crane-ing" Makes Big Hit

So many requests have been made for the Christmas Number of *Crane-ing*, the house organ of the Cleveland Crane & Engineering Co., Wickliffe, Ohio, on account of "The Story of a Man 1923 Years Old Who is Still Living," which appeared in it, that the company reprinted the story in the January-February issue. C. C. Encoy, editor, is the author of the interesting message.

"Steinews" Now Published in Trade Papers

Due to the prevalent paper shortage A. Stein & Co., makers of Paris Garters, have discontinued publishing a regular house-organ, and are publishing *Steinews*, a monthly bulletin containing news and suggestions of interest to the trade in the various trade papers of their field.

Four Chicago Agencies Move to Tribune Building in May

Several Chicago advertising agencies will change locations May 1. Among those moving to Tribune Building, at Madison and Dearborn streets, are the following: Chas. H. Touzalin & Company from the Kesner Building; Mallory, Mitchell & Faust from the Security Building; Brandt Advertising Company from the Hartford Building, and Guenther, Bradford & Company from 64 West Randolph street.

Eclipsing 1919



March Advertising The Delineator

Electrical Trade Publishing Co. Is Organized

The Electrical Trade Publishing Co., 1018-24 South Wabash avenue, Chicago, Ill., has been organized to publish a monthly magazine to be known as *The Jobber's Salesman* and *The E. M. F. Electrical Year Book*, a combined electrical encyclopedia, trade directory and dictionary. Howard Ehrlich, formerly managing editor of *Electrical Review*, is president and editorial director, Charles W. Forbirc, former secretary and treasurer of *Western Electrician* and general advertising manager, International Trade Press who has been identified with electrical publishing business since 1888, is vice-president and treasurer; and Frank A. Merkel, associated with *Electrical Review* for twenty-two years, and advertising manager since 1909, is secretary and general manager of the new company.

Atlanta Ad Club Will Introduce Bill in Legislature

The Atlanta Ad Club has appointed a committee to frame and present at the next session of the Georgia State Legislature, a bill to create an advertising law against dishonest and untruthful advertising in Georgia. Harrison Jones, C. V. Hohenstein, Howard See and Walter Hill were appointed on this committee. The club is just now waging a bitter fight against radical advertising; the following committee having been appointed by President Dave Webb to consider ways and means of combatting radical advertising and propaganda: R. W. Harvey, J. F. Travvaire, Press Huddleston, Atlanta *Constitution*; Charles D. Atkinson, Atlanta *Journal*; C. V. Hohenstein, Atlanta *Georgian*.

Dudley Elected President Detroit Adcraft Club

Lynn B. Dudley, advertising manager of the Federal Motor Truck Company, was elected president of the Detroit Adcraft Club, March 4.

Power, Alexander and Jenkins Increase Service Department

W. C. Dudgeon, an ex-army man, has joined the service department of the advertising agency of Power, Alexander and Jenkins, Detroit, Mich.

First of Germany's Advertising Matter Reaches United States

In the form of a new monthly magazine called the *Transatlantic Trade* the first of Germany's advertising, endeavoring to resume trade relations with the United States, has arrived in this country from Berlin. This first issue, of the magazine, which is called the official organ of the American Association of Commerce and Trade, Berlin, said to be the American Chamber of Commerce there, is gotten up in very attractive form. The paper is to take the place of the *Bulletin*, which was the association's official paper before the war. To quote from the publisher's announcement: "The *Transatlantic Trade* will provide space for merchants of both countries to advertise their goods, and will also serve as a medium for the establishment of commercial connections. The editors will give special attention to all questions pertaining to commerce and transportation, finance, legal matters export and import regulations and tariff questions."

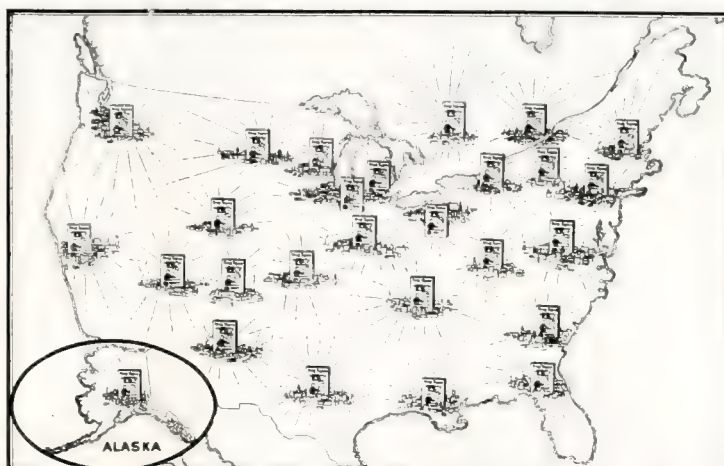
I. Wolf, Jr., of the International Art Publishing Co., Philadelphia, is named as president of the association. Frederick W. King, 1st vice-president; G. H. Wark, National Cash Register Co., Toledo, 2d vice-president; and J. C. Osborne, International Multigraph Co., Cleveland, O., 3d vice-president.

Tribute to William Woodhead—Comrades of Former President of Associated Clubs Pay Homage at Impressive Meeting

Services in memory of William Woodhead were held at the New York Advertising Club on March 3. George W. Hopkins, president of the New York Advertising Club opened the ceremonies, and then turned the meeting over to Secretary of Agriculture Meredith. Mr. Meredith spoke of the many fine qualities that endeared Mr. Woodhead in the hearts of all and expressed the opinion that the world would find benefit in the splendid, inspiring example that he had set. The second speaker, George W. Coleman, also a former president of the Associated Clubs of the World, and a co-worker with Mr. Woodhead told of the six characteristics which were exemplified in his life: Modesty, simplicity, sincerity, in conjunc-

tion with strength, courage and persistence.

The audience was moved deeply when Herbert S. Houston, another former president of the organization, declared Mr. Woodhead's friendship to have been "a rare human experience." William C. Freeman, long time friend and admirer drew an interesting picture of the effect Mr. Woodhead's friendship had upon his life, and George B. Caldwell, president of Sperry & Hutchinson Co., lauded the splendid spirit of cooperation evinced by Mr. Woodhead in the work he had undertaken, and quoted his slogan: "Live up to your advertisements and you may live by your advertisements." Messages were read from Samuel C. Dobbs and William C. D'Arcy, former presidents of the A. A. C. W., and Miss Teresa Jackson, secretary of the League of Advertising Women, read a message from its president, Miss Jane J. Martin.



Every Druggist Every Month

When Drug Topics was bought by the Topics Publishing Company, Inc., three months ago, it had grown—in 36 years—to be the largest publication in the drug field, having a paid-in-advance circulation of over 17,000.

Now the greatest drug jobbers in the country have paid for the subscription of *every* druggist in their territory at the regular rate of \$1.00 per year, so that today Drug Topics has a circulation of

every retail druggist in the United States, Canada and Alaska.
every jobber's executives and buyers.
every jobber's salesman.

With Drug Topics you can cover the *entire* drug trade every month at a cost of a fraction of a cent per reader. *Thousands* of voluntary letters *prove* that Drug Topics is read—and read carefully.

First forms for the April issue close March 10th, last forms close March 15th.

Drug Topics

The National Magazine of the Drug Trade

Now—89 Fulton Street, New York; After March 15th, Evening Mail Bldg.

Jerry M. Pratt
Editor

VERNEUR E. PRATT
Publisher

MARVIN S. SMALL
Business Manager

South African Advertisers Plan Overseas Campaign at Johannesburg



Delegates to the conference called by the Union government, at which the work of assembling ideas and appropriations to tell the world about the advantages of living in and doing business with South Africa. Municipalities, Chambers of Commerce and Publicity Workers attended.

Advertising—a Billion Dollar Business

Conservative Estimate of the Money Expended in 1919 Shows a Healthy Investment in Publicity

IT is a matter of general interest to observe the advances made by the advertising profession in the extent of its operations and the development of the rapidly growing confidence in this force. A survey made by ADVERTISING & SELLING indicates \$1,259,000,000 was invested in advertising appropriations during the year 1919. A billion and a quarter dollars is quite a vast sum—it represents nearly \$11 in the purse of every man, woman and child in the United States of America. It represents a sum of money equal to about five times the entire gold production of the United States for the past 33 years. It is about equal to the earnings of the Standard Oil Corporation from 1912 to 1918, multiplied by two.

In making the calculation, we picked about ten of the leading men in each individual field of activity pertaining to the advertising profession, and asked each man to give us his estimate of the amount of money spent in that line during the previous year. In practically every case, the assurance was given that the estimate was approximate, of course, but conservative—resulting in the compilation of what is easily a minimum guess at the genuine figure.

Divided into classes, the returns are as follows:

Newspapers.....	\$ 500,000,000
Direct Mail.....	300,000,000
Magazines.....	150,000,000
Business papers.....	130,000,000
Farm papers.....	75,000,000
Litho, posters and Novelties.....	70,000,000
Demonstrating.....	18,000,000
Street car cards.....	10,000,000
Distributing samples.....	6,000,000

Total.....\$1,259,000,000

The last comprehensive estimate of this sort was made in *Scribner's* by Edward Mott Wooley covering the year 1915. Mr Wooley's total amounts to about \$650,000,000 for that period, and has been characterized by nearly everybody consulted in this latest survey as "very liberal." On the basis that Mr. Wooley's figures are generous and those above rather close, it is safe to assume that the country's advertising expenditure has doubled in the last four years.

The figures quoted are the result of averaging the sum of all the estimates given for each line, most of the suggestions running pretty close to each other and supporting each other's accuracy.

Brashears and Crouch Join C. R. Larson and Staff

A. J. Brashears, for a number of years a writer for the Hearst publications, and more recently a member of the editorial staff of the *American Weekly*, has affiliated with the advertising agency of C. R. Larson and staff, New York. Arthur Crouch, formerly of the Ethridge Association of Artists, and with A. J. Pickard, Inc., has joined the art staff.

Ramey Is Cotta Advertising Manager

Cotta Transmission Company, Rockford, Ill., which manufactures transmissions for trucks exclusively, and is the largest exclusive manufacturer of truck transmissions, announces the appointment of F. W. Ramey as advertising manager. Mr. Ramey was formerly in the sales department of the Cotta Transmission Company, and has had an engineering training. Cotta Transmission Company is said to be the first manufacturer of a transmission to advertise nationally.

Burbach, St. Louis "Post-Dispatch" Advertising Manager, Celebrates Twentieth Year in Business

George M. Burbach, advertising manager of the St. Louis *Post-Dispatch*, celebrated the twentieth anniversary of his entrance into the newspaper business on March 4. Beginning as office boy on the old St. Louis *Republic* on March 4, 1900, he worked his way upward until 1913 when he resigned as Chicago representative of the *Republic* to accept a position with the Frank Munsey publications. Six years ago he returned to St. Louis as advertising manager of the *Post-Dispatch*, probably the youngest advertising manager of a metropolitan newspaper in the United States; for "George M." is still on the sunny side of forty with a good margin to spare.

Michigan Ad Clubs to Form Association at Kalamazoo Next Week

An association of Michigan advertising clubs will be formed at Kalamazoo, Mich., on March 18. Ad men from all over the State will attend. An effort will be made to have advertising clubs in all cities in the State.

This man's business has grown from *nothing* to \$480,000 annually—in three years' time.



"The wisest decision I ever made"

When he was directed on the right road he "made good" quickly

FORTY years old before he "found himself," Walter R. Crippen, President of the Crippen Co., Inc., 437 Fifth Avenue, New York, rose from piano salesman to a successful manufacturer of player pianos.

From the time he enrolled for the Modern Business Course and Service of the Alexander Hamilton Institute in 1916, until the present day, he continually uses in his business what he has learned and is always enthusiastic in attributing his success to the Course.

Read what Mr. Crippen says of the Course

"Enrolling for the Modern Business Course and Service was the wisest decision I ever made. The consequences reacted richly in my favor.

"In a comparatively short time the practical instructions I received from the Alexander Hamilton Institute equipped me to solve all kinds of business problems and gave me confidence to go into business for myself. In other words, the Course helped me to find myself—to truly express myself.

"Whatever measure of success I have attained I frankly attribute to the powers I developed under the stimulus and tuition of the Alexander Hamilton Institute more than to any other single influence.

"To be specific, I can truthfully say that after studying the Alexander Hamilton Course I could write a better business letter, I could write a better advertisement, I had a keener conception of scientific salesmanship and I had a more developed faculty for creative effort than before. I learned finance. I can now master production

problems. I approach any big business problem now with the utmost confidence.

"The Course has been an invaluable help to me."

Trained executives have greatest opportunity

What are your chances for greater success in business against the intensively trained man of experience and keen reasoning powers?

What chance have you for the bigger position ahead—for real, permanent success, unless you too qualify yourself by obtaining actual knowledge—unless you profit by the experience of others—learn the fundamentals that underlie all business?

What the Course is, and how YOU will profit by it

The Modern Business Course and Service of the Alexander Hamilton Institute gives you in easily readable, convenient form the practical working experience, plans and analysis of thousands of successful men.

It teaches you the fundamentals of finance, marketing, production, accounting, advertising, transportation, exporting and the scores of

other fundamentals of business that a man must know if he is to reach the top and guide the footsteps of others in the paths of greater usefulness in business.

You will begin to profit by what you learn from it right from the start. It will gradually prepare you to be a bigger, better and more valuable man in every way.

Such men as Mr. Crippen and thousands of others have materially increased their income, bettered their business, grown to greater success—and attribute their progress to what they have learned from this intensive training.

Get further information

Learn how your mental and financial growth can be assured. Send today for a free copy of our 116-page book "Forging Ahead in Business." It will help you just as it helped Mr. Crippen. It will show you the way to greater success in business. Use the coupon now.

Alexander Hamilton Institute

298 Astor Place New York City

Send me "FORGING AHEAD IN BUSINESS" without obligation.



Name
Print Here

Business Address

Business Position

How Competitive Advertising Recreated the Clothing Industry

(Continued from page 15)

house spurred others on to renewed efforts, and at one time half a dozen houses in Chicago were showing modifications of the old Norfolk model, varied from a standard pattern used for years.

These three examples give only a bare sketch of the scope of the boys' clothing campaigns of the year. They were so effective, however, that the impetus given the entire industry overflowed and affected side lines which theretofore had used

little advertising and had standardized their product to such degree that little attention was paid to style or sizes. Hat, undergarment, shirt and collar manufacturers, aroused by the furore which the competitive clothing campaigns had caused, began to announce new style features, a change in the methods of sizing. A hat manufacturer who previously had made straws according to arbitrary reductions from men's sizes announced that his new line was being made up to actual measurements of boys' heads. An underwear house began a campaign to acquaint its dealers with the fact that

its merchandise for the coming season was being resized with scientific accuracy to suit the needs of boys. Neckwear, formerly cheap, lacking good taste, was being designed with as great care as men's cravats were.

A suspender manufacturer, The Harris Suspender Co., began a correct posture campaign simultaneously with the clothing campaigns. A representative of this house, E. M. Silverman, said:

"Boys' wear, even more than men's wear, is essentially a group proposition. The net result of these campaigns for boys' outer apparel is bound to be a great stimulus to other articles. A clothing house which centers its argument on style and smartness is accelerating the demand for smart shoes, good looking hats, neckties."

With these numerous campaigns well under way, retailers everywhere undertook their share of the burden. One of the large national mail order houses, for instance, Sears, Roebuck & Co., chose a new trade-name for its boys' clothing, calling the line "Boyville Clothes," and contracted for simultaneous full-page advertisements in Sunday newspapers throughout the country. This campaign was based on a single garment, a two-style knickerbocker suit of all wool, worn with a belt all around, or with a waist seam of specially woven cloth, priced at \$12.85.

Some of the introductory publicity in this advertisement read as follows:

PUTTING IT UP TO MOTHER

"A new kind of suit, all wool, \$12.85. Boys are hard on clothes! Mothers know boys will play ball and leapfrog, slide down cellar and banisters, vault fences and run foot races—and every jump and slide and strain tears and wears the fabric, pulls apart the seams, rips off buttons. Heretofore, boys' suits quickly went to pieces. You'll find the remedy in such clothes as Boyville, a new kind of suit for your boy, which is designed to stand these strains. It is a suit made of specially woven fabric, all-wool—a suit with new strength to stand wear and tear at more than twenty points of strain."

Even in Chicago, whose inhabitants have been denied the privilege of buying goods directly from this mail-order house, the ban was lifted for this occasion, making it appear that the offering was so exceptional that Chicagoans would not be excepted from those who would profit by it.

Early fall advertising by retailers was as great in volume in the boys' departments as in the men's. In



MORE new textile mills were constructed in 1919 than in any one of the previous ten years, with the exception of 1917. If the projects planned for 1920 are carried out this will be a record breaking year. Textile machinery manufacturers have their entire output sold ahead for an average of three years. These facts are a matter of record and we would be glad to submit the actual figures to anyone who is interested.

There are to-day over 8,000 textile mills in the United States spending an average of \$10,000,000 per week for new construction, machinery, mill supplies and manufacturing equipment. Vast as these figures are, they are increasing at a tremendous pace. Here is a potential industrial market which needs your best efforts to cultivate.

The TEXTILE WORLD offers you that intimate contact demanded by conditions which prevail in this highly specialized field. Let us show you how complete TEXTILE WORLD service is and how you can tie it up with your present selling organization.

Textile World Journal

Audit Bureau of Circulations
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 Fourth Avenue NEW YORK

New York, R. H. Macy & Co. used a full page in all local newspapers and many newspapers in near-by cities and towns. Franklin Simon & Co. divided up their publicity to cover several weeks. Other houses followed in proportion. In Chicago Marshall Field & Co. published each day for a week a three-quarter page, made up to resemble a news sheet, headed "The Juvenile World." It contained fictitious humorous news stories written up from the children's point of view, and characteristic advertisements.

More important than the local advertising, however, were the announcements of expansion plans of retailers to meet the new demand. In New York the formation of a chain of boys' clothing stores was announced, under the name. The New York Boys' Shops, Inc. Six stores were open by September 15. In Baltimore Kahn's Quality Shop opened a boys' section, fitted with a boys' club corner, where boys might amuse themselves with parlor games and reading while their mothers went shopping. Mayer Brothers, of Chicago, went to great expense to provide free toy aeroplanes, aeros "that fly," to its boy customers. The Pelletier Co., Sioux City, Ia., has been holding entertainments for boys and girls at regular intervals throughout the season. In Canada, Eaton's big Toronto store, gives a full page to boys' apparel several times each month and holds festivals for children from time to time.

Although the season satisfied the greatest expectations of all concerned, enthusiasm continues. Recently came the announcement that next summer retailers will be able to show Palm Beach and other summer wear lines made up with all the care and style bestowed on men's summer apparel. Even sports apparel for boys is now being planned and, as a result of the success of these rival advertising campaigns, it seems not unlikely that the American boy soon will replace the English lad as the best dressed of all children, to the advantage, of course, of the boys' apparel industry of the United States.

Exact figures are hard to obtain, but it is known that on September 1, 93 per cent. of the retailers who formerly had handled a nationally advertised men's clothing line had accepted the offer of a boys' line made by the same house. In nearly every case a readjustment of departments was necessary within the store. A tribute, was this announcement, to the absolute success of the advertising campaigns of the year, begun spontaneously, carried on in good rivalry and quickened, made

keener, surer of good results by the fact that they pitted one manufacturer against the other to the advantage of all.

Sunkist Advertising Is Going Out

Orders are going out from the Chicago offices of Lord & Thomas for the California Fruit Growers' Association on Sunkist Oranges. The list, however, is being made up in the Los Angeles office of Lord & Thomas.

Van Patten Is Placing Contracts in the South

Van Patten, Inc., of Chicago, is sending out advertising schedules for Cornell Wood Products Company of Chicago. The advertising is being centered, for the time being, in Southern territory.

**Of Interest and Help to the Advertising Department of the Firm
THE TRIUMPH MFG. CO.
Cincinnati, O.**

EDITOR ADVERTISING & SELLING:

We are in receipt of your communication of the 26th inst., with invoice enclosed covering the renewal of our subscription to ADVERTISING & SELLING for the ensuing year.

In this connection wish to advise that we have passed this invoice through our accounting department, and payment for same will come forward to you in the next several days. Consequently we trust that there will be no interruptions to the delivery of your magazines to us, as we have found same to be of considerable interest and help to our advertising department.

Trusting that this will be entirely satisfactory to you, and assuring you of our very best wishes, we are

Very truly,
THE TRIUMPH MFG. CO.,
August B. Moening.

Is It Eye Trouble —Or What?

It is generally agreed that Poster Advertising appeals to all the people—the blind alone being exempt from its influence.

—and it is this *universal* appeal that every manufacturer wants and for which he invests his advertising appropriation.

A failure to see the urgent necessity for Poster Advertising would seem to give the need of merchandising eyeglasses

Consult Poster Advertising specialists

IVAN · B · NORDHEM COMPANY

*Poster Advertising, Painted & Electrical Displays
in the United States & Canada*

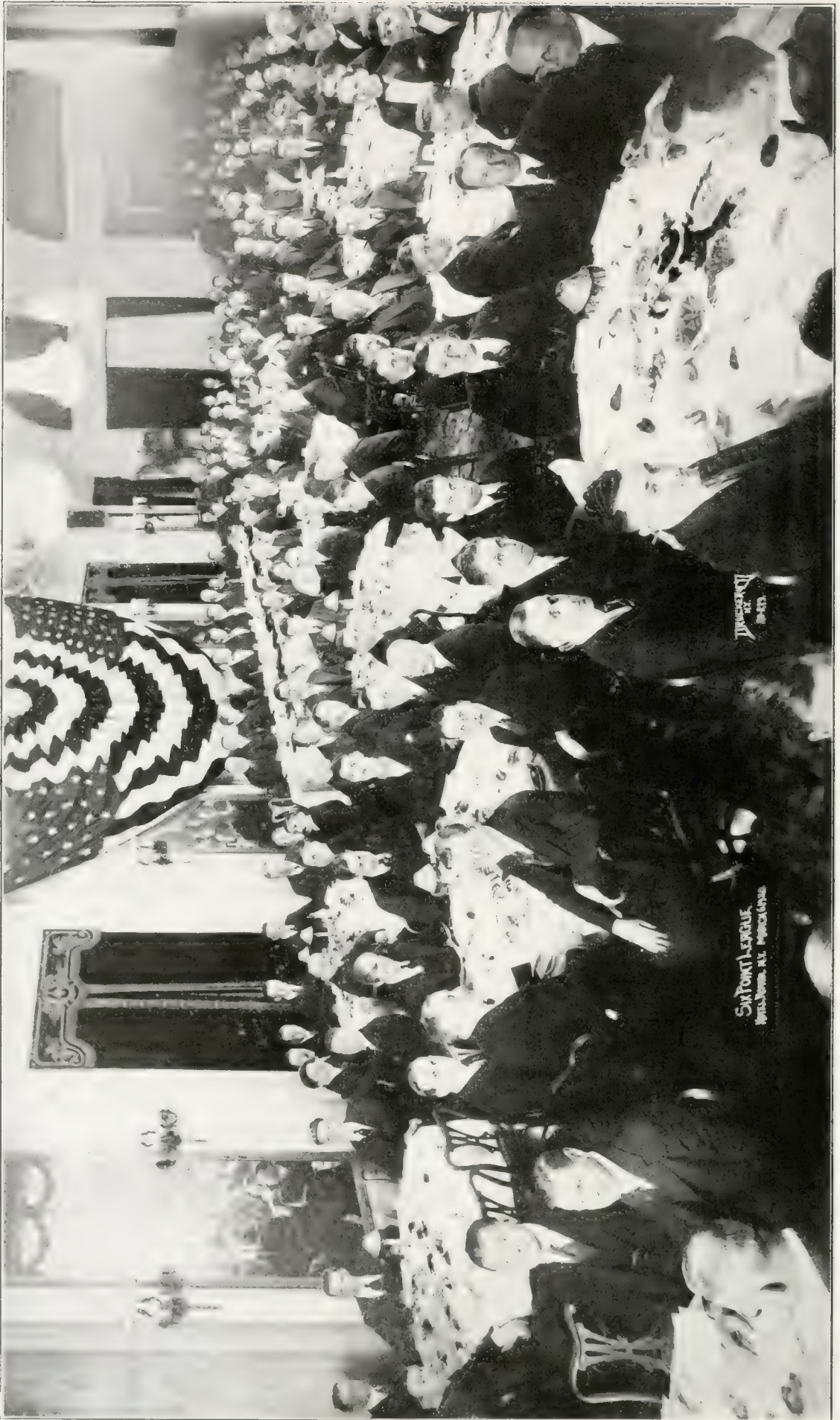
8 West 40th Street . . . New York City

Bessemer Bldg., . . . Pittsburgh, Pa.

Canadian Representative

THE WADSWORTH-NATHANSON COMPANY
Toronto, Canada

THE ANNUAL DINNER OF THE SIX POINT LEAGUE TO THE SPACE BUYERS OF NEW YORK ADVERTISING AGENCIES



Space buyers of New York Advertising Agencies were the guests of the Six Point League at the Hotel Astor on last Saturday evening, March 6. More than 200 persons were present. The report of the excellent speeches by Jason Rogers, George S. Fowler, O. H. Blackman, Frank H. Little and of the enjoyable vaudeville program is to be found elsewhere in this issue.

Six Point Club Guests Hear Views on Papers and Profits

At the annual dinner of the Six Point League given to New York Advertising Agents at the Hotel Astor, more than two hundred advertising and newspaper men had the pleasure of hearing four excellent speakers, and a very enjoyable vaudeville program.

Jason Rogers was the first speaker.

"There is more business in prospect than ever before in history and not enough paper to print it on," he told the diners. "That is the most serious thing we have before us. The situation is more acute because of the lack of freight cars. The mills cannot produce more than can be shipped, because paper must be properly stored in protective warehouses."

Wherefore, Mr. Rogers urged reduction of advertising space.

"Urge your publishers to curtail space," he told the special representative, "and tell your advertisers and your agents to do the same thing. Get them to use half pages where they used full ones before, and to cut out broadside campaigns. Eliminate unnecessary advertising, that of a get-rich-quick and cure-all nature."

"Paper is going to from eighteen to twenty cents a pound this fall, ten times the price we paid before the war. I know of at least two hundred publishers who have no assurance of any paper at all. Many others, like the *Globe*, have assurance, but no paper. I signed a contract for 1920 on a blank form with no mention of price or other details, I was so eager to get paper."

Herman G. Halsted, of Paul Block, Inc., who acted as toastmaster, introduced the second speaker, George S. Fowler, advertising manager of Colgate & Company.

Mr. Fowler spoke from notes, which, he asserted, were prepared by a mysterious Mr. Thresher, who handles all the newspaper advertising for Colgate & Company.

"By granting local service to foreign advertisers," said Mr. Fowler, in a more serious moment, "you help the publisher help the local dealer make more advertising possible. As Mr. Rogers said, the advertiser does pay for it all, and deserves service, not as a great favor to himself but in the interests of all."

"We believe that foreign advertising should be encouraged by the newspapers by attractive rates, no higher than those made for local advertising."

Mr. Fowler urged the representatives to encourage their publishers to join the Audit Bureau of Circulations.

"The A. B. C. represents known value in circulation, and is a definite expression of standard quantity. Any concern that is buying advertising wants to buy a known value."

O. H. Blackman, of the Blackman Company, advertising agency, pleaded with special representatives for more definite analyses of their markets. "One great thing the special representatives can do for us, themselves and the advertiser," he said, "is to give us a real view of their markets, the town and the territory in which their publication is issued. Make a genuine commercial survey of your territory, which will provide evidence that there is a market there for space and for articles described in that space. Make the market you have clear, practical, distinct!"

"It isn't only what the A. B. C. tells that makes a market for advertising, it's a matter of people!"

Frank H. Little, of the George Batten Company advertising agency, was the final speaker. "Making advertising better," was his theme. He advocated increased commission to advertising agents in the interests of more effective advertising work.

"We always used to learn in school how big Texas was," he said, "Now our eyes are being opened as to how big the United States is, and that's why we have so much advertising."

"There are many more things to be done in advertising—things we are not doing now. We need not only to increase wages—but to do things and incur expenses we have never had before. We must put in better men, add departments, combine science and art to improve our business, and the more we put into it, the better our business will become."

One hundred and sixteen out of 117 advertising agencies and all but sixty-four newspapers of the first, second and third classes have agreed to an increase of agency rates above 15 per cent. according to Mr. Little.

Entertainment was provided through courtesy of E. F. Albee, president of the B. F. Keith Circuit and Paul Meyer of *Theatre Magazine*. Songs and chorus leaders were provided by Leo Feist, Inc. James Hill sang ballads and William Gordon, Chicago representative of ADVERTISING & SELLING, gave an impromptu recital, including an imitation of Harry Lauder.

George W. Walter of the *New York Journal*, gave an amusing monologue entitled "The Mysterious Rural Parson."

At the guests' table were seated Hugh Burke, president of the Six Point League, Collin Armstrong, O. H. Blackman, George S. Fowler, H. G. Halsted, Frank Little, Jason Rogers and William A. Thompson.

Louis Gilman, G. W. Brett, W. J. Morton, and A. W. Creel composed the committee on arrangements.

OUR TELEPHONE DIRECTORIES

Cover the entire State of
New York and the Northern
Part of New Jersey

The fifty-four different Telephone Directories, which we publish, reach the farmers, merchants, manufacturers, traders and housewives within this vast productive area. And they do it effectively every day at small cost to you.

Any advertiser interested in all or any part of this territory should consult us soon for rates and facts concerning the forthcoming issues of these real business building mediums.



NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Sales Mgr., Dir. Adrtg.

15 Dey Street

New York City

Telephone Cortlandt 12000

Business Paper Advertising Takes No "Summer Vacation"

Far-sighted National Advertisers Keep on Shoveling the Coal of Advertising Even Though the Temperature May Rise

By HORACE HOLLEY

ANY man connected with the advertising department of a business paper is likely to be very much surprised when the fact is pointed out to him that many advertisers using other mediums consider their advertising as only a part-time sales force. The business paper advertiser takes it for granted that space is worth as much to him in July as in December. His own plant is equally busy warm weather as cold—his market weather in other plants or in retail distributors is no less active during the summer than during the winter months.

Examination of the advertising carried by a business paper like *The Iron Age*, for example, shows that the summer period maintains the same rate of steady gain as the balance of the year. So far as this field is concerned,—the machinery, automotive, railroad, shipbuilding, farm implement, foundry, iron, steel and other metal-working industries—the advertiser makes no distinction between the results obtainable by consistent publicity one season over another.

On the contrary, the practice among business paper advertisers points quite the other way. Constant representation seems to be sought for, rather than explosive domination. The business paper advertiser works his advertising medium on exactly the same principle he works his facilities for production—that the evenly distributed load is more profitable than *peak* followed by *minimum* output.

EXPERIENCED BUSINESS PAPER ADVERTISERS KEEP AT IT

The experienced advertiser in this field is not content with trying to place his sales message before the buyer at just the moment the buyer is in the market—he prepares the way for the buyer's preference months, even years ahead. In this field, the product is a large unit, not purchased by casual judgment. In many cases the installation of one unit means the beginning of standardizing production along the new lines. Buyer and seller are frequently brought into more or less permanent relations on account of the need or

opportunity for *service*. For all these reasons, the business paper advertiser of the more experienced type makes his advertising message positive and constant. He does not attempt to overcome the influence

of years of advertising done by competitors with advertising his own product intermittently and occasionally. The business buyer, whether he buys for use or re-sale, takes many factors into consideration, and the year-in, year-out advertiser can cover the whole ground much more thoroughly than the advertiser who merely comes and goes.

But since it appears that many National advertisers do slacken their efforts between June and September, the question arises whether this practice is based upon thorough tests of all-year advertising, or has gradually come to be a business habit—a



Six Million Dollars Spot Cash Every Day

LIVE STOCK farmers receive an average of \$6,000,000 every working day in the year for live stock alone at Chicago, Kansas City, Omaha and St. Louis.

¶ Every essential detail of this great volume of business in cattle, hogs and sheep is accurately presented day by day in THE CORN BELT FARM DAILIES. These publications, one at each of the four principal market centers, serve as the barometer of the industry.

Corn Belt

more or less unconscious agreement between advertisers in the consumer field.

The power of mere habit in such matters is not to be despised. Time was when it seemed impossible to educate the young more than eight or nine months a year. Now the "Summer School" is a mighty profitable business—reaping the harvests neglected by the institutions too much impressed with the vacation theory. Perhaps the time has come for national advertisers, also, to realize that older people can be "educated" very profitably the whole year round.

It is impossible to apply any one argument to cover all cases. Some products with a seasonable use would apparently be limited to a seasonable advertising campaign. You can't sell as many tickets to baseball games in winter as in summer—or as many ice skates in summer as in winter.

Apart from such products, the larger view of advertising does seem to indicate that lapsed advertising is lost influence. Even in the case of baseball, however, while the sale of tickets is a part-time proposition, the sale of the game itself can certainly be extended right around the year. Are the "magnates" per-

fectly sure that their market is yet saturated? Your true fisherman reads up on his sport on just the days when he can't ply the line.

Now the annual exodus to Europe during the summer months in the years before the war, has impressed national advertisers with the general emptiness of life back home during that season, but observation of town and city business made at present would warrant the conclusion that there are enough people up and about every business day to justify at least some timid advertising hot weather as well as cold.

THE REASON BEHIND IT

As a matter of fact, the very feverish intensity of many competitive consumer campaigns seems to be due to the fact that like the theatre business they are concentrated into one brief period. Or rather—not like the theatre business, which with the help of advertising has lately extended its season two months at each end.

Again it is to be remarked: every man probably knows his own business best. There may be unanswerable reasons why for certain lines it would not pay to advertise between June and September. From the business paper's point of view, however, the extra effort necessary to overcome the inertia of lost interest is alone enough to justify continuous advertising. In cases where the product is only seasonably consumed, the service of the product provides valuable material for the out-of-season campaign. While concentrated advertising may serve to "clean up" the present market, continuous advertising serves to extend the market to be "cleaned up" in following years. Of some well-known products it may be true enough that "the flavor lingers," yet it would be hard to convince the business paper advertiser that any product, by continuous advertising, could not extend its market, intensify it, or make it better balanced and so more profitably sold.

It is, of course, the definite function of business papers to close the gaps that sometimes arise between production and distribution, and as conditions change, educate the trade to adopt new methods better fitted to the new conditions. For that reason, the business paper's comment upon the fact that national advertising likes to play hookey in the bright swimminghole days, is that this situation gives the consumer medium an opportunity to show that national advertising how much more profitable pleasure it could enjoy in *Summer School*.

¶ In addition they give the live stock farmer prices of grain, hay, produce, hides, wool, etc. They tell him what is going on in the money centers. Correspondents in all leading agricultural sections report live stock and crop conditions. Two special correspondents at Washington keep him informed on legislative matters affecting his industry. He gets the essence of the world's news through the United Press Association telegraphic and cable service.

¶ His problems of production are covered in special articles and regular departments such as Farm Engineering, Crops and Soils, Feeds and Feeding, Poultry, Veterinary, etc. The Household, Fashion and Junior Departments, with other features, hold the interest of the women and children.

¶ Such an editorial service reflects the character of those it serves. 117,000 prosperous live stock farmers of the Corn Belt have the money to buy your product right now. You can reach them through THE CORN BELT FARM DAILIES.

Daily Drivers Journal, Chicago, Ill.

Daily Drivers Telegram, Kansas City, Mo.

Daily Drivers Journal-Stockman, Omaha, Neb.

Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago

W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office:

PAUL W. AND GUY F. MINNICK

303 Fifth Ave., New York



Farm Dailies

Writing the Modern-Day Sales Letter

Courtesy Must Be Kept Unostentatiously But Visibly in the Correspondence Foreground

By CHARLES H. BAKER, Jr.

PROBABLY every dictator in the country has had "courtesy" dinned into his ears. However, it is seldom expressed that courtesy does not apply solely to the wording of a letter but is determined by the way in which the whole situation has been handled.

Promptness is one of the essentials of courtesy. If Mrs. President of your own company invited you to dinner on a certain evening you would not telephone your acceptance or regrets about the time places were being laid. You would reply as soon as possible, both for your own reputation's sake and in order that your hostess would appreciate your promptness and could plan accordingly. To do otherwise would be discourteous no matter how you worded your message when you did send it. Thus it is with a business letter. It is only courteous when your attitude as well as your wording reflects the courtesy you really feel. Your letter may be a model, containing all the virtues, but if it has taken a week in the writing its value is largely lost; provided of course it could have been answered sooner.

Courtesy is of extra value in

LETTERS AND COURTESY

ACCURACY, pure English, Enthusiasm and Knowledge of your products are presupposed by Mr. Baker in these articles. Let somebody else write your letters unless you have these fundamentals.

CLEARNESS and HUMAN-NESS will be taken up by the writer presently. It is increasingly evident that letter writing is a subject of broad, general interest—if you do not think so ask the man who intrusts his best correspondence only to "professionals."

—THE EDITOR.

handling the small business. Quite a few small accounts of to-day will be the large ones of to-morrow and concerns remember those who were kind to them in the early days.

Sometimes a new customer may appear somewhat ignorant to you when he sends in his first inquiry. Have a good laugh at the spelling or at the ideas expressed, but remember that everyone cannot be as familiar with your product, and perhaps your language, as you are. Often foreigners of the class we Americans desire for citizens start out in a small way and learn the ropes before investing heavily and putting off your reply to such is both poor business and a contradiction of our national hospitality. Be prompt, tactful, courteous, informative.

In the credit department, courteous letter writing is very essential, especially in connection with the small fellow. Naturally most of the correspondence from this department is on more or less disagreeable subjects—overdue accounts, references and the like. This, combined with a natural lack of patience with slipshod payments, makes the general tone of the letters tend toward the very brusque and rather short type. Very often such a letter is absolutely in order, regarding the wrong taking of a discount or a flagrant case of avoiding payment.

With reference to the former, a large user will concede the possibility of an error creeping in now and then. The size of their own business tends to broaden their vision often. The smaller concern with its necessarily more limited field, is some-

times more easily offended by such a letter if not tactfully worded; often without reason and always where no offense is meant.

To illustrate my point, take a simple case where, as it happened, a customer did not like the implication in the word "doubtless" in paragraph two. Their taking of a two per cent. discount was entirely accidental and purely the result of habit, yet the word "doubtless" implies that it might have been done with the express purpose of getting by with it dishonestly.

THIS CAUSED THE TROUBLE

WORCESTER, MASS., February 20, 1919.
The Mohawk Construction Co.,
Schenectady, N. Y.

DEAR SIR:

Your esteemed check for \$80.01 came duly to hand. The taking of 2 per cent. discount or \$1.63 we assume was doubtless an error, as our uniform terms are 1 per cent. on the 20th of the month covering previous months' shipments, net 60 days. These have been in effect since January, 1915.

We have charged your account with \$0.81. Please favor us with a check for this amount at your earliest convenience.

Yours very truly,
THE BUTLER DIE CORPORATION.
Per James Walker.

A slight change in the wording, through the medium of the correspondence supervisor, might accomplish the result desired and leave nothing but good feeling on the part of the customer. Never give the impression of questioning honesty until dishonest intentions are proved beyond any doubt. One of the biggest business men in this country attributes his unusual success in handling many small accounts to the fact that he considers—and figures have shown—that more than ninety-eight men in the hundred are honest in their buying and expressing this belief in his collection and statement letters has accomplished results we usually leave to an expensive collecting agency, to say nothing of the lasting good-will he has created. This is the letter for the first case:

NOTE THIS LETTER'S EVEN TONE

WORCESTER, MASS., February 20, 1919.
The Mohawk Construction Co.,
Schenectady, N. Y.

Our Invoice January 29, \$81.64

Your Check No. 56—Error in Discount
On January 1, 1915, our discount terms were changed to 1 per cent. on 20th of the month covering previous month's shipments, net 60 days, appearing at the bottom of our invoice forms.

On this basis your check for the above amount taking a discount of 2 per cent. or \$1.63 is not in order and we are therefore charging your account with the difference, or \$0.81, which we ask you to pass upon so that it may be included in your next remittance.

Your kind co-operation in adjusting this matter will be appreciated.

THE BUTLER DIE CORPORATION.
(Signed) James Walker,
Credit Department.

(Mr. Baker's article will be concluded in an early issue.)

San Francisco Advertising Man Resigns

A. McKie Donnan, editor of the *Ad Age*, published by the San Francisco Advertising Club, has resigned his position as advertising manager of the Ezonall Products Company, of San Francisco, to become associated with Emil Brisacher, advertising engineer, in the Flood Building of that city.

Paper for Letterheads

LETTERS but they can never be best
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS
A Business Paper For Every Business Use
EATON, CRANE & PIKE CO.

New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

The Albemarle Paper Mfg. Co.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or any classification wanted.

Trade Circular Addressing Co.

166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago

"If I were President"

"IF you were President, what would you do about the Peace Treaty and the League of Nations?"

Governors of States, mayors of important cities, members of Congress, college presidents, famous editors, prominent churchmen—replies came pouring in from all of them in answer to this question asked by the CHRISTIAN HERALD a few weeks ago.

These replies were published in the issue of February 28th. The consensus of opinion was unmistakable: *Reach a compromise, and reach it quickly!*

This fair and accurate reflection of the views of the nation's leading citizens is characteristic of CHRISTIAN HERALD policy. It illustrates how the CHRISTIAN HERALD has gained its enviable hold on the interest and enthusiasm of three hundred thousand weekly readers.

Up-to-the-minute information on all the topics of the day—brilliantly-written articles covering every phase of world activity—that is what subscribers find in the editorial sections. And through the advertising columns these intelligent, prosperous men and women choose the best the market can offer to meet their daily needs.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*
NEW YORK

Des Moines "Capital" Appoints Geneva Advertising Director

Forrest R. Geneva will assume the position of advertising manager of the Des Moines *Capital* on March 15. Mr. Geneva, who succeeds C. C. Norris, Jr., the manager for fourteen years, is a well-known advertising salesman. He has spent five years in the advertising department of the Des Moines *Register*, two years with the *Capital*; as advertising manager of the *Winnipeg Tribune*; advertising manager of the *National Clothier*; and has now left a partnership with Clifford Dupuy, in the publication of the *Underwriters' Review*, to take his new position.

Frank B. Beath, of Wm. H. Rankin Co., Dies

Frank B. Beath, newspaper space buyer and manager of the newspaper department of the Wm. H. Rankin Company, died Saturday morning after an illness of several weeks. Mr. Beath was one of the best-known men in the advertising business in Chicago, especially among business and advertising representatives of newspapers all over the country. He was very popular because of his straightforward methods of business. Among advertising managers he was noted for his analytical ability and his comprehensive knowledge of newspaper circulations and their territorial influence.

Mr. Beath was born in Lafayette, Ind., thirty-four years ago. He is survived by his widow, a son, Gordon Robert Beath, nine years old, and by his mother and sister. The funeral services were held Monday, March 8, from his late residence, 516 South Oak Park avenue, Oak Park, Ill.

We specialize in house to house distributing of
**Advertising Literature
and Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**
B&B SIGN CO. INC.
341-347 Fifth Ave. N.Y.
Advertising Signs Window Displays
Counter Display Cases

POSTAGE
The monthly magazine that tells
how to transact business by mail—
Advertising, Selling, Buying, Collecting,
Letters, Office Systems. A necessity in every
business office. 6 mos., \$1.00; 1 year, \$2.00.
POSTAGE, Room 297, Metropolitan Building, New York

In every large institution THE
SALES MANAGER-Monthly
will be found on the desks
of "Sales Managers"—
because it makes
them better
sellers
SALES MANAGER
Better
selling means
better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1114 Sun Bldg., New York City, N. Y.

Calendar of Coming Events

Under this standing heading ADVERTISING & SELLING will run regularly the dates of all future conventions of any association or other body that has any direct relation to the field of advertising, salesmanship and allied lines.

The officers of all such organizations are requested to keep ADVERTISING & SELLING advised of the dates of future conventions.

The following are, therefore, by no means all of those occurring in the near future, or on which dates have been set but will be supplemented in forthcoming issues as the information reaches our editorial office:

April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, O.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

Bathon Publishing Co. Revives "Public Service Journal"

The Bathon Publishing Company, organized with a capital stock of \$25,000, has opened offices in the Munsey Building, Washington, D. C., and announces the revival of the *Public Service Journal*, an illustrated monthly magazine devoted to the interest and organization of public utility security owners. Wingrove Bathon, president of the company, was formerly managing editor of the *Cosmopolitan* magazine, former city editor of the *Washington Post*, for five years staff man on the *Washington Star*, and recent manager of the Washington office of the McGraw-Hill Engineering publications. The Bathon Company also publishes *Distribution* and the *American Security Holder*.

Sales Managers for American Tobacco Change on Coast

R. T. Briggs has succeeded L. Lowry as division sales manager for the American Tobacco Co. on the Pacific Coast.

Travel and Resort Association Will Advertise

The Fred M. Randall Company, advertising agency, Detroit, has been retained to handle the advertising of the East Michigan Travel and Resort Association. They are now making up a list of national magazines and outing publications, and newspapers in the central west.

Beech-Nut Packing Co. Is Vindicated by U. S. Court of Appeals in Trade Controversy

The United States Circuit Court of Appeals for the Second Circuit sitting in New York City has handed down a unanimous decision setting aside the order issued by the Federal Trade Commission against the Beech-Nut Packing Company, whereby they had been directed to cease from refusing to sell to dealers who either failed to observe the resale prices suggested by them or who resold to other dealers who failed to observe such prices. In this decree, the Court accepts, applies and reasserts the principle established by the United States Supreme Court in the Colgate case; which to the effect that a manufacturer or trader, engaged

in an entirely private business, has the right to exercise his own independent discretion as to the parties with whom he will deal, and to announce in advance the circumstances under which he will refuse to sell so long as there is no purpose to create or maintain a monopoly.

Unfair and False Advertising Alleged

The Federal Trade Commission has cited the Big Four Grocery Company, Chicago, in a formal complaint of unfair competition. The respondent has forty days in which to file answer. The commission's complaint alleges false and misleading advertising in connection with the sale of merchandise in combination lots or assortments.

Against the National Wire Wheel Works, Inc., Hagerstown, Md., the commission has brought the charge of false advertising in connection with the advertising of the company which claims that its automobile tires possess exclusive, patented features.

Des Moines Club Starts Advertising Campaign Against Bolshevism

The Des Moines Advertising Club, as part of Americanization plan it has worked out, has begun a campaign of propaganda against Bolshevism that is very unusual.

The committee in charge of the campaign has produced a number of quotations, each consisting of a short sentence telling about the advantages of America. The plan is to release one of these quotations each day, to be printed in daily newspapers, weekly newspapers, shown on movie screens and have teachers write them on the school blackboards.

The campaign started March 1st and the newspapers of the State have taken up the plan with much enthusiasm. All the Des Moines schools are cooperating and various organizations throughout Iowa are helping spread these "little bombs against Bolshevism."

\$100,000 to Advertise Baby Carriages

The Lloyd Baby Carriage Company, of Menominee, Mich., has launched a \$100,000 advertising campaign in twenty-seven large newspapers, promoting the sale of the Lloyd Baby Carriage.

"GIBBONS KNOWS CANADA"



What have a Cat's Footprints to do with My Catalog ?

"WHAT'S it all about?" you ask when we show you that the wet footprints of a cat are clearer, more distinct on smooth linoleum than on a deep-napped rug.

Compare the cat's paw to a printing plate, the moisture to ink, and the floor to printing paper, and you see the truth of what your printer has probably told you—that the kind of printing paper you use will determine in a large measure the kind of printing you will get.

For, take note that even the coarse impression of a cat's foot, while it will "print" a faithful outline on a smooth surface, becomes only a shapeless track on a soft, porous rug.

Any subject that is to be printed on paper will print *better* if printed on a *better* paper.

The Warren Standard Printing Papers contribute to the cause of

Better Paper—Better Printing in just the degree that a "better" paper is one made to perform exactly the kind of work expected of it.

Not all the Warren Standards are so smooth and white as Warren's Lustro. Not all are so dull and ivory-like in their beauty as Warren's Cameo, nor as well suited for simple type announcements as Warren's Olde Style, but every Warren Standard Paper was developed for one special field of book paper printing.

Master catalog printers all have copies of Warren's Paper Buyer's Guide, which shows specimens of what fine presswork can do on a standardized paper. This book and the volumes of the Warren Service Library are also to be seen in the public libraries of our larger cities and in the offices of any paper merchant who sells the Warren Standards.

S. D. WARREN COMPANY, BOSTON, MASS.

better
paper
better
printing



Printing Papers

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

CHICAGO
PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO
MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA
MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR
ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN
ASHTABULA
ALTOONA
LORAIN
SOUTH BEND

NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE
KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON
CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT
ROCK ISLAND
MOLINE
BALTIMORE
ELKHART

CHICAGO

Thos. Cusack Co.

NEW YORK

ADVERTISING & SELLING

IN THIS NUMBER:

WHEN IDEAS FAIL YOUR
PROFITS FALL

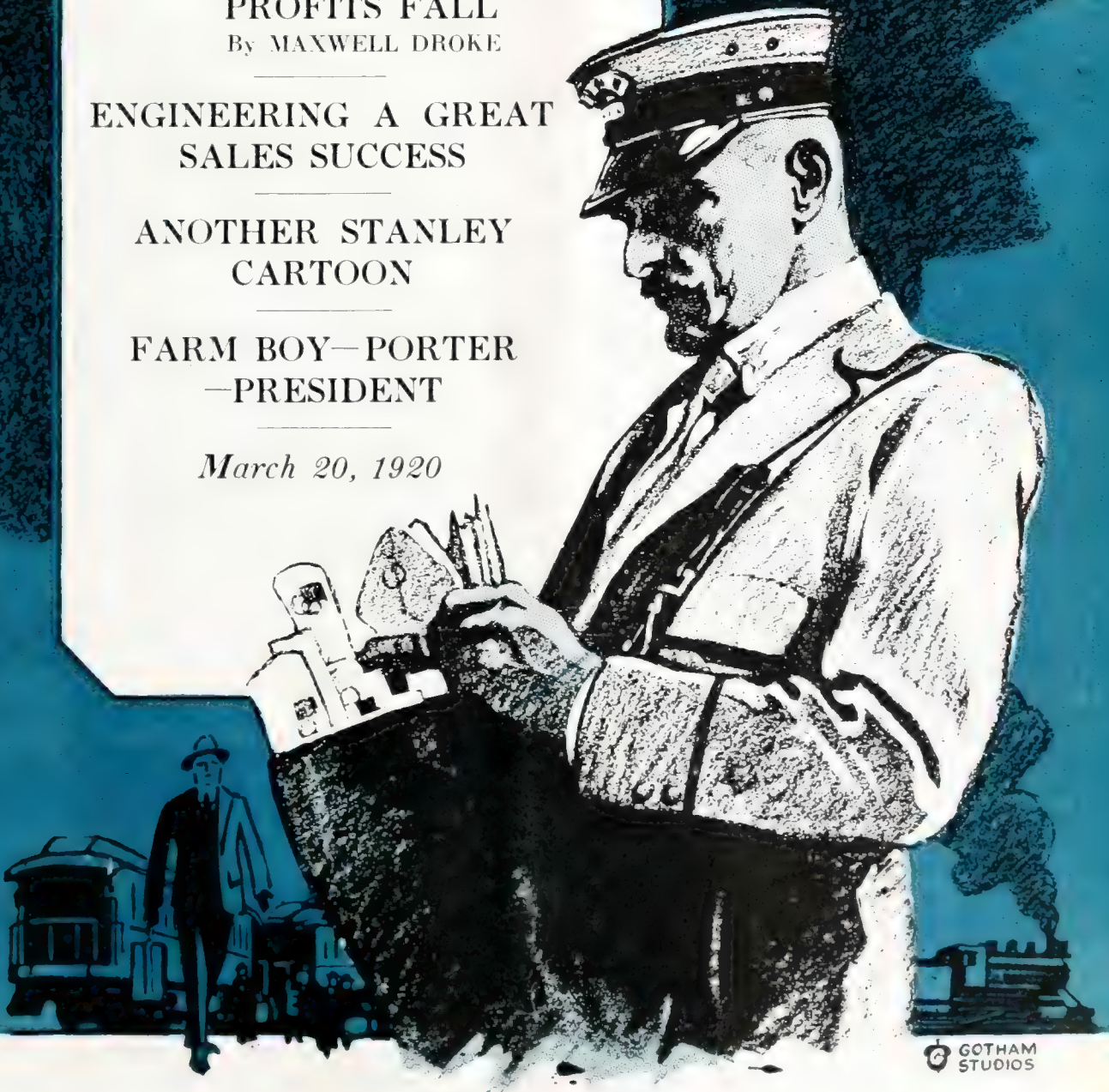
By MAXWELL DROKE

ENGINEERING A GREAT
SALES SUCCESS

ANOTHER STANLEY
CARTOON

FARM BOY—PORTER
—PRESIDENT

March 20, 1920



GOTHAM
STUDIOS

15c. the Week

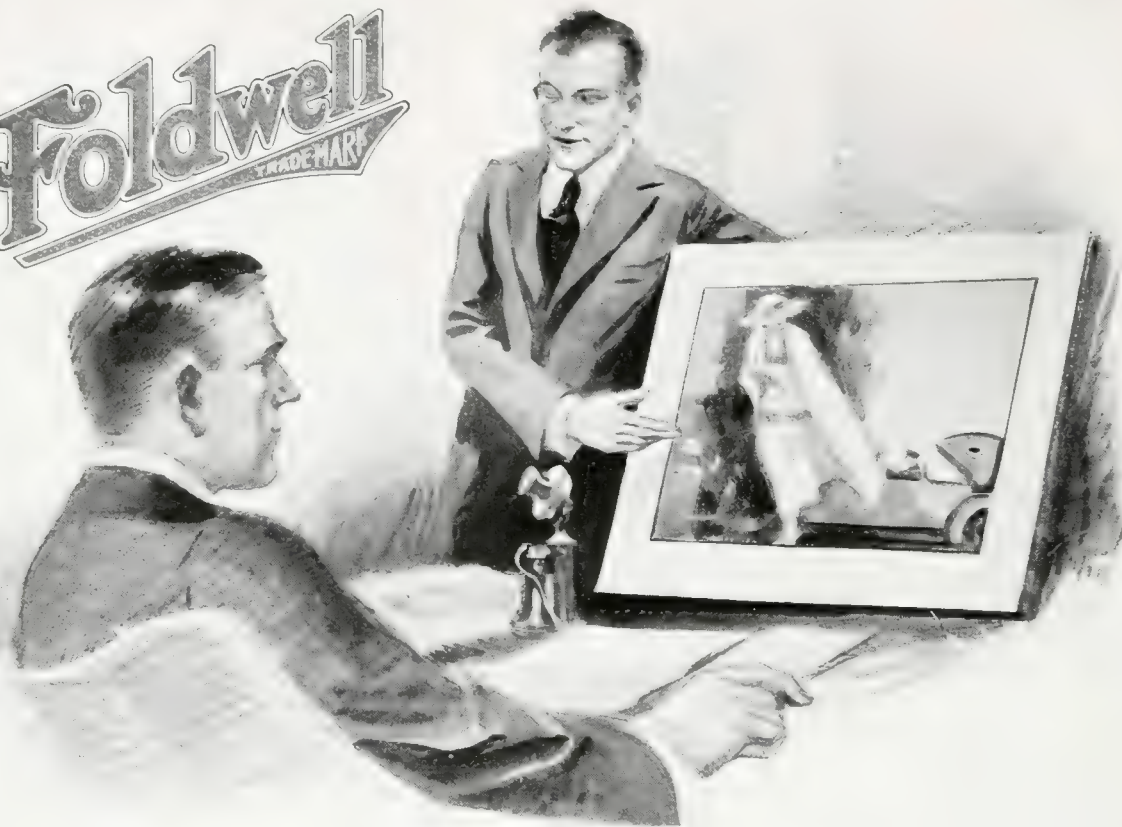
ISSUED EVERY WEEK

\$3 the Year

ADVERTISING & SELLING CO., Inc., 171 Fourth Avenue, New York, N. Y.

AMAZING "TRADE SECRETS" OF THE NEW SOUTH

Foldwell
TRADE MARK



“Certainly, It will Preserve These Color Values”

“There would be no reason for buying quality art work and expensive engravings if the color values were to be lost in your broadside. But you *can* get a printed illustration just like this original by using Foldwell.”

Long experience has taught commercial artists to specify Foldwell Coated Papers for the best printing results. For Foldwell has a beautiful surface, which is so developed that it brings out the most subtle shading of which the artist and engraver are capable.

But more than this, illustrations beautifully printed on long-fibred Foldwell will remain beautiful. Unlike any other coated papers, Foldwell will not crack in the bindery, nor in the mail, nor even under manhandling.

You can depend upon Foldwell to take illustrations clearly and to deliver them to their farthest destination unmarred.

Our booklet “Illustrating the Sales Letter” on request.

CHICAGO PAPER COMPANY, Manufacturers, 830 S. Wells St., Chicago, Ill.

Lasher & Lathrop, Inc.,
29-33 Lafayette St., New York City.
Whitehead & Alliger Co.,
8 Thomas St., New York City.
John Carter & Company, Inc.,
100 Federal St., Boston, Mass.
Alling & Cory, Rochester, N. Y.
Alling & Cory, Buffalo, N. Y.
Alling & Cory, Pittsburgh, Pa.
D. L. Ward & Co.,
28 S. Sixth St., Philadelphia, Pa.
Phelps & Lasher, Bridgeport, Conn.
McClellan Paper Company,
700 S. Fourth St., Minneapolis, Minn.
McClellan Paper Company,
Duluth, Minn.
Acme Paper Company,
115 S. Eight St., St. Louis, Mo.

NATIONALLY DISTRIBUTED BY

Carpenter Paper Company,
106 Seventh St., Viaduct,
Des Moines, Iowa.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.
Spokane Paper & Stationery Co.,
Spokane, Washington.
Tacoma Paper & Stationery Co.,
Tacoma, Washington.
Carpenter Paper Company,
Ninth and Harney Sts., Omaha, Neb.
Kansas City Paper House,
Kansas City, Mo.
Carpenter Paper Company,
143 State St., Salt Lake City, Utah.
Commerce Paper Co., Toledo, Ohio.
Commerce Paper Company,
Columbus, Ohio.

St. Paul Paper Co., St. Paul, Minn.
Allman-Christiansen Paper Co.,
131 Michigan St., Milwaukee, Wis.
Cincinnati Cordage & Paper Co.,
535 E. Third St., Dayton, Ohio.
John Martin Paper Co., Ltd.,
Winnipeg and Calgary, Canada.
Chope Stevens Paper Co.,
Detroit, Michigan.
Blake, Moffitt & Towne,
242 S. Los Angeles St.,
Los Angeles, California.
Blake, Moffitt & Towne,
45 First St., San Francisco, Calif.
Blake, McFall Company,
Portland, Oregon.
American Paper Company,
Seattle, Washington.

Start
Your Southern Campaigns
in
New Orleans

An Active Buying Market

Dealers alive to advantages of handling advertised products.

Residents of city responsive to advertising.

Reach the Vital
Prosperous Field--The City Proper

use

The Daily States

Large Circulation Concentrated in the City

Suburban New Orleans is too limited and scattered to economically merchandise and advertise to.

The city circulation of *The Daily States* will produce quicker, more profitable returns at a lower cost.

Want More Information?

We'll Gladly Furnish It.

WRITE 
ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY

61 New Industries

have decided to locate in Baltimore since June, 1919. This involved plant investments of \$25,700,000 and labor demands of 14,600 people. The industrial expansions undertaken during the same period increased the totals to \$58,200,000 for plant expenditures and to 31,000 for additional employees.

Baltimore is very much awake. She's pushing ahead at a tremendous pace.

But still it costs less to put a successful advertising campaign into operation in Baltimore than in many other cities. The *Sunpapers* thoroughly cover the situation at one advertising rate. Concentrate your campaign in THE SUN and with THE SUN and you will capture the Baltimore market. It's true that—

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD

Times Bldg., New York.

GUY S. OSBORN

Tribune Bldg., Chicago.

Advertising & Selling

J. M. Hopkins, President;
H. B. Williams, Vice President;
M. F. Duhamel, Managing Editor;

Established 1891
ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

William B. Curtis, Treasurer;
Paul W. Kearney, Associate Editor.

29th Year

MARCH 20, 1920

Number 39

When Ideas Fail Profits Fall

The Cure for Price Cutting by Reckless Retailers
Is in the Hands of the Manufacturer. Who Is the
Great Loser When His Standard Goods are Cheapened

By MAXWELL DROKE

TWO thirds of our retail price cutting is founded upon habit." The Man Who Has Been Through The Mill brought his fist down upon the luncheon table with such resounding force that The Young Advertising Manager jumped perceptibly and spilled cigarette ashes over the spotless napery.

"Price cutters may be divided into two general groups," continued The Man, etc., somewhat less emphatically, but with no less earnestness, "the Reasoning and the Reckless, we may call them.

"The Reasoning price cutter is, in a majority of cases, the big downtown druggist or department store. These stores cut prices deliberately, scientifically, with malice and aforethought. Such establishments are essentially 'drop in' stores. This is particularly true of the druggists. Their location away from the residential section usually precludes the possibility of building up a permanent trade. Passers-by furnish the bulk of their business. And passers-by must be coaxed into purchasing. They must be given some inducement for prompt action. There isn't much use in flaunting an 'institutional' advertising campaign in the face of a man who may be here to-day, there to-morrow and yonder the next day. And so the downtown dealer slashes prices.

"This merchant cuts a few cents off the price of some nationally-known article and figures that the increased volume of business will more than make up the difference in price. And because his list of possible customers runs up into

WHAT PRICE CUTTING DOES

WHEN dealers locally advertise cut-prices on standard goods, the business man quoted in this article seeks to point out, they complicate the manufacturing and selling of those goods by reducing perhaps to nil the profits on them, their own as well as the next dealer's.

To overcome this condition Maxwell Droke, after making a study of the problem during an extended tour for ADVERTISING & SELLING, has put forth here the idea that the remedy is with the manufacturers who must provide the distributors of their goods with real dealer helps which will not permit them to run out of ideas.—THE EDITOR.

the hundreds of thousands he usually is right. Then, of course, there is always the chance that a customer attracted by the 'special' may make additional purchases when he visits the store.

"But it is with the second class, the Reckless price cutters, that you and I are most concerned." The Young Advertising Manager edged his chair a bit closer and nodded gravely.

THE REAL TROUBLE MAKER

"This second class consists of the typical small town dealer. His name is legion and his residence is in four dozen States. He is now, and he bids fair to continue to be, the controlling factor in modern merchandising. He distributes the bulk of all manufactured articles. He is the final link in the sales chain. And so we can afford to give him quite a bit of consideration.

"Too many small town dealers are reckless price cutters. That

is a fact which we might as well face fairly and squarely. There used to be a time when we rubbed our hands in glee at the first sign of a price cutting spree. Manufacturers smiled upon the price cutting. It meant keen competition. Lots of sales. Fine business.

"But that day has passed. Now every sane manufacturer hates the sight of a cut-price tag attached to his merchandise. He knows too well the sequel. For just so soon as an article gets a 'cut-price' reputation every regular price dealer in the country is 'off' it. He may stock the article but it is certain he will devote precious little time or space to pushing it. 'What's the use for me to advertise Smith's Liniment at fifty cents when it's being offered across the street at thirty-eight cents?' is his caustic query. And there is no logical answer.

"I have said that two-thirds of our retail price cutting is the result of habit. That is the conclusion I have reached after a pretty careful survey of the small town merchandising conditions.

"The small retailer cuts prices with the best intentions in the world. He always has slashed prices. He really believes it is the thing to do. To him it seems the logical move.

"Have you ever watched one of these merchants prepare his advertisement for the weekly newspaper? Usually he begins by taking a scratch pad and pencil and nosing around his stock, on the look-out for copy. Perhaps he runs across a fresh shipment of breakfast food.

It's just about time of year folks will be buying breakfast food. Mighty good thing to advertise. So he writes, 'Special this week only, 2 15 cent packages, All-Wheat Breakfast Food, 23 cents.' It's ten to one that dealer couldn't tell you off-hand his margin of profit on that breakfast food. He doesn't know whether he is making money or taking a loss on that sale. And yet he goes blandly on, slashing prices. He wants to advertise that manufacturer's product. And it doesn't occur to him that there might possibly be some better way to advertise.

NEVER CUT A REASONABLE PRICE

"The small dealer has always cut prices. It has become second nature to him. He knows by experience that reduced prices will stimulate immediate sales on that particular item to a certain extent. Therefore, he reasons, cut price advertising must be good advertising. And besides, there is the shining example of his big city cousin, the Reasoning price cutter. What is sauce for the goose must be a pretty healthy diet for the gosling, argues the small merchant, forgetting that a change of condition or

climate often necessitates a change of diet.

"The manager of a great chain of cut-rate stores, a man who really knows modern merchandising, said to me recently, 'If I had a store in a town of about five thousand to ten thousand population I never would cut one penny from the price of any article in stock. In our location cut prices are necessary. They MAKE our business. But the same policy will BREAK the small retailer. He hasn't our unlimited list of prospective customers. His every effort should be directed toward building up permanent trade. That is the only way in which he will permanently succeed.'

"Perhaps that manager's view was a bit radical. There are times when bargain sales on slow moving stock are advisable even for the small retailer. But he had the right idea. Why, I can point out to you a certain middle western town of a little less than five thousand population, where EVERY dealer is a cut-price fiend. Naturally, they are all on the verge of bankruptcy. And the tragedy of it is that they don't know where the trouble lies. When the profits come up minus at the end of a month, instead of getting

'next' to themselves they desperately chop off a few more pennies, vainly hoping to beat off competition. It is an eternal, hopeless circle."

"But what is to be done about it?" interposed The Young Advertising Manager. "You are continually telling me that the retailer is becoming more progressive each year. Can't we have an educational campaign against price cutting?"

GIVE HIM FRESH IDEAS

"Yes," conceded The Man, etc., "it is possible to accomplish a good deal in that way, but at best is slow, up-hill work. Making a man a better and more progressive merchant is a comparatively simple matter. Making a merchant a better advertising man is quite a different matter. Stock and cost systems have been perfected which are practically automatic. But no one ever has invented an effective automatic advertising system for dealers.

"The trouble with all our propaganda against price cutting is that it has not gone far enough. We have told the dealer that we shouldn't use cut-price advertising but we haven't given him anything to take the place of it.

"The average retailer is not an

Pages from the Manual of a Stone Age Salesman



Method Is Everything, ADVERTISING & SELLING's Staff Cartoonist Reveals

advertising man. But you will find him very receptive to new ideas. He will welcome with open arms the man who can give him a new sales idea.

"It seems to me," continued The Man, etc., "that this is a problem each manufacturer must work out for himself; if he doesn't want to see his product listed in a cut-price advertisement it is up to him to furnish the dealer some better way to advertise it."

"You mean that the manufacturer should furnish dealer electrotypes?" queried The Young Advertising Manager.

"Well, yes," replied The Man Who Has Been Through The Mill. "That is one form of publicity and a very good one. But make sure that they are *dealer* electros and not *manufacturer* electros. The day is coming when the dealer will get the big end of all local advertising. 'Dealer helps' are going to be real dealer helps. They are going to give the dealer some constructive assistance in running his store.

"Such dealer helps would very closely approximate an automatic advertising service for the retailer. Of course these helps would advertise the manufacturer's product; but

only in a nominal way. They should be sincerely designed from the retailer's point of view, to help him build more business, not solely for the manufacturer's product but for his entire line.

"I know enough about retail merchandising to feel sure that the dealer will use advertising matter of that type. As soon as a manufacturer gets that kind of copy working for him his price-cutting troubles will decline at a rapid rate."

And The Young Advertising Manager agreed that it looked like a logical plan.

Getting a Connection with Prospects

How the Edison Electric Appliance Company
Is Reaching Thousands of Possible Buyers

By W. P. JOSEPH

THE advertising being done by the Hughes Division of the Edison Electric Appliance Company, featuring the Hughes Electric Range, is worthy of note for several reasons. One is that it marks the new era of electric cookery which is now upon us. Another is that it represents the high water mark of electric range advertising, reflecting a state of development of which the electrical industry may be proud.

Very few campaigns have been planned with as much care as that given the current Hughes Advertising campaign. It was the object, in preparing each piece of copy, to insure a continuity of appeal that would develop the electric cookery idea from every possible angle and leave in the reader's mind a feeling that electric cookery was not something new and untried, but rather a logical development of the present day and age.

To many of the millions of readers of the *Saturday Evening Post*, *American Magazine* and *Woman's Home Companion* electric cookery was not a new idea. To countless members, however, it was otherwise. For example, thousands now are cooking electrically in all parts of the country. Others, however, may never have known it was possible to cook by electricity. It was with these two classes in mind that Hughes Range advertising was planned.

In the *Saturday Evening Post* a comprehensive schedule of four full pages was laid out. Each page developed a single phase of the electric

cookery idea, such as elimination of the servant problem, possibilities of better cooked foods, simplicity and convenience of operation. In the *American Magazine* a four-color page emphasized these points in an interesting manner. The same copy was used in the *Woman's Home Companion*. Another page was used explaining the merits of electric canning, baking and broiling.

The purpose of the copy was to arouse interest in electric cookery in the mind of every reader of these ads. Readers were advised to "see your electric lighting company" for further particulars. This was done to enable the prospect to go to some one in her city and secure a demonstration of electric cookery which

would familiarize her with the various points of superiority.

PAINTING THE SEVERAL PICTURES

The style of copy used is not blatant nor hysterical. Although addressed to women, there is no perfumery about it, for it is "straight stuff" from the shoes up. The following is a sample, most of it being matter-of-fact, and a little of it being ambition-building or desire-creating material:

Clean: Is there any other range where you would lift the kettle right off the cooking surface and wipe it with your dainty handkerchief? The heat in an electric range is produced by coils of wire which glow cherry red—no soot or smoke or vapor—no ashes or other litter. The room is immaculate; the air is uncontaminated.

Quick: The very second you decide you need heat you have it; if a fast operation, turn the switch to "high"; if less heat will do, turn it to medium; if it is a slow operation use "low" heat. This promotes scientific cooking.

Cool: In electric cooking the heat is applied directly to the work with minimum loss. You can place your hand beside the element of a Hughes Range when operating on "high"—there is so little radiation that the temperature of the room is unaffected.

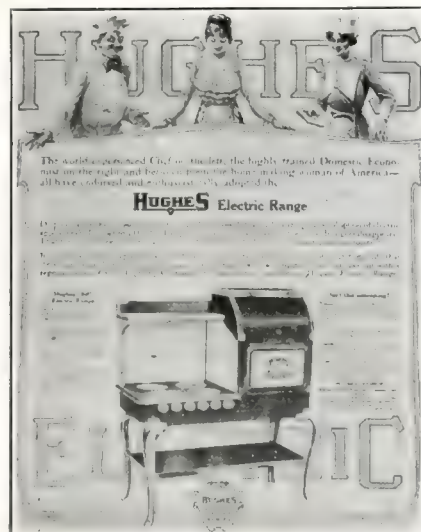
Scientific: Because the heat is always under instant control; the operation once performed can be duplicated repeatedly with unvarying results.

Moreover, all electrically cooked foods retain more natural flavor, juices and salts than when cooked otherwise.

Just think of your own kitchen equipped like the one above; think of a range with the worries and trouble left out, think of the comfort of yourself and family.

The Range shown above is the famous Hughes "50," which is fully competent to handle the complete cooking for a large family.

In every Lighting Company there is at



The direct appeal seen in this ad.



Thousands of women find canning a simple matter. They use the oven method only when cooking meals and at other odd times of the day.

HUGHES ELECTRIC RANGE

Electric ranges are the most popular type of cooking is done

because they are so convenient. They are so simple to use that even a child can operate them.

They are so safe that they will burn no gas, no oil, no kerosene, and no coal. They are so clean that they will not burn the food, and they are so simple to use that even a child can operate them.

They are so simple to use that even a child can operate them. They are so safe that they will burn no gas, no oil, no kerosene, and no coal. They are so clean that they will not burn the food, and they are so simple to use that even a child can operate them.

HUGHES DIVISION
Edison Electric Appliance Co., Inc.

NEW YORK CHICAGO
ONTARIO, CALIF. ATLANTA

Manufacturers of the four well known lines of appliances
HOLLYWOOD GENERAL ELECTRIC TYPE EDISON HUGHES

Mrs. Housewife sees herself using a Hughes Range

least one man who has considered the matter of electric ranges and is in position to advise you. We suggest that you consult your Lighting Company.

Or if you want to study the matter, our nearest office will gladly send a small book, which fully explains the construction of Hughes Ranges and why they are being so extensively adopted.

These same concrete, visible talking points are emphasized in other advertisements so that nothing may be left unsaid in telling the reasons why Edison ranges demand enthusiasm.

CREATING THE ASSOCIATED IDEA

It may be of interest to explain how this advertising was merchandised. Early in the year a large broadside was mailed directly to every central station in America. This broadside sought to capitalize the decreasing industrial load by advising the hooking on of a residential range load. The advantages of this transfer were brought out in a striking manner, and a trade character, Old John Gorman, was developed. This broadside was fol-

lowed by another, showing the early ads of the campaign and offering a splendid line of co-operative material. The narrative style of the text in which John Gorman elucidates the troubles of the electrical situation and their solution is demonstrated by this little excerpt from the first broadside:

"John Gorman of the Mississippi Valley Power Company was worried. He admitted it. And John had cause for worry. He had just received the report of the Accounting Department showing the total connected load of the Mississippi Valley Company for the previous month and as a result had called for reports from his superintendent and the new business manager. And what these men had told him was bothering Old John Gorman considerably.

"Mr. Gorman, you'd be amazed to know how little building has been done during the last four years and what was done was for munitions and war industry purposes," was the way Jenkins, the new-business man-

ager, had explained his end of the story. 'First of all,' said young Jenkins earnestly, 'you ought to know that cancellations of munitions contracts are hitting our local manufacturers right and left and for a period of a good many months we are going to face a decrease of our industrial load to a very dangerous point, particularly because manufacturers here are waiting to see how orders come in before putting any more money into machinery and plant equipment.'

"Jenkins is right, John," said MacIntosh, the company's superintendent. 'Peace has knocked the bottom out of our war-time industrial demand, and has not as yet offered us any substitute.'

"What's the answer?" mused the old gentleman, as he pondered the question over his desk.

Gorman's conviction, and incidentally the conviction of a lot of other Central Station men, carries with it, of course, the answer to the difficulties and a handful of tips of value:

Young Jenkins was as good as his word. He got orders for Electric Ranges. First of all Jenkins took a "range prospect census" of his city. He had his men report the location of every house in town that looked as if its owner might be an electric range purchaser.

The number of such homes surprised even optimistic Jenkins. Practically every better class residence could transfer its fuel account from the coal man to the Mississippi Valley Company. The company's engineers then planned their transformer locations at convenient street intersections, with the secondaries running out in all four directions. As a result transformers and lines were strategically located for a permanent and increasing range load.

AND THE RANGES SOLD

Having gotten this preliminary work under way, Jenkins wired his order for forty ranges. He specified shipment of one range by express and when it arrived he prepared and served, with the aid of one of his woman demonstrators, an electrically cooked luncheon to all of his salesmen and to the executives of the company, an affair that was the cause of much favorable comment.

He then sent his men out to sell the ranges. His instructions to them were simple. 'Get information about your prospects first,' he told them. He furnished them with sample cards to be filled out. They were not to talk sales so much as to talk

(Continued on page 23)

Are You Selling the Sunny South?

Business Is Booming as Never Before Below the Mason-Dixon Line and National Advertisers Ought to Know It and Help It Along

By ALLAN DUANE

MOST of us who live "up North" or "down East" or "out West" know all about the South. We know that the men wear gray, broad-brimmed felt hats, affect drooping mustaches, hold barbecues and recall the days when mint juleps made an excuse for idle hours.

From the movies we gather that a great many banjos are used. From the books we find that their main stock is chivalry and hospitality. Going further west in the South we discover, from these same sources, that shooting irons, roulette wheels and ponies constitute the major portion of consumed goods.

It is a fact that this conception of the South and Southwest is so well fixed not only at home but abroad that the French people hailed the first contingent of American troops with unbounded delight because they thought, from the campaign hats, that they were "cow boys."

There is no argument against the fact that for generations the South was the land of ease and leisure where the swirl and crush of industry and commerce had not broken many hearts or disturbed many peaceful afternoons. The numerous resort places helped suggest the idea of a good place to rest and take life easy and the idea was not—is not yet—far from wrong.

But there has been a remarkable change in the South. In matter of years it is undoubtedly recent but it is not by any means sudden or unexpected. It is not a forced draft, but a natural development. Neither is it fair to term the change an "awakening," for it is really more in the nature of an evolution.

THE BIG CHANGE IN DIXIE

Yet dropping the word battle, the important thing is that there is a new South on the lower half of the map of the United States. It is a territory full of immeasurable possibilities, unfathomable resources and incomprehensible prospects. To the advertiser of to-day this new South assumes the character of a horn of plenty which makes the proverbial and well-known cornucopia look like a tin whistle. And the underlying factors are important. The psychology of the new movement is worth notice, for in it rests the as-

GOING SOUTH

THE Old South is no more, and whatever may be the sentimental pinings of the few over that fact, the alert, energetic dwellers below the Mason and Dixon Line are finding so much satisfaction in the new state of affairs that they are determined never to halt the march of progress and prosperity.

The writer of this article is addressing producers and merchandisers, not in the New South alone, but everywhere men—and women—read.

If there has been, in the past, a too uneven distribution of industry, a too lop-sided trend of employment and a too one-sided apportionment of wealth, such conditions seem to have been remedied.—THE EDITOR.

surance of stability and perpetual movement along the lines of prosperity.

Charles A. Selden, writing in the *New York Times*, puts it briefly in the following lines:

"It isn't easy, quick money that has come to the South, but the realization that, instead of one easy but no longer sure way, there are many methods of producing wealth. And, with the old time inertia overcome, they are all being put into operation regardless of the difficulties and the dread of change. I am not speaking merely of great land owners or the few foreign syndicates operating cotton plantations or industrial enterprises, but of the thousands and thousands of small land owners and tenement farmers, both white and black, who among them produce all but a small fraction of the crops of the South. The things which most impress the stranger traveling about this country and talking with its people are the optimism and enthusiasm for new things, the absolute freedom of the South from the spirit of anarchy and the absence of provocation of the spirit of anarchy. (They have all been poor and hard hit together and they are recovering together.) And, also, a noticeable lack of selfishness and a refusal to throw into the discard the sort of sympathy that was so thoroughly aroused three years ago. Active campaigns are going on everywhere in the South for the relief of destitute peoples of Eastern Europe, and never before has there been such general recognition of the fact that the negroes must have better facili-

ties and more help in attaining their own welfare."

That attitude presents a vast amount of encouragement to the man who is searching for the development of the human factor as the first essential of general progress. It is the attitude of the New South.

APPLIED STATISTICS

Even these generalities are convincing. To support them there are endless yards and volumes of figures rising to greet one almost without effort on the investigator's part. Cotton, of course, comes to the mind first. Cotton is one of the popular conceptions of southern activity—so popular that most of us overlook the multitude of other fields in which Southerners are getting rich.

But, taking cotton first, we find that the production of that commodity for the fiscal year of 1919 exceeded six billion pounds. The export of cotton goods for the same period ran well over 800 million dollars. Do you realize that if the cotton states sold that crop for 35 cents a pound, a little less than the prevailing price on the first of September last, they would have received for it 3,100 millions of dollars—more than one-half of all the money in circulation in the country on that date.

And that is only one single industry of the South. Let us go a step further. Considering that "the South" includes the States of Delaware, Maryland, Texas, Arkansas, Oklahoma, Florida, Georgia, Kentucky, Louisiana, South Carolina, Tennessee, Virginia, West Virginia, Mississippi and the District of Columbia, we find that nearly three million farms in this region represent a valuation (1910 figures) of eight and one-half billions of dollars: 20 per cent. of the total valuation of agricultural America and enough money to pay the cost of the Civil War seven times over.

To give you an idea of the new slant Southerners are taking on agriculture, it is interesting to note that out of 39 agricultural schools in the country, 25 are in the States I have mentioned.

Without getting too far away from this subject, it might be well

(Continued on page 30)

Building a Giant Industry His Life Pleasure

Samuel C. Dobbs, the Boy Farmer, Porter and Drug Clerk, Who Now Is President of the Coca-Cola Company.

By HAROLD F. PODHASKI

DOWN a hallway, in an office whose door bears no legend "Private," you will find Samuel C. Dobbs, just as I did, going over the big affairs of a vast enterprise, but not too deeply engrossed to give a minute to each comer and more to him whose business requires it.

All I wanted was the story of this man's life—from his own lips if I could get it.

"I'd like just a little of your time, sir," was the rather timorous way in which I started to pop the question.

"All right, you shall have it," said the busiest man in Atlanta, Ga. "But, to be fair at the outset, I'll tell you that I won't buy another nickel's worth of life insurance."

This was the Dobbs I had heard about—had heard captains of finance and leaders of industry discuss with respect; the personality who drew me, from more than curious motives, to that great and thriving Atlantic Coast port city; keen, far-sighted, anticipating future events without their fleeting shadows being cast before.

There you have a close-up, to borrow a movie term, of the President of the Coca-Cola Company, a giant industry erected upon the enduring foundations of inventive genius, sound judgment, expansive policy and adequate, constructive advertising.

Mr. Dobbs is one of those builders who long ago recognized the truth that money used for advertising of the proper kind is an investment and not an expenditure. The Coca-Cola Company recently was reorganized as a \$10,000,000 corporation and it was at that time that Mr. Dobbs was elevated from the vice-presidency and sales managership to the presidency. That \$10,000,000 capitalization represents merely the money put into the great concern; the real value of the business lies in the accumulated results of its advertising. And nobody ever has figured out just what the sum total of that might be.

THERE'S REFRESHMENT FOR ALL

Perhaps a few words here regarding the growth and development of

the Coca-Cola Company will not come amiss, for it has been under the guiding hand of Samuel C. Dobbs, in the last few years, that this business had grown to its present proportions. The company's bankers and Mr. Dobbs have vouched for some figures on this amazing development.

In 1886 the total output of coca-cola was twenty-six gallons. Ten years later, in 1896, this output had reached 117,636 gallons. In 1906 the total was 2,107,661 gallons; in 1916 it was 9,715,892 gallons and for the first seven months of 1919 the output was 11,099,569 gallons.

The company's net sales in 1918 amounted to \$12,892,568, of which amount the net income before Federal taxes was \$2,672,895.

In July, 1919, more than 280,000,000 glasses of coca-cola were consumed. About 70,000 soda fountains throughout the world handle the product and more than 1,500 companies are bottling and reselling coca-cola. The main plant is in Atlanta, but there are also manufacturing plants at Chicago, New York, Dallas, Los Angeles, Baltimore, Kansas City, Philadelphia, Havana, Toronto and Winnipeg, securing perfect regional distribution.

Samuel C. Dobbs, to reveal a bit of family history, was born on a plantation in the western part of Georgia, not far from Villa Rica, on November 8, 1868. But you'll have to agree that at fifty-two he looks forty going on thirty-five.

Mr. Dobbs' father was one of those grand old Southern planters with whose lives, so full of dignity, not untinged with sorrow, the pages of American romance and history shine.

Samuel Dobbs, probably partly because he was a lad with ideas all his own and further because family needs were often pressing, spent only a single year in school. His books had to be sandwiched in between work on the plantation.

When he was fourteen his father's health failed. Young Dobbs took up the management of the large plantation. Henceforth he was the sole support of parents and his young sister.

THE PLANTER TAKES TO BUSINESS

By day he worked in the cotton fields, his evenings he devoted to study under his mother's tuition. "If I have had any success in the commercial world I owe it to my early training and teaching of my mother," "Sammy" Dobbs of to-day declares.

When young Dobbs was eighteen he went to Atlanta. By good luck—or was it another proof of his uncanny foresight?—he applied for a position in the wholesale drug establishment of Asa G. Candler & Company and was hired as a porter at the then generous salary of \$1 per day. I say there was good fortune in the choice of jobs because Asa G. Candler is the name of the man who fathered Coca-Cola and Samuel C. Dobbs, porter of 1886, is none other than the president of the corporation to-day.

Being a youth of ambition, with a will to do, young Dobbs decided not to try to settle down, either as a porter or at a dollar a day. He studied at night and took a keen interest in the drug business. It was natural that his employer gave him opportunity to master the details of the business.

In 1888 Mr. Candler obtained the Coca-Cola formula and began the manufacture of the now famous beverage as a part of his wholesale drug business.

Samuel Dobbs has been in the industry since its inception and there is scarcely any job around the Atlanta plant which he cannot fill, from filling barrels to general office clerk. And he was the first man to take to the road as a traveling salesman with samples of a then unknown product.

THE A. A. C. OF W. PICK A LIVE ONE

In August, 1909, Mr. Dobbs, then almost unknown to the outside world, was elected president of the Associated Advertising Clubs of the World at Louisville, Ky. At that time he was sales and advertising manager of the Coca-Cola Company and it was the remarkable success he had attained in this position that brought him the highest honors in his craft. The organization then had but few members as compared with to-day, and was devoted mainly to mutual entertainment at conventions held yearly. At Omaha, in 1910, the clubs re-elected Mr. Dobbs, this being the first time in the history of the organization that a president had succeeded himself in the chair. At Boston, in 1911, he relinquished his duties and a seven-passenger automobile, a silver service, a silver loving cup and other gifts were the beautiful trifles with which the A. A.

C. of W. expressed appreciation of him.

Mr. Dobbs, during his two years as executive head of this association, travelled more than 35,000 miles, delivered 105 speeches and devoted a major portion of his time and a great deal of his own money to the development and uplift of all phases of legitimate advertising. During his executive administration the Educational Study Division was organized, which has accomplished great things for good advertising, and as a result of which Schools of Commerce have been established in a majority of the larger universities of the United States and Europe.

An idea of the esteem in which Mr. Dobbs is held by the sales representatives of his company was gained in the recent unveiling of a bronze bust of Mr. Dobbs in Dobbs Hall, at Emory University, in Atlanta, presented to the university by the sales representatives. The building itself was a gift from Mr. Dobbs.

Samuel C. Dobbs is a member of the three leading clubs of Atlanta, a director in seven banks and corporations of the city and is devoted to public work. His war work and generosity, like that of his company, are subjects that all the South has discussed.

On January 1, 1919, Mr. Dobbs was elected to the presidency of the Atlanta Chamber of Commerce. It is a big job for a real man and far enough removed from political influences to fit well. Mr. Dobbs is one of the really qualified who will not be in the race for the presidency, or any other office this year or next, or any other time. He prefers athletics, including riding, fishing and hunting. He plays an excellent game of golf, and when not ferreting out lost balls, finds time to hunt big game in the Rockies or the Canadian woods. He wins trophies equally well with the putter and the rifle.

But don't let any of these facts prejudice you against Dobbs, the man. In spite of his genius, his popularity, his game of golf and his speed on the draw (in the woods and hills) he is a real fellow, a sales wizard and an advertising example for a multitude whom he would enjoy teaching the ropes.

The third of a remarkable series of stories about persons who have been instrumental in advertising and selling their way to success will appear shortly in ADVERTISING & SELLING.

Former Advertising Manager Goes with H. E. James Advertising Agency

W. A. Schmitt, formerly with the Franco-American Food Co., advertising manager and assistant sales manager of C. F. Mueller Macaroni Co., and advertising manager of the Regina Co., has joined the copy and plan department of the H. E. James Advertising Agency, Inc.



SAMUEL C. DOBBS

Ralph Bevin Smith Is Appointed Associate Editor, "Advertising & Selling"

Ralph Bevin Smith, Assistant Sunday editor and feature writer on the New York *Herald*, has been appointed associate editor of ADVERTISING & SELLING. Mr. Smith has an intimate acquaintance with the advertising field. He was graduated from the Columbia University School of Journalism, and has been engaged in practical advertising work in several capacities, notably as advertising manager for a large eastern chain of department stores. When the *Herald* was amalgamated with the New York *Sun*, Mr. Munsey assigned Mr. Smith to the feature staff of the *Evening Sun*, and it is from this newspaper that he comes to ADVERTISING & SELLING. In the war, as an aviator with the Royal Air Force, Mr. Smith was captured by the enemy and spent nine months in Germany. After his return he re-entered the journalistic field in New York City.

Goes to Cuba to Study Conditions for Hoyt's Service

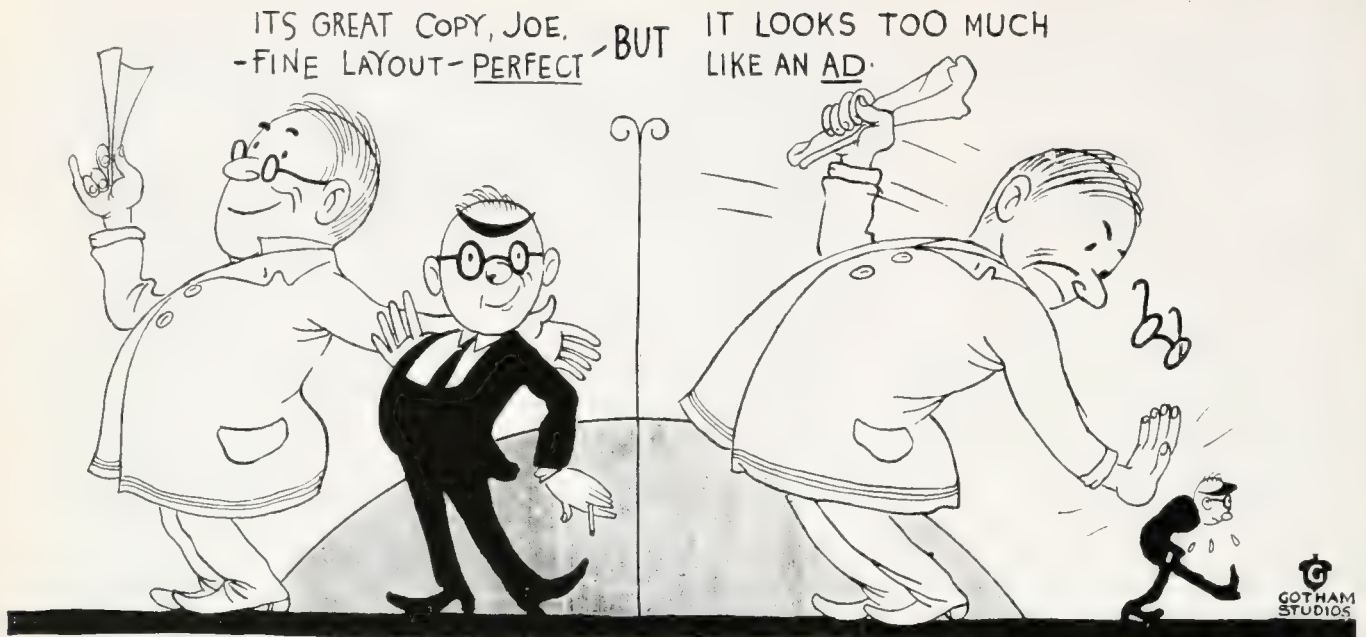
Harrison J. Cowan, manager of the Foreign Department of Hoyt's Service, Inc., New York advertising agency, left on March 5th for Cuba, where he will con-

duct a rather intensive investigation on market and advertising conditions on behalf of several of the clients of Hoyt's Service. While down there Mr. Cowan will review the agency connections of their clients and secure data on future sales possibilities.

Competition of German firms, while to date not of serious consequence in the United States, is already of considerable importance in Cuba. Sales of a number of lines of merchandise are already being made at starvation prices. As an instance, clinical thermometers are appearing in Cuba at 10 cents each, from Germany, as compared with about a dollar for a similar American made article. Advertising of "Genuine German Neo-salvarsan" is already running in the Cuban newspapers. It is the effect of this as well as the competition from other sources that will be studied by Mr. Cowan on this trip.

Willis-Overland Advertising Head Is Now Directing California Motor Ads

Joseph B. Sutphen, former advertising manager of the Willis-Overland Company, Toledo, O., is now advertising manager of the California Motor Car Corporation, Los Angeles.



When is an Advertisement not an Advertisement?

(IT HAPPENS IN THE BEST AGENCIES)

By H.T.F. HUSTED

A "CONFERENCE" was on. Among the dramatis personae were the man directing the account, two assistant "executives," the copy writer, the layout man, the art manager and his first lieutenant.

An important campaign was about to be "whipped into shape," to use the time-honored expression.

The layout man spread his initial efforts out on the table, and in a few well-chosen words explained the effects he was trying to achieve.

Silence for the space of a couple of minutes, while the account handler was appraising the layouts with non-committal eye. Silence during which you could have heard a Smith Bros. cough drop.

"These are good—very good," ventured the critic, at length, in that tone which precedes the use of a certain unpleasant preposition. "But

there's just one thing I'm afraid of—they're too 'advertisingy,' if you get what I mean. My understanding was that we were to adopt an editorial treatment. Frankly, those news-features in the Sunday Magazine sections of the newspapers have

got me stopped. . . . As an advertisement this is good—very good—but—be honest, now, Joe—if you were skimming the pages of the *Crimson Alibi*, and you came to this ad, would you take it for a Sunday-Magazine story? No—of course you wouldn't! For one thing, that slug is too big. It gives you dead away. Don't be in such a hurry to tell 'em who you are. Drag it out a little. Spill it gradually. When people see that slug, they'll say, "So they're advertising again, are they?" and turn the page. . . . The illustration, too. It could be a couple of sizes smaller and still be a first-rate attention getter. . . . And why not leave the border off altogether and set the copy flush with the margin? . . . By the way, let's have a look at the copy. . . ."

Once again—silence. The chief scrutinizes the copy, and the copy man scrutinizes his chief's face narrowly, hoping to detect therein the signs of the times. He might as well try to guess what the Sphinx is thinking about.

"Good—very good," vouchsafes

the chief at last; "as an advertisement, very good, indeed. . . . But—my understanding was that you were to handle this subject in a somewhat different vein from that which we have been using. . . . You were, in short, to get completely away from the brass-tacks stuff and write as you would as if you were the beauty editor on a big paper. Can you imagine a beauty editor employing this sharp, staccato style? Of course you can't. A beauty editor would never use that caption, for example. It's a fine advertising caption, I admit—but as the caption to a column of beauty hints, it misses fire. . . . I think we had better try this again, from a different angle. Plan the page to look like a news-feature article over in the middle of the magazine. Write the copy from the viewpoint of a beauty editor on a big daily. Forget that you're an advertising writer. Forget that this is an advertisement. Think of it as commercial news. You're the beauty editor. You've got a big message to get across to the women of America. Very well—go ahead

THE NEW YORK GLOBE

Offers the general advertiser the most favorable opportunity for making his appeal to a large body of responsive and prosperous readers at fair rates.

The Globe makes no boast of being the biggest or best, but in carrying a great volume of the best of local retail advertising proves that it produces results.

The Globe is rather particular regarding the advertising it admits to its columns, and its readers have confidence in the offerings that appear there.

THE NEW YORK GLOBE

JASON ROGERS, *Publisher*

*Member
A. B. C.*

*180,000
A Day*

on that basis—and let me see the result day after to-morrow. As the thing stands now, it looks too much like an advertisement!"

Too much like an advertisement!

After all, is it possible that there was something in what the chief said? A good reason for his preferring not to have an advertisement look like one?

Advertising is being indulged in to-day as never before. "The World's Greatest Newspaper" is frankly discouraging the use of full-page advertising.

It is obvious that the crowded condition of the magazines and newspapers tends to detract from the face value of an advertisement—unless the advertisement carries an unmistakable air of "stop, look and listen"—which it is up to the advertising man to put in it.

Gone is the time when the full page advertisement dominated the situation by sheer weight. Even the once-revered double-spread has lost its novelty. Color pages are so common that black and white pages have a pretty good chance, these days.

To make an ad stand out, then—that is the question. The next question is, *how* to make it stand out?

The effort to bring this about—to clothe the harmless necessary ad

of a six-cylinder concern saying to his chief designer, "I'm afraid of that model, Jim—it's a beauty, I know—but—well, it looks too much like an automobile!"

Imagine a man trying on some duds at Brooks Brothers, and say-



Dine! but they look too much like fruit

ing to the salesman, "I'm certainly tempted to take this one—it's just what I want—but—maybe I'd better not—I know my friends would take it for a suit of clothes!"

What is advertising, anyhow? Must it seek to camouflage itself—must it, to be successful, look like something else? We ask to know, as Hashimura puts it.

THE COPY MAN'S WORK IS CUT OUT AND CUT UP

And don't forget the copy man. He has his work cut out for him—and sometimes he has it cut up for him. He has to be a versatile guy to get away with his job. About 50 per cent. of the time he must forget that he's a writer of ads, and hypnotize himself into believing that he's Ring Lardner or Holworthy Hall or Walt Mason or Daisy Ashford!

He's got to know how to compose doggerel—write like a reporter on the *World*—or like the beauty editor. Taking off the style of a current best seller is an assignment he should be able to eat alive.

But let us look on the bright side. There are times when the copy man puts it over with a roar. He knows he has earned his *sal attica* when the chief looks at the product of his bean and says with an approving nod, "There now—whuddi tell you!—you can do it, if you want to—don't tell me you can't!—why, old man, that don't look any more like an ad than I do!"

C. A. Hoppock Manager of McCann Company's Markets and Media Staff

The H. K. McCann Company announces the appointment of C. A. Hoppock as manager of its research department, embracing market survey work and the study and analysis of advertising media and media conditions. Mr. Hoppock is a graduate of Lehigh University, Engineering Department, and for the past several years has been Commercial Engineer of the Chesapeake & Potomac Telephone Company, Baltimore, Md., where he has supervised the work of territorial development and rate studies.

Raymond B. Bowen Goes With "The Nation's Business"

Raymond B. Bowen, president of the Representative Club, and on the advertising staff of the *Outlook* for seven years, has resigned his position with that publication to become central advertising manager of *The Nation's Business*, Washington, D. C. As manager of the central territory, Mr. Bowen will make his headquarters in Cleveland, and within the next few days he will open an office there.

Coloney Becomes Advertising Director for Home Pattern Co.

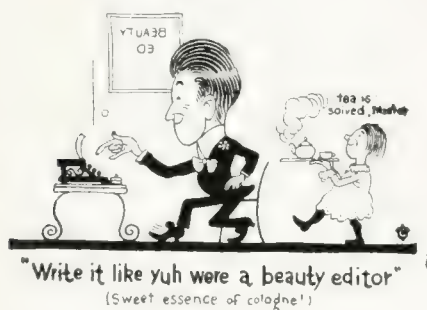
Leslie H. Coloney, who for the past three years has been general sales manager of the Home Pattern Co., New York, sole manufacturers of patterns for the *Ladies' Home Journal*, has been made advertising director of the company. The company's publications, illustrating and describing patterns, are: *Home Book of Fashions*, *Home Embroidery Book*, *Good Dressing*, *Exclusive Dress*, and *Home Dressmaking*.

Prize Awarded to the National Lamp Works of the General Electric Co. for Effective Direct by Mail Advertising



This is the solid silver loving cup awarded at the Convention of the Direct Mail Advertising Association held in Cleveland to the Publicity Department, National Lamp Works of General Electric Company, on behalf of the Addressograph Company of Chicago. The trophy represents the first prize offered for the most effective direct-by-mail advertising campaign of three or more pieces. Prof. George Burton Hotchkiss of the New York University was chairman of the judging committee.

The exhibit of the National Lamp Works consisted of several samples of their regular merchandising and campaign service designed to assist National Mazda distributors in developing their lamp and lighting business. It is a service that was begun in 1913 and has since become a most effective sales promotion activity.



with something which shall enable it to wave to the reader from its obscure lurking-place, is proving a sore temptation to cut loose from the conventional trappings which say to the public, as plain as can be, "This is an ad."

So, we have the ad that is garbed like a spring poem; the ad that talks like a beauty editor; the ad that starts out like a short story; the ad that poses as a special news article in the Sunday Magazine Supplement.

Where will this end? If the tendency continues, we may yet witness the phenomenon of an advertisement which "stands out" in the advertising pages, by virtue of its striking resemblance to a real, genuine, dyed-in-the-wool advertisement!

Can you imagine the proprietor

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



Jackson and Collier's

The Jackson Motors Corporation is using more space in Collier's than in any other general publication.

"Watch Collier's"

Cotton IS King But—

There Are So Many Other Crops To Be Grown
in the Southland That the Throne Trembles

By CHARLES A. WHITTLE

Editorial Manager Southern Soil Improvement Committee

ALTHOUGH the South always has been known in prose, song and verse as "the land of cotton," it is a vital fact that the glamour of the plantation long has blinded those foreign to the field to a real insight into the ramifications of the cotton industry. Cotton has been the bread and butter of the South for generations, but be that as it may, times have changed and the Southerner is glad to say now that he does not depend entirely upon any one commodity for his sustenance or prosperity.

Developments in the cotton fields have brought about a gradual and safe diversification of interests which not only promises great things for

future progress but actually proves by present day figures the existing difference in the power and desirability of a market composed of diversified interests.

The jumps are rapid. In 1919 as compared to 1918, the actual purchases in the South increased about 45 per cent. for the month of December alone. That 45 per cent. increase represents a jump of over a billion dollars, cold cash. Just for one month!

What has brought all this about? Why, the new South has been sold new crops.

Whereas the cotton farmer formerly raised about 20 to 30 acres of cotton "to the plow" he cannot

now see his way to grow more than 10 to 15 acres "to the plow." What is it that will pay him best on these acres which King Cotton has surrendered? "Now you are talking!" is the mental status of the cotton farmer when he kens that there is an answer to that question.

NEW FERTILIZERS, NEW CROPS

One of the big industries that runs in low or high gear according to whether the farmer prospers much or little, is the fertilizer industry. In the Cotton Belt the making, selling and using of fertilizers is big business and, of course, where the boll weevil strikes the fertilizer business feels it.

In the last two years the destructive insect has invaded fertilization; that is, the region where fertilizers are used most on cotton. If fertilizer sales are to keep up in the region then other crops must utilize the acres that cannot be used for cotton.

Perceiving this the Southern Soil Improvement Committee of the Southern Fertilizer Association inaugurated a campaign under the conducive title, "More Money Crops." One of the most effective pieces of copy used is that reproduced here. It took full-page space in leading agricultural papers in the Cotton Belt and was printed in two colors. The same copy was made up into two color posters for display in banks, stores and on billboards.

ADS THAT SOLD NEW CROPS

The argument of the advertisements leads up to the authentic, impressive figures of the United States Department of Agriculture. They are based on last year's reports and they deal with general averages. What farmer does not believe he can do better than the average?

The crop returns shown in the ads. are alluring. Peanuts, tobacco, sugar cane, sweet potatoes—any of them brought greater returns than cotton last year! Can the farmer escape conviction of the truth and be led thereby in his extremity in facing the fact that he cannot keep on growing cotton alone? He can. He has been.

Among the salesmen who are putting over these new crops are the agricultural colleges which are doing a vast deal. In fact, it is a big job, well engaged by many interests, with big results.

Mark this, the farm-buying power of the South is not waning because of the boll weevil. It is increasing, and will continue to increase.

FERTILIZER FACTS No. 62

More Money Crops

The Inevitable

The time has come when the South must grow more money crops or fail.

Though cotton will always remain the South's greatest money crop, the Boll Weevil makes it certain that cotton alone is no longer enough.

Promising Money Crops

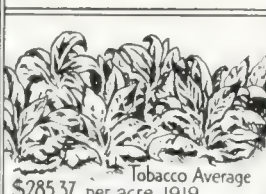
But there is no reason to be downhearted. There are other money crops that pay and pay well. The report of the U. S. Department of Agriculture proves it. This report for 1919 shows the average returns per acre for crops grown in the South. Here are some of them.

Cotton	Average \$ 70.87 per acre.
Peanuts	70.93 " "
Tobacco	285.37 " "
Sweet Potatoes	134.19 " "
Sugar Cane (Syrup)	203.00 " "


Why hesitate? Grow in for at least some of these crops. True, the South is diversifying, but not to the extent of specializing enough on other crops that have a high cash surrender value.

What has a greater chance to grow these crops

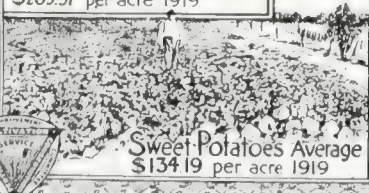
SOIL IMPROVEMENT COMMITTEE




Tobacco Average
\$285.37 per acre 1919



Peanuts Average
\$70.93 per acre 1919



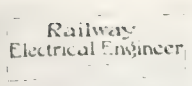
Sweet Potatoes Average
\$134.19 per acre 1919



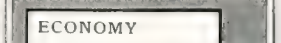
Sugar Cane (Syrup) Average
\$203.00 per acre 1919

One of the effective ads used to turn Southern farmers to new crops

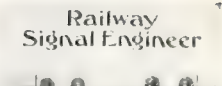

 Railway Age


 Railway
Electrical Engineer


 Railway
Mechanical Engineer


 ECONOMY


 Railway
Maintenance Engineer


 Railway
Signal Engineer

When *they* got there, the cupboard was bare

THAT is not quoted quite right and we know it, for we have taken a slight liberty with Old Mother Hubbard and brought her up to date, so to speak.

"What date?" Why, March 1, when the railways were returned to private control and when railway officials the country over found their roads—as far as the innumerable things needed for transportation are concerned—just about as bare as Old Mother Hubbard found her cupboard.

Every railway official recognizes the vast amount of material of all kinds needed to stock up the "cupboards" and every concern which makes the articles they need—need in such vast quantities—realizes that therein lies a sales opportunity which must not be neglected.

But how best improve this sales opportunity? Perhaps you are thinking that that is nearly as difficult as the problem which confronted Old Mother Hubbard, and certain it is that results are apt to be as bare as her cupboard if you don't approach the problem the right way.

"And what is the right way?" There are five right ways—all included in the *Railway Service Unit*: the RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER and RAILWAY MAINTENANCE ENGINEER—the big question being—which is the *best* for your use.

Five railway papers with a combined circulation of 40,000 copies are ready to serve you. Which one, or what combination, will serve you best? Put your problem up to us and we will tell you which paper to use and how best to use it.



SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING
NEW YORK, N.Y. U.S.A.

CHICAGO, ILL.

CINCINNATI, O.

CLEVELAND, O.

WASHINGTON, D. C.

34 Victoria St.
LONDON

Each member of The Railway Service Unit is a member of Audit Bureau of Circulations and Associated Business Papers

Meet the Ladies

Who is Who in the World of Successful Advertising Women

Nell Vinick

Some time ago, old Uncle Jessup hitched his chair nearer to the pot-stove in a little grocery store on the outskirts of Kansas City, Mo., and "cal'lated" as follows: "Well, I'd like to know what we're all a-comin' to—this here Nell Vinick's gone and got a job as a typewriter in that Parisian Cloak Company's place!"

Because the young lady named had, sure enough, plunged into the swirling business whirlpool as a stenographer, at \$6.00 a week. We reckon some other Uncle Jessup's

about to put a new dye soap on the market, with the result that she was appointed their New York representative.

One gets an idea of the chorus of gasps greeting this new turn from the fact that the courageous lady's friends supplied her with all kinds of letters and recommendations for use in case she went broke in the Big City.

But she didn't go broke. To-day—the Channell Chemical Company having been made distributors for the Aladdin Dye Soap—Miss Vin-

C. Claudia Moritz

To those who lean toward Southerners, particularly Northern-Southerners, we "take great pleasure, etc.," Miss C. Claudia Moritz, an Alabamian by birth and a New Yorker by trade.

Educated in the primary schools of the South, Miss Moritz rather delved into poetics and other forms of literature at the tender age of ten. Not caring to have her third daughter snatched away by a commercial world, Mother Moritz destroyed her daughter's first attempts at short



JANE CARROLL—Left
NELL VINICK—Right
C. CLAUDIA MORITZ—Below



have calculated some other things since! Nell Vinick's second job was with a building supply concern where she eventually got tired of pounding the keys and went to the Chief for a selling assignment.

The Chief gasped but perseverance won and after two years of selling building products, the Little Nell of this story got to be sales-manager. Not so bad for a girl in her twenties—but not good enough. The next piece of town gossip was that the sand saleswoman had become a partner in a concern marketing a glove and shoe cleaning commodity. In her traveling all over the country soundly launching the sales and distribution end of the business, Miss Vinick came under the notice of the Aladdin Products Company,

ick is the New York representative of the Aladdin Department of that concern, with twelve salesmen and seven demonstrators working the Metropolitan district from her Manhattan office.

This, in short, is the career of Nell Vinick in advertising and selling. It is one that we admire—for we don't gasp any more in New York.

stories, but the "pomes" still live.

No serious harm came from these early literary attacks, however, so C. Claudia Moritz eventually matriculated in Barnard, remaining for two years and then switching to the Pulitzer School of Journalism, another division of Columbia University, in the role of the first woman to enter, graduating with the class of '14.

Parental concern spoiled her chances of accepting an offer from a New York newspaper, so Miss Moritz proceeded to land a job with the *Montgomery Advertiser*, one of the best known newspapers in the South. Her idea of working on a newspaper was greeted with mirth at first, but the editor finally saw the light and, after doing a page a

Motion Picture Advertising That Will Sell Your Product or Service

100% buying power circulation reached, in the most interesting, attention-getting manner possible and under conditions that assure maximum sales

NATIONAL GRAPHIC PUBLICITY SERVICE

"Business Service Motion Pictures With Guaranteed Distribution"

is designed to serve industrial manufacturers and national advertisers and others who are alive to the utility of motion pictures for Sales, Merchandising, Advertising, Demonstration and Publicity purposes.

- skilful presentation of the manufacturer's sales and advertising message.
- technical interpretation of manufacturing processes and industrial operation.
- distribution plans and suggestions—when desired.

FREDERIC M. DOWD, Sales Manager
National Graphic Publicity Service

NATIONAL GRAPHIC SALES SYSTEM

Motion Picture Advertising—Backed By a Real Merchandising Plan

Here are two big questions for you to answer.

Do you want to intrench your business so thoroughly in the New England states that competition cannot affect it?

Do you want to increase the demand for your product to the limit of your production capacity?

The National Graphic Sales System will insure either or both of these important accomplishments.

We should be glad to tell you what this plan is; why it is so effective and how little it costs.

THEODORE S. HOWARD, Sales Manager
National Graphic Sales System

National Graphic Sales Corporation

GERALD B. WADSWORTH, President

50 East 42nd Street

::

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New York City

week for a time, the B. Litt. turned to advertising writing for the stores and shops about town.

Nothing less than the metropolis of the world, however, could hold Miss Moritz, so she packed up and returned to New York. Starting by doing syndicate ad writing, the next shift was to agency work, then to an advertising managership, and finally back to the agency field.

Miss Moritz has been so hypnotized by the work that her chief ambition is to stick to it until she reaches the top of the profession—or goes over the top if possible.

And why not?

Jane Carroll

When we speak of women in business it is common to think of newspaper writers, illustrators, department store and women's shop advertisers and such. This is instinctive.

Yet here is a Goode Ladye SELLING RAZORS for men in foreign lands to shave with!

Perhaps Jane Carroll, general manager of the American Safety Razor Export Corporation, has a particular aversion to beards, whiskers, moustaches, et al. Many women have. And maybe this idea of hers is simply a bit of strategy aimed at getting rid of as many beards as possible before—

But be that as it may, Miss Carroll undoubtedly got the idea in the little town of Ithaca where she went through Cornell University—that being a co-ed institution. Miss Carroll began business life by selling advertising for a trade journal. That had its limits, so the ambitious Cornell person organized an advertising agency of her own, based on the idea of capturing trade by advertising and selling to the whole blamed world.

In this connection she became the object of attention of the American Express Company and she finally went with that company as promotion manager of the export department. Her ability and personality won for her national and international respect and it is interesting to note that she was the first woman to sit at the speakers' table at the annual foreign trade convention.

Miss Carroll CLAIMS to love hard work and although that sounds a bit strange to us, her accomplishments and her capacity for the stuff certainly bear out the assertion. It was nothing but hard and intelligent effort that put her at the head of these horrible beard destroying forces banded under the firm name of the American Safety Razor Export Corporation!

Tobacco Products Advertising Manager Changes to American Safety Razor Corporation—Cushman Will Now Direct Cigarette Advertising

C. S. Jackson, advertising manager of the Tobacco Products Corporation, has resigned his position, and is now director of advertising for the American Safety Razor Corporation, manufacturers of Ever-ready, Gem and Star razors. Formerly, Mr. Jackson, for three years, was advertising manager of the Wisconsin Condensed Milk Co., and two years art manager of the Atlantic Lithographic Co. He also had served with various agencies before undertaking last July the organization of an advertising department for the Tobacco Products Corporation.

J. C. Cushman, who was Mr. Jackson's assistant, has been appointed advertising manager. In conjunction with the Federal Advertising Agency, he will direct the publicity of the Philip Morris, Duke of York, Melachrino, Schinasi Bros., Afternoon, Milo, Rameses, Royal Nestor, Egyptian Prettiest, Serene, Army and Navy and English Oval cigarettes, as well as of many other brands of tobacco products. Beginning this week, Mr. Cushman commenced an intensive dealer campaign in New York on Melachrino cigarettes.

L. A. De Vore, Advertising Manager of Conklin Pen Mfg. Co.

L. A. De Vore, who has succeeded William N. Bayless in the direction of Conklin Pen advertising, has been associated with large national advertisers for ten years. Prior to joining the Conklin Pen Mfg. Co., at Toledo, Ohio, he was with the Goodyear Tire & Rubber Co., Export Advertising department, specializing upon the Australasian and Pacific markets. Mr. De Vore has spent the last six years in the export field, and has made a number of trips to foreign countries in analysing merchandising and advertising.

Department Store Advertising Manager Changes to Ford Agency in Atlanta

C. I. Harris, advertising manager for the J. M. High Company, of Atlanta, one of the big department stores of that city, has resigned his position to become affiliated with the plan and copy department of the George W. Ford Advertising Agency, Atlanta. Robert Reinhart, of New York City, succeeds Mr. Harris with the J. M. High Company, as advertising manager.

Reuben H. Donnelley Elected to Take the Place of E. T. Meredith as President of the A. A. C. W.

Reuben H. Donnelley, vice-president of the Associated Advertising Clubs of the World, has been unanimously elected president by the executive committee of the organization to fill the office left vacant by the resignation of Edwin T. Meredith four weeks ago.

Although not in the best of health, Mr. Donnelley, at the insistence of the committee, has consented to accept the office and the attached responsibilities until the Indianapolis Convention in June. Mr. Donnelley, who is widely known as the president of R. R. Donnelley & Sons, Chicago, as vice-president, District No. 2, has looked after the advertising interests of the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, West Virginia and Kentucky.

Two Christian Science Editors Quit Posts; Boston Publishing Society and Church Directors in Controversy

William P. McKenzie, editor, Mrs. Ella W. Hoag, associate editor, and Elisha B. Seely, editorial secretary of the *Journal* and *Sentinel*, weekly and monthly publications of the Christian Science Church, have resigned their positions, on account of a controversy between the trustees of the publishing society and the directors of the mother church over the publication of certain matter considered by the editorial staff "unsuitable for purely religious publications." Trustees of the publishing society, who have brought suit against the directors of the church, hold that in resigning the editors have aligned themselves with the directors in the dispute.

Keller Co. and Lesan Agency Merge

Ralph E. Keller, who has been operating an advertising agency in Chicago, as the R. E. Keller Co., has merged his business with that of the H. E. Lesan Advertising Agency. Keller becomes vice-president of the company, and will make his headquarters in New York, the joint accounts being handled through the Lesan offices in New York and Chicago.

Cooper Sales Manager of Keystone Trucks

M. S. Cooper, associated for several years with the Willys-Overland Co., has become sales manager of the Keystone Motor Truck Corporation, Philadelphia. This organization is planning the production of a new truck to be known as the Keystone truck.

Nash Motors Advertising Man with General Ordnance

H. T. Mitchell, at one time in the advertising department of the Nash Motors Co., Kenosha, Wis., has joined the General Ordnance Co., New York, to serve in an advertising and promotional capacity in the development of this company's farm tractor business.

John Budd Company Open Atlanta Office

The John Budd Company, special representatives, have opened an office in Atlanta, Ga., with Meredith P. Martin in charge.

In the Week's Mail

CHAMBER OF COMMERCE, POUGHKEEPSIE, N. Y.

Editor ADVERTISING & SELLING:

I have just recently learned that Maurice F. Duhamel, formerly of the *Evening Star* of Poughkeepsie, has become managing editor of your magazine. Because Mr. Duhamel was such a valuable factor in the Poughkeepsie Chamber of Commerce, when he was in our city, I am taking the liberty of writing you this letter, for I believe that you are extremely fortunate in securing a young man of his type.

In a Chamber of Commerce there are always certain men who stand apart from the others as community leaders and as citizens who desire to promote the welfare of the city in which they are situated. Mr. Duhamel during his many years in Poughkeepsie was one of these. He served with conspicuous ability on perhaps fifty different committees. In each instance he served his city in a manner which elicited for him praise and commendation, and one of the very serious losses which this organization sustained was when he left this city and took a position out of our community.

In a personal way Mr. Duhamel has considerable talent. He is an exceptional writer—an exceptional advertising man—and I hope that this letter from his own community and from the business organization with which he was at one time connected will prompt you to give him every consideration and allow him to carry out his ideas, for they will all redound to your benefit. Advertising men are known throughout the nation for their spirit of fairness, and I would say that on your paper a great future awaits him if given the opportunity.

Trusting that you will pardon this personal communication, I am,

Very sincerely yours,
Alfred Jenkins,
Secretary.

The Booklet Cover as a Selling Force

Your Paper Salesman's Overcoat Merits Attention and Taste

By LEROY FAIRMAN

WHEN we have a message for the trade or the consumer which is too long for a letter and "can't wait" for the next annual catalog, we hustle around and "get out a booklet."

Generally speaking, we might have foreseen the contingency, and had plenty of time to make a booklet to be proud of. But we never do. We love to grapple with a contingency when it ripens and falls off the tree; this gives us an opportunity to show how resourceful and masterful we are. Any dub can handle a contingency if he prepares for it six months in advance. That, we are proud to state, is not our way. We are hustlers, and glory in it.

So our booklet is in a devil of a hurry. We write it the day we have promised copy to the printer. We put a type title on its cover, poorly set and badly placed—there is no time to waste on trifles. Maybe, if we can squeeze in an extra day, we have a lightning fast artist make a cover design whose predominating feature is a spirited sketch or stock halftone of a section of our celebrated 9-ply woven wire mattress.

While the printer is jamming the booklet through his shop we "get out a letter" to accompany it. The letter covers two pages, single space, and consists of a complete summary of the contents of the booklet.

Our booklet and our letter go out, "in less than a week," and we boast of this disgraceful fact with smug complacency.

Nobody reads the letter.

Nobody reads the booklet.

And we explained to the disgruntled boss that it's very evident that "booklets are no good for our proposition."

If you think this is a fanciful sketch of an improbable situation, please dig into the lower right-hand drawer of your desk and see if you don't fish out a booklet or two of your own that was produced, or looks as if it were produced, precisely in the manner I have described.

Sometimes, of course, the most far seeing and prudent man finds it necessary to get out a piece of advertising material in a hurry; but unless the message it bears is so im-

portant as to border on the revolutionary, the booklet which does not form a part of a carefully considered campaign and is followed up solely by a thick murky, silence, never produces satisfactory results.

SELL THE BOOKLET

If a booklet is sent out as the first piece of a direct by mail campaign, the letter which accompanies it should state why it will interest the recipient and why it will pay him to read it. Succeeding letters should refer back to the booklet and urge its careful reading. An offer should be made to send another, in case the first one has been mislaid. If no response is received, it is often wise to send another anyway, and politely but pointedly insist that it be read. At whatever stage of the campaign it is thought wise to introduce the booklet, similar means should be taken, in greater or less degree to make sure that it is read. In this way a booklet can be made to produce results—if it is good enough.

It is not the present purpose to discuss *in extenso* every step in the making of a booklet which is good enough to spend money on; but the manner in which the outer physical appearance of the booklet may be utilized as a sales force.

The cover of the booklet is the

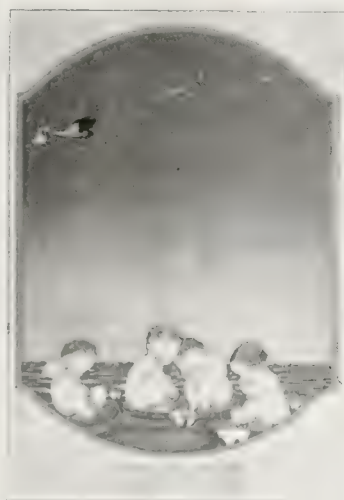
first thing the recipient sees—often it is all he ever sees.

The booklet comes to a busy man's desk with a bunch of other mail. Some of this mail may contain orders or remittances—that hope springs eternal in the breast of every business man. The envelope containing the booklet is non-committal; it gives no hint of its contents. When it is opened, the booklet and the letter which accompanies it are disclosed. Unless this is the last piece of mail to be opened, neither the letter nor the booklet can hope to be read at that moment. If the letter is long, and commences with "We enclose herewith," the chances are it will go into the waste basket then and there. If the cover of the booklet is commonplace, uninteresting or poorly executed, the booklet follows the letter into the same yawning tomb of 75 per cent. of all advertising matter. Good night!

Observe, if you please, that the fate of the booklet rests squarely upon the shoulders of the cover. If it goes to join the fated 75 per cent. in an immediate sepulcher, the cover is responsible; if it is held for future consideration, the cover is responsible. Therefore—the usefulness or waste of 75 per cent. of your booklet expense, depends, right at the kick-off, upon the cover.

CONSIDER THE READER'S JOB

And the cover must do more—a whole lot more—than hold your booklet for further attention. No busy business man reads all the things he intends to read. He can't even find time to read the things he wants to read—tells himself he must read. If he reads half the books and magazines he fully intends to read



Front and back covers of a booklet used by John Chatillon & Sons. The colors are soft shades of blue buff, green and black. It is a book in which to record the baby's weight and other data.



Front and back covers of the Chicago Paper Co's booklet, in dark purple background, with a white roll of paper on which the figures stand out prominently

he does well. If he reads a quarter of the advertising matter he preserves for that purpose he does more than I believe he does.

The booklet, therefore, must compete with all the advertising matter its recipient intends to read, and with all the books, newspapers, magazines, trade papers and so on, which he feels he must read. Some job! What chance has the booklet with a cover which manifests not an iota of originality, attractiveness or selling force?

The ideal cover for a booklet is the one which makes the man who gets it slip that booklet into his pocket for fear it will get away from him. The booklet which goes into a man's pocket gets read, if it is readable.

Next best is the booklet cover which finds its way into the pigeon-hole or drawer set apart for things which are to receive attention at the earliest opportunity; next comes the one which is filed for future consideration; and close on its heels comes the cover which is too good to throw away—which lies on the desk or table and cries "pick me up" to everybody who sees it. The piece of advertising matter which stands out like a fire on a hill, wherever it may be, is pretty sure to be read—if it is readable—by a satisfactory percentage of the men for whom it is intended.

These are pretty stiff requirements—they constitute what is often described as a "large order." But we have no alternative; we can't afford booklets unless they sell goods; the booklets can't sell goods unless they are read; they won't be read if the cover doesn't insist on it. It is

strictly up to the cover, and the cover is strictly up to us.

As the thing most attractive to the human eye is color, the booklet cover should by all means have it. It should have plenty of it. It should be vivid but not violent; the colors used should force themselves upon the eye without offending the artistic sensibilities.

As the cover must hold the interest after it has secured the attention, it must tell a story, teach a lesson, or suggest a thought.

As the booklet must sell goods, the story, lesson or thought portrayed or suggested by the cover must be relative to the goods, their use, or their desirability. In other words it must embody a sales idea.

CONSIDER THE SUBJECT

One thing more: the booklet cover—in fact the entire booklet—must be pertinent to its subject and purpose. This includes size, stock, typography, arrangement, designing, colors and execution. A good booklet for garden hose is not a good booklet for ladies' hosiery. Yet how often the hosiery man—probably intended by Nature for the rubber business—falls in love with the garden hose booklet and passes it along to the advertising department with instructions to "get us up something like this!"

In so far as color and composition are concerned, what has been said concerning posters and other color work in previous articles of this series applies equally to the booklet cover. But there is one vitally important difference between the poster, car card or store hanger and the

booklet cover. The former convey the advertising message, or as much of it as can be conveyed through that medium; the latter seeks to compel the reading of a message which lies behind it. The task of the cover is heavier than that of the poster. The poster tells its story at a glance and has done its work; the cover asks the beholder to devote valuable time and voluntary effort to the reading of a presumably long story whose character it can only suggest. Hence the difficulty of producing a really efficient and satisfactory booklet cover; it is a job not lightly to be undertaken, even by the experienced advertising man.

COVERS FOR THE CUSTOMERS

In fact, the more experience a man has had, the more thoughtful and earnest deliberation he gives to the covers of his booklets, his catalogs, his house organs, his folders, and other direct mail advertising—for all of these present the same problem.

He realizes that the initial impression they create must help, if possible, to answer the eternal question, "What is there in it for *me*?" And the "me" in the case is not the advertiser, but the prospective customer.

The natural tendency of the advertiser is to play up his goods as strongly as possible. They are the darling of his heart, the apple of his eye, the bright and shining light by which he reads his title clear to fame and fortune. Hence he is likely to forget that the prospective buyer doesn't care two hoots about them; doesn't want to be bothered with them; has absolutely no interest in a picture of them—*unless* that picture in some way suggests an answer to that eternal question, "What is there in it for *me*?" That, after everything else has been duly considered, is the crucial test of your cover designs.

This series of articles—of which this is the last—would not be as complete or as useful as it should if something were not said with relation to the ordering, selection and purchase of commercial art. And in order that what I shall say may not be considered as mere theorizing, it is proper that I explain my title to speak authoritatively by stating that very few men have come into direct business contact with so many commercial artists as I have; that hundreds of thousands of dollars worth of illustrative material of every description have been produced under my supervision, and that for twenty years I have bought, sold and handled commercial art for America's

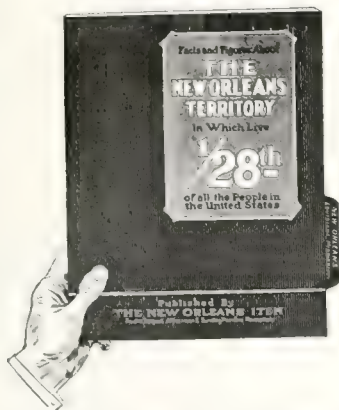
"In value of Exports, New Orleans has advanced to the position of the second largest port in the United States, exceeded only by New York"

In a recent "Advice to Sellers Bulletin" Babson's statistical organization tells of plans for the establishment of a helium gas refinery at New Orleans, and adds: "The establishment of this very modern industry, with its great possibilities, is typical of the progressive attitude of New Orleans. *It is a city that should be given close attention in your selling plans.* In value of exports, New Orleans has advanced to the position of second largest port in the United States, exceeded only by New York."

THE NEW ORLEANS ITEM

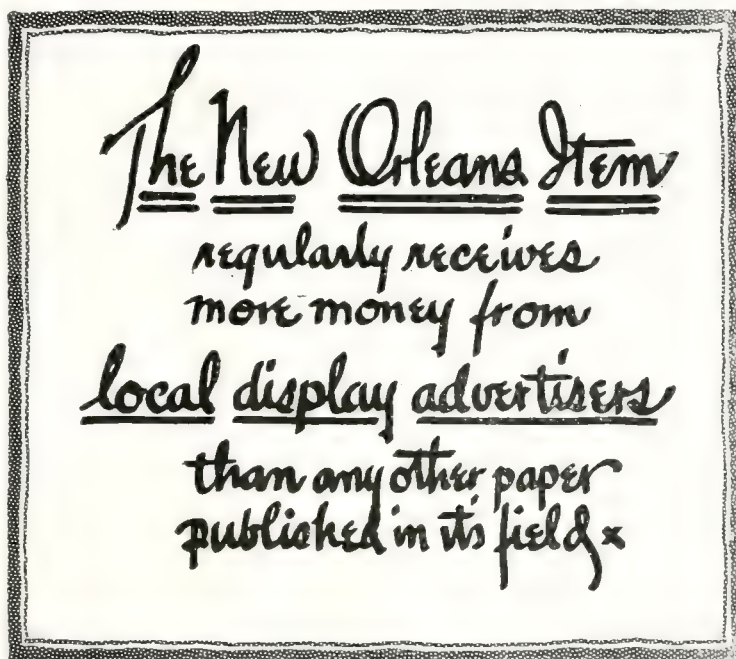
"The South's Biggest and Best Afternoon and Sunday Newspaper"

Is ever keeping pace with this remarkable city development (some knowing ones say, a standard bearer, well in the front)



The Book of Facts is a comprehensive report of a careful survey of New Orleans and adjacent territory made under expert and independent direction—and giving particular attention to every phase of commercial development.

It tells of the wonderful trade possibilities of this remarkable and thoroughly awakened and alive city and territory, and of the part THE ITEM, "the South's Best and Biggest Afternoon and Sunday Newspaper," is taking therein.



ONE department of THE NEW ORLEANS ITEM that is rapidly gaining the recognition of America's largest manufacturers who are entering this market with their products is THE ITEM'S TRADE EXTENSION BUREAU.

Advertisers all over the United States are taking advantage of the efficient and thorough cooperation offered by THE ITEM.

Composed of real live, energetic and aggressive men who are young enough in years to grasp the new and modern methods of merchandising, yet old enough to have obtained the confidence and good will of the commercial institutions who "do things," THE TRADE EXTENSION BUREAU of THE ITEM has gained the friendship of the New Orleans jobber and retailer through its never-ending cooperation long before and throughout advertising campaigns.

Authentic information concerning the New Orleans territory is being supplied to manufacturers daily—itemized detailed data covering trade conditions—what competitors are doing, and how you can successfully enter the market.

And to reach the retail merchant—the hardest man in the business world to reach—the man upon whom the success of an advertising campaign depends, THE ITEM publishes its retail newspaper, "MERCHANDISING AND ADVERTISING."

This newspaper for merchants not only reaches them but has become their trusted friend and counsellor.

Its influence, exerted in behalf of worthy products, adequately advertised in THE ITEM, is an important factor in the success of many campaigns in the territory.

Ask about the national advertisers for whom have been secured brokers, jobbers and dealers and who have successfully marketed their products with the aid of THE ITEM'S TRADE EXTENSION BUREAU.

THE ITEM PUBLISHING COMPANY, Ltd.

NEW ORLEANS, LA.

JAMES M. THOMSON, Publisher

ARTHUR G. NEWMYER, Associate Publisher

THE JOHN BUDD COMPANY

National Advertising Representatives

New York

Chicago

St. Louis

Atlanta

San Francisco

Los Angeles and Seattle

largest and most critical users of that commodity.

Firstly, do not buy an illustration from the portfolio of an artist who calls to show samples of his work, merely because it pleases your fancy and can, by the exercise of a little ingenuity, be adapted or twisted into applicability to your product or your merchandising problems. Ninety-nine times out of a hundred it will not fit your needs any better than the hat which pleases your eye will fit your head, and a hundred to one shot is too long a gamble—it seldom “comes through,” as many of us have sufficiently observed. You will

be lucky if the design which is carefully and prayerfully made according to precise specifications actually fits your needs—don't take any chances with haphazard long shots.

Secondly, do not order, buy or approve a design merely because it pleases you, and do not turn one down because it doesn't please you. Most art that doesn't sell goods fails because it was bought to please somebody's individual taste. The design that pleases you will please everybody who thinks just as you do—probably a distinguished, discriminating, cultured, lonesome, negligible minority. You are not in

business to sell goods to yourself. Though you won't admit it, it is just possible that down deep in your heart you know that you wouldn't choose your own goods for your own use if it weren't for the looks of the thing. Your advertising should be directed straight at the heads and the tastes of the class who like your goods, or would like them if they tried them. Somebody knows by experience just what kind of advertising, just what kind of illustrations, will most surely and strongly appeal to that class. Find him; consult him; abide by his judgment.

BUYING ART WORK

Thirdly, do not buy art of anybody who prepares drawings or sketches on approval. If you do, you invariably pay too much. You may think you don't, but you do—you pay too much for what you actually *get* in the end. For those “approval” sketches have to be paid for by somebody—they represent time and labor which *must* be covered by a money equivalent. If you turn them down, the artist's other customers have to pay for them. If you order finished drawings, you not only pay for the preliminary sketches yourself, but you also help to pay for sketches which have been turned down by other people to whom the artist has submitted stuff on approval. However the transaction turns out, you lose.

There is another good reason why you should never ask an artist to submit sketches on approval. You pay, or should pay, for something more than the drawings you use. You pay for the artist's judgment—for the benefits of what may be a long and mighty valuable experience.

If the artist is to be paid a just and reasonable price for his work, approved or not, he will give you his frank opinion, his honest criticism, his best judgment. If he is not to be paid for his work, not to receive a definite order, unless he pleases your individual taste, his task is merely to find, by adroit questionings and close observation, just what will surely suit you and get an order out of you. An easy task for the artist, if he knows his business, but tough on you! You get art—or what you are pleased to call art—instead of the intelligent and profitable service you need and pay for. The artist has bent his thought and his energies to the problem of selling his work to you, and completely forgotten the problem of selling your goods to the public. How can advertising thus conceived and executed be successful and profitable?

Trade Conditions Changing

The time is rapidly approaching when the supply of goods in many lines will exceed the demand. Competition will be keen again and manufacturers will have to do more than quote prices.

Our Premium Service Fits the Situation

No stock to carry. No detail. No investment for premiums. You pay *after* the sale has been made.

Customers receive a direct monetary return for money so expended.

It Is “Good-Will Advertising”

It insures continuous buying on the part of the consumer. Quality and price being equal, he will insist on such brands.

Among the nationally-known concerns whom we serve and to whom we refer are: The Nestle's Food Company, Lever Brothers Company, The J. B. Williams Company, Foulds Milling Company, Federal Snap Fastener Corporation.

If you have a trade-marked product, write us and we will tell you how our Premium Service may be used by you.

The Premium Service Company

50 and 52 Franklin Street

New York, N. Y.

Esten W. Porter, President and General Manager

F. W. Hutchinson, Sales Manager

Telephones: Franklin 1130-1131

Getting a Connection with Prospects

(Continued from page 6)

the advantages of electric cooking. Armed with this data, Jenkins classified his customers and had his men hand electric range literature to their prospects.

The first two weeks of the campaign went so well that Jenkins was wiring for more ranges by the end of that time. His men were making sales, the ranges were going on the lines, the engineering and accounting departments were giving splendid co-operation as a result of his careful planning, and the company's load curve was taking an upward trend.

A third broadside, showing all of the remaining ads of the series, advertised the new Hughes Range Sales Service Manual, a book gotten out to help central stations merchandise ranges in a consistent, thorough-going manner.

A word about this book may not be amiss. Its purpose was to place before the central station manager all of the advertising and co-operative material put out by the Edison Electric Appliance Co., Inc., and to furnish comprehensive plans for the merchandising of Hughes Ranges along lines found most productive.

In its forty-eight pages will be found all of the Hughes co-operative material, proofs of newspaper ads, details regarding demonstrations, sales methods, advertising, service and repairs. In short, it constitutes a treatise on range selling that will prove a boon to the busy central station executive. This book is in line with the Hughes idea of giving the central station every possible help in selling its product.

The Edison Electric Appliance Co., Inc., sells a far larger number of Electric Ranges than any other company in America and its product is known from one end of the country to the other. As an indication of the effectiveness of its 1919 advertising it is interesting to learn that the sales of Hughes Ranges for the current year thus far are the greatest in the company's history.

The Hughes Division advertising is handled by L. H. Mertz Advertising Agency, of Chicago, which handles all of the advertising of the Edison Electric Appliance Co., Inc.

Goodrich Finds "A. & S." a Help

THE B. F. GOODRICH RUBBER COMPANY
AKRON, OHIO

EDITOR ADVERTISING & SELLING:

Any man who is doing the good work that you are doing on your journal is entitled to a friendly word. I congratulate you upon the excellent magazine you are issuing. The contents are helpful, the physical appearance of the magazine pleasing and up-to-date.

Yours sincerely,
E. D. GIBBS,
Advertising Director.

Des Moines Ad Club Raises Money with a Show to Send Members to June Convention

The Des Moines Advertising Club held its annual show and frolic at the Orpheum Theatre in that city recently. Members of the club produced a short minstrel show as part of the entertainment. The net proceeds which were approximately \$1,500 will be used to send delegates to the national convention in June.

A unique advertising feature of the show was the distribution of merchandise as prizes to those holding the lucky numbers. Des Moines merchants donated the various articles and paid for the privilege of having them given as prizes. This feature alone netted several hundred dollars.

Butler Brothers' New Sales Manager Is Devine

W. L. Fish, sales manager of Butler Brothers, has retired from business, and F. L. Devine has succeeded him.

The Advertising Department Gets Many Good Ideas from "A & S"

THE ADA EVENING NEWS
ADA, OKLA.

EDITOR ADVERTISING & SELLING CO.,

We are pleased to enclose herewith our check for \$3 in payment of another year's subscription to your publication. Our advertising department gets many good ideas from this work.

Very truly yours,

THE ADA NEWS,

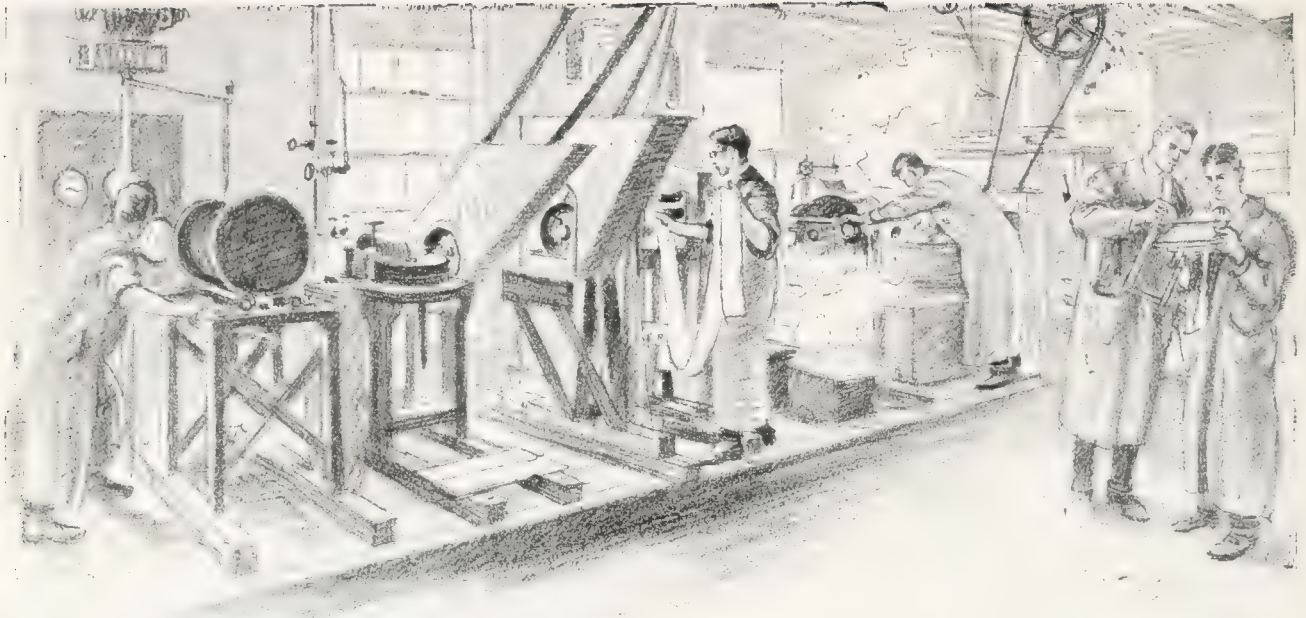
By W. D. Little, Bus. Mgr.



Just off the Press
Send for free Copy.

RESULTS COUNT! The American Exporter has *proved* to 1400 progressive firms that advertising placed in its columns brings *direct* returns. Read what leading manufacturers who have advertised consistently for from 5 to 42 years say of our service. Benefit by their experiences. A request will bring this interesting collection to you. Sign your name across this advertisement. Send it along to us and the book will be in your hands by return mail.

AMERICAN EXPORTER, 17 Battery Place, N. Y.



List of Bond Papers

Coupon
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
AIRPOST
CHEVRON
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Option
Freedom

Bond d'Aigl-
Shado-craft Paper

A Scientific Basis for Quality Papers

AT Holyoke, Massachusetts, the world's paper city, has been established the greatest laboratory in the world for exploring the unknown in the chemistry of paper. Standardized paper quality! Reduced costs! Better paper and better values! These are its aims.

Just as electric illumination, photography, steel, artificial leather, cotton-seed oil, and coal-tar dyes have been studied scientifically, so is paper now being made the subject of scientific investigation.

Science solves difficult problem

Take the case of securing unvarying raw material. "It can't be done," said the practical paper maker when the American Writing Paper Company's laboratory started on this problem a few years ago. Wood-pulp, cotton, rags, jute, esparto grass—these are the principal raw materials of the paper industry. No two trees are alike; therefore no two purchases of

wood-pulp can be alike. No two carloads of rags can possibly be alike. It seemed as if any attempt to standardize the making of paper was thwarted at the very outset.

Yet this problem has been solved—solved by setting up standards for the purchase, not of wood-pulp and rags, but of *cellulose*, which is the part of the wood-pulp and rags that the paper is made from.

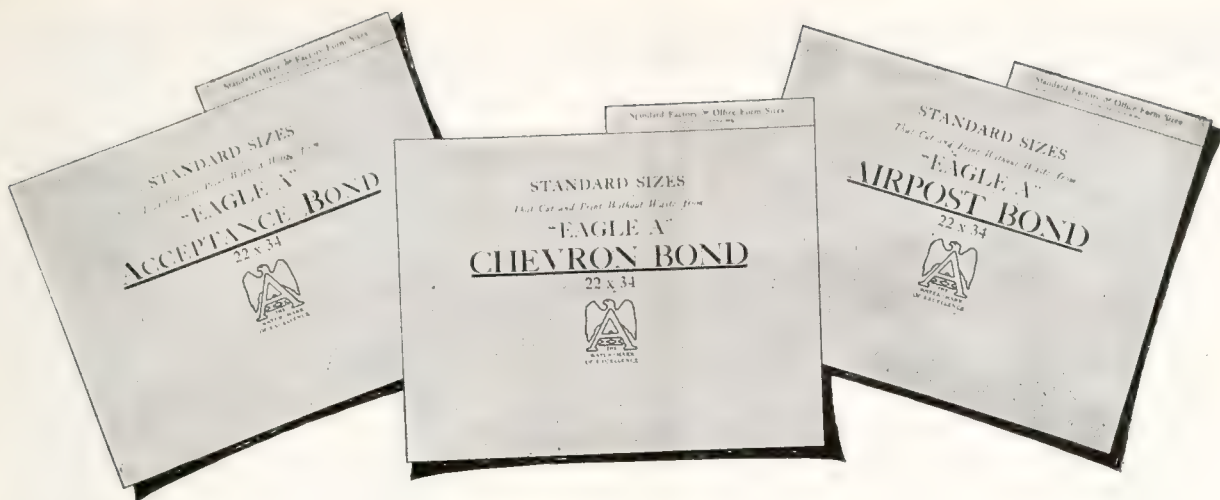
The basis of fair dealing

As long as the manufacturer himself is in doubt about his paper, *he cannot assure you of a fair deal*. He does not know accurately what he is selling. You do not know what you are *buying*.

But once the properties, the qualities, the characteristics of paper are scientifically determined, once standards are established, you *know* what you are buying. You have a definite basis for judgment.

AMERICAN WRITING PAPER COMPANY
Holyoke, Massachusetts

AMERICAN WRITING



These standard sample folders eliminate wastage in buying printing

Ask your printer for these three folders of standard waste-saving sizes—free

THESE papers are supplied to the printer in sheets of only two sizes—folio, 17" x 22", and double-folio, 22" x 34".

To make your stationery, office and factory forms, he cuts these sheets into smaller pieces. If your forms are of such size and shape that there is waste in cutting, you pay for that waste.

There are 17 shapes and sizes, however, into which the sheets may be cut *without wastage*. No matter what the present dimensions of your forms, there are wasteless sizes which are *practically the same* as you now use.

By changing to these standard sizes and forms you can easily avoid a substantial money loss.

Ask your printer for these three folders—supplied without charge by him

The three folders shown above will be supplied to you free of charge. These folders contain specimens of Acceptance Bond, Chevron Bond, and

Airpost Bond, in the various sizes into which the original sheets may be cut without waste.

Acceptance Bond, Chevron Bond, and Airpost Bond, are products of our scientific methods of manufacture—quality papers made in volume and sold at "volume" prices by the world's largest maker of business papers. Quality and uniformity are guaranteed.

Use these samples to standardize your stationery and forms, and save money. The papers lie flat on the press, and are admirably adapted to offset as well as letterpress printing.

Acceptance Bond

Substance Nos.—13, 16, 20, 24.
Sizes—17" x 22", 22" x 34"

Chevron Bond

Substance Nos.—13, 16, 20, 24.
Sizes — 17" x 22", 22" x 34"

Airpost Bond

Substance Nos.—13, 16, 20, 24.
Sizes — 17" x 22", 22" x 34"



Special Uses of these Eagle A Bond Papers

- Letterheads
- Order Blanks
- Factory Forms
- Bookkeeping Forms
- Bills of Lading
- Statement Heads
- Application Blanks
- Memoranda
- Stock Records
- Petty Cash Forms
- Stationery Requests
- Expense Blanks
- Estimate Slips
- Time-keeping Blanks
- Special Notices
- Information Blanks
- Circulars
- Folders
- Shipping Tickets

PAPER COMPANY

Basing your paper selection on KNOWN FACTS

Paper Knowledge Means Greater Sales Power

Paper is a vital factor in putting your sales story across—perfect reproduction—creating the proper mental attitude and approaching your prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications

If you will send us samples of your direct advertising—catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts—no obligation, no expense but very profitable.

Research Laboratories

SEAMAN PAPER COMPANY

1162-208 South La Salle Street
CHICAGO, ILLINOIS



The Tale of Three Cities

New Orleans, Fort Worth and Louisville, Typical Southern Communities, Present Remarkable Sales Opportunities

By MYRTLE PEARSON

THE South presents a tremendous market. Its natural resources, growing industries and progressing people combine to form an inestimable field for the goods manufactured and marketed by national advertisers. The South, as a unit, is too big a subject for me to attempt—to do it justice one must have more time and space than is my allotment, and to try to scurry through with a handful of general facts would be unjust to both the market and those who aim to utilize it.

So for the sake of brevity and directness I have taken three southern cities not claiming them to be the least or the most desirable from any standpoint but because I happen to be familiar with their characteristics and possibilities.

New Orleans, Louisville and Fort Worth are the "leads" in this Tale of Three Cities.

First we shall consider New Orleans, geographical center of the Western World and gateway to the Mississippi Valley—an area quite able to feed the entire world. It is interesting to note that nearly half of New Orleans' population is native white and only 8.2 per cent. foreign born whites; among the lowest proportions of foreign born residents of all the major American cities.

The wealth of the city is based on the agricultural, mineral and industrial activities of the surrounding community and the bee-hive port of New Orleans. The docking facilities are owned by the city and cost about \$700,000 in salaries in 1918.

This will jump to about a million in 1920. The port facilities are really unequalled in America—the State Dock Board controls forty-one miles of river frontage, eight miles being highly improved and capable of accommodating eighty 500-foot ships at a time. Supporting this is rail trackage able to take care of 13,000 cars. More than 3,500 longshoremen are KEPT BUSY handling the goods received at the port. In addition there are six shipyards permanently installed and employing some 4,000 well-paid workmen. In this same line there are five dry docks: three private; one Navy and one Shipping Board. Iron working plants handling ship repairs of all sorts are nearby, and the business

of repairing ocean vessels makes up quite an important item in the city's income.

In other manufacturing fields New Orleans has something to say for itself, too. Over \$140,000,000 worth of goods are turned out there each year. New Orleans, the South's largest city and largest manufacturing city, has the world's largest mahogany manufacturing plant; is the South's largest market for coffee, sugar, rice, cotton, molasses, bananas and burlap; has the second largest sugar refinery in the world; the only municipally-owned and operated belt railroad; the largest, best equipped cotton warehouse in the world, state owned and operated; eight grain elevators, one owned and operated by the State; one electrical and eleven steam railroads; five canals connecting 13,000 miles of navigable streams; is the third convention city in America; the third greatest medical center of the world; all of which means wages, salaries, homes—a market for meritorious products.

SOME MINOR CONSIDERATIONS

There are two interesting points about New Orleans not yet mentioned in the rush of these larger ideas. One is that between 300,000 and 400,000 tourists are entertained there each year. The other is that the city boasts of one of the most unique retail selling streets in the country, Canal Street. Practically every street car in the community must pass every store on the street twice on each run, coming in and going out, thus affording great convenience to shoppers.

With all these facilities and its prime location New Orleans distributes a billion dollars worth of goods each year.

Surrounding the City of New Orleans lie the prosperous farm markets of Louisiana and Mississippi, numbering about 400,000 farms with a population of nearly 3,000,000 persons. While cotton, rice and sugar are customarily considered the principal crop of the South, these two States bounding the New Orleans market produced approximately \$150,000,000 worth of corn, \$9,000,000 worth of "Irish" potatoes and \$13,000,000 worth of hay.

My last thought of the New

Orleans market is that its 400,000 residents support three banks with resources running from \$50,000,000 to \$80,000,000. Incidentally, the clearings of New Orleans banks for the first eight months of 1919 showed an increase of more than \$187,000,000 over the same period in 1918.

So much for New Orleans. A little to the west we have Fort Worth Texas a city whose population it is difficult to estimate. The last figures I have show 200,000, but Fort Worth has grown 174 per cent. in ten years and has a current monthly increase of about 3,000 residents.

With eleven railroads, this city has immeasurable distribution and receiving facilities. The railroad yards are the largest southwest of Kansas City. Incidentally, Fort Worth is the headquarters of the Eleventh Railway Mail District.

IN THE GREAT OIL REGION

One of the most interesting features of Fort Worth is its location in the oil field, running about 200 miles east and west and 275 miles north and south of this busy metropolis. The value of the present oil production is more than twice the gold output of the United States and Alaska. There are 500 oil company offices in Fort Worth and fifteen refineries either in operation or in construction. The untold wealth the oil wells have brought to Texans gives quite an incentive to the man with merchandise to sell. In one field, eighty companies paid dividends averaging 200 per cent. of their capitalization in the first few months of their operation.

It is interesting to note, in this connection, that bank clearings in 1918 doubled those of 1914, while deposits for 1919 were more than \$50,000,000 in excess of the 1918 figures.

However, I do Fort Worth an injustice by dwelling on the oil fields and neglecting other interests which help to make her rich and enable her people to spend money. Fort Worth is the fifth largest livestock market and packing center of the country and the second largest horse and mule market. About 6,000 individuals and firms in this industry receive annually, six and a half million head of live stock, slaughtering two million of them.

Cotton and cotton seed oil constitute another vast activity in Fort Worth. About a million bales of cotton are sold each year in this market and 30 cotton seed oil mills have their headquarters there. In-

cidentally, Fort Worth also can boast of the largest rolling mill, furniture factory, electrical power plant and three of the largest creameries in the Southwest. Fort Worth's industrial contingent is large, powerful and prominent.

Not the least of these industries is the milling business. There are four large flour mills in the city, turning out a monthly production of over 53,000 barrels of flour and 17,000,000 pounds of grain products. In addition to this there are five large wholesale groceries in the city, doing an annual business of \$12,-

500,000. In all, fifty-six different lines of goods are manufactured in Fort Worth.

A WONDERFUL FARM MARKET

Some idea of the extent of the Fort Worth farm market can be gleaned from the fact that the 1919 wheat crop harvested in this territory sold for \$91,000,000. In 1918 there was marketed through this municipality \$130,000,000 worth of live stock; \$100,000,000 worth of cotton; and about \$6,000,000 in cream, peanuts, poultry and eggs.

Taking figures for the last five

years, here is a statement showing the value of the farm crops of Tarrant County, not based on the latest prices, but on a five years average:

Cotton.....	\$3,750,000
Wheat.....	890,000
Forage.....	1,125,000
Oats.....	612,500
Corn.....	750,000
Peanuts.....	706,000
Hay.....	540,000
Melons.....	200,000
Vegetables.....	400,000

As a parting shaft on the Fort Worth city and market, you can get a very good idea of the prosperity and progress of this city by considering the fact that in the latter part of 1919 over \$30,000,000 worth of building work was under way. That means considerable!

The last unit of this Southern Trinity is Louisville, Ky. With a population of 350,000 and with 150,000 others in a twenty-five mile radius, it presents a desirable market. Incidentally, 93 per cent. of its population is native born.

Louisville's chief industrial talking points are its great grain milling industry, its farm implement and machinery factories and its market for the farm supplies of all Kentucky and southern Indiana, as well.

You can get some idea of the value of this last-named market from the fact that the thirteen principal Kentucky crops brought the farmers of that State more than \$400,000,000 in cash for the year 1919!

Industrially Louisville stands well to the fore in southern figures. In 1919 the output of finished products reached \$331,000,000. Out of a total of 2,000 industries, 500 can be classed as of major importance, including in this number the largest plow, box, tight barrel, handle, refrigeration machinery and heavy wagon factories in the world. Louisville is the second largest tobacco exporting center; the largest agricultural implement exporting point in the world and supplies half of the window shades used in the United States.

TOBACCO IS KING IN LOUISVILLE

Perhaps Louisville's chief money getter is tobacco. The man who has been through the tobacco section of this city will not forget the tons upon tons of tobacco he saw piled up at the great warehouses. Maybe he will be even more impressed with the fact that the 1919 crop brought nearly \$175,000,000 to the men who sold it—most of that money going to the counties directly surrounding Louisville.

To take another important factor in Louisville's prosperity, consider

100% Gain—



That's **THE BOYS' WORLD** advertising record for March—and only four issues this year as against five in March, 1919. But it's not this 100% gain, but the reasons back of it that are the important thing. The fact that—

THE BOYS' WORLD is the only **NATIONAL WEEKLY** in the Boy-field, insuring a timeliness and frequency to your advertising not elsewhere available—

That it provides nearly half of the total circulation in the entire Boy-field—with results in proportion—

That each issue the boys enjoy it more (and tell us so), and each year more boys enjoy it—

These are some of the reasons; and nine times out of ten the advertiser finds **THE BOYS' WORLD** improves on acquaintance. *Get to the boys—ALL the boys—in every effective way. It will pay you big advertising dividends now—and later.*

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

W. SLEY F. FARMLOE, Advertising Manager

Edward F. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

the \$80,000,000 brought in by live stock trade in this city for 1919. That represents quite a bit of buying when those people loosen the purse strings.

And no one can say that they do not loosen. It has been estimated that from December 14 to 24 last year, \$6,000,000 changed hands in the retail stores of the city. Furthermore, Louisville supports fourteen banks with combined resources of \$125,000,000. It is also estimated that in Jefferson County, of which Louisville is the county seat, there are 200,000 motor vehicles in operation.

It hardly is necessary to attempt, here, to draw conclusions about the strength of the Louisville market. I could go on indefinitely and generalize about it. But these few figures and facts about the city and its environs are certainly significant enough to suggest that it is worth any man's while to see that his goods are well known there.

The same applies to other cities and communities and sections of the South. As I said in starting, the entire South is too big for me to analyze briefly and clearly. But basing calculations on the figures presented by three cities taken at random, it is not at all difficult to appreciate the vital part this section of the country now plays in American production and distribution.

Du Pont Advertising Manager in New Job

George Frank Lord, who has been director of advertising of E. I. du Pont de Nemours & Co., Wilmington, Del., for nearly nine years, has been given the management of the Hardware and Housefurnishings exhibit of the Merchants' and Manufacturers' Exchange, in the Grand Central Palace, New York. This is one of the enterprises in which Alfred I. du Pont is the controlling factor.

Mr. Lord has been identified with national advertising for more than twenty years. In 1919 he was vice-president of the National Association of Advertisers and president of the Philadelphia chapter of that organization.

Thanks, Very Much!

FIRST NATIONAL BANK,
POUGHKEEPSIE, N. Y.

Editor ADVERTISING & SELLING:

I am pleased to note that you have joined to your forces, in connection with your valuable paper, ADVERTISING & SELLING, Maurice F. Duhamel, formerly of this city and for several years connected with the *Evening Star*, now the *Evening Star and Enterprise*.

I want to congratulate you upon having secured the services of Mr. Duhamel. I am sure that he will give you the best satisfaction.

Very respectfully yours,

E. E. PERKINS,
President.

Jalemak Is Visiting New York

Léo Jalemak, manager of the promotion department of the New Orleans *Ilem*, and editor of *Merchandising and Advertising*, published by that paper, is in New York on a business trip.

Federal Electric Enters National Field

A national washing machine advertising campaign will be begun in April by the Federal Electric Company. The account is handled by Cross and Simmons, Inc., of Chicago which has successfully built it up from a trade journal account. Other advertised articles manufactured by the Federal Electric Company are sirens, electric signs, National renewable fuses, and electric lanterns.

New accounts handled by Cross and Simmons are the Brown Portable Conveying Machinery Company of Chicago, manufacturers of portable conveying and piling machinery and Becker Brothers of Chicago, manufacturers of the Universal Test Bench for automobile service stations, and brushes for motors, generators and magnetos.

Former Agency President Cleveland Manager for "Fire and Water Engineering"

F. B. Wilson, formerly president of the Franklin Advertising Agency, Chicago, has been appointed Cleveland Manager of *Fire and Water Engineering* with offices at 1305 Union National Bank Building. Mr. Wilson is also associated with the McClure Advertising Service, Cleveland.

Additions to Lloyd Young Agency

The Lloyd W. Young Advertising Agency of Cleveland have added to their organization W. C. Gilchrist, formerly of the Dippy & Aitken Agency of Philadelphia, and prior to that advertising manager of the Wirt Co. of Philadelphia, manufacturers of "Dim-A-Lite"; and J. H. Schmidt, formerly assistant publicity manager of the National Carbon Company, of Cleveland.


Build on a Sure Foundation

M. André Tardieu, formerly French High Commissioner in the United States, recently made it plain to his countrymen that a better understanding between France and the United States was very desirable and necessary. To bring this about he urged that the work *begin with the youth of the country*. As a starting point he wants a *closer relationship between the Boy Scouts of America and France*.

The highest authorities, both in this and other countries, agree that any benefits, to be *lasting, must begin with the youth of the country*.

This advice—to make your name and your policies known to the boys of America—is just as sound for a business house as it is for a government.

You can reach the progressive youth of America, represented by the Boy Scouts, through the *only publication covering the Scout field*.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Avenue
New York City

37 Wabash Avenue
Chicago

Member A. B. C.

Are You Selling the Sunny South?

(Continued from page 7)

to interject here that the total income and profit tax paid in 1919 by this section ran over 333 millions of dollars. Nearly 250,000 returns were for incomes between \$1,000 and \$2,000. In sales statistics it is customary to call persons with \$1,000 incomes "profitable prospects." These figures on the South make no mention of those above that class.

SMOKES BY THE MILLIONS

While cotton takes the lead as a producer of wealth for the South, I have made the point that it is not reasonable to limit a guess at the spending power of our Southern

neighbors to cotton figures alone. The average man whose calculations have stopped here may be surprised to discover some of the other things they get money for down there.

Considering only Kentucky, South Carolina, Tennessee, Virginia and West Virginia, we find that they produced in 1919 about 710 million pounds of tobacco—53 per cent. of the production of the country, and 17 per cent. of the production of the entire world. Taking 5 cents a pound as a reasonable average, the sale of that crop would bring in enough money to equal the tremendous 1919 sales of the Goodrich, Goodyear, United Cigar and Montgomery Ward companies.

Sugar cane is another big commodity in the South. The 1918-19 crop turned out by Louisiana alone equalled about 4 per cent. of the combined output of North and South America. Louisianans could sell that crop for more than 80 millions—enough to buy all the chewing gum sold at home and abroad by Wrigley three times over.

But that is only ONE interest in Louisiana! In these days of oil booms, this one State turns out about 20 million barrels a year. It is the second largest lumber State in the Union and supplies half of the sulphur used by the world. Some 40,000 persons work in the saw-mills of Louisiana alone. Maybe that is why we all know about Southern Pine, a universally used product.

But how many of us know about the resin, turpentine, paper and other timber by-products which net Louisiana around \$10,000,000 a year? Or of the remarkable salt mines, potash deposits, sea food canneries and other interests which bring in several millions more each year?

DIVERSIFIED ACTIVITIES

In these few lines we get a comprehensive idea of the manner in which outsiders have labeled the South as the producer of one or two commodities, forgetting entirely all of the other things we get from there and send money down there for!

In discussing the New South and the evidences of unprecedented advancement in that section, we cannot fairly overlook Florida in the general calculations. For years, Florida's principal crop has been tourists. Its hotels and resorts and pleasure places have drawn men and women of position and wealth to its confines. The annual revenue of the "Land of Flowers" from visitors alone would make an astounding figure.

Of course they grow cotton and sugar and rice there. And those commodities sell for real money. But the things which are putting the State of Florida on the map, much after the fashion of our western neighbors, are the orange and grape fruit groves, now well organized, scientifically worked and methodically marketed "up North." Florida growers have branded their goods and are selling them from one end of the country to the other with great success, incidentally bringing good money to Florida for the purchase of the articles you and I sell.

Some of this progress, like some other advances in this State, can be traced back to the resorts. The men of money who came and got acquainted with Florida not only SPENT their money there but INVESTED it as well. It is significant, in this respect, that around Miami they are dredging out the river and building floating islands. These floating islands are, for the most part, still under water, but people are paying as high as \$6,000 for half-acre plots of ground on them—and they won't even be visible for some time to come.

And, speaking about spending, it might be interesting to mention that the purchases for the month of December, 1918, in Jacksonville, Tampa, Pensacola and Gainesville amounted to about \$88,000,000, while for the same month in 1919 they exceeded \$110,000,000.

And while we are talking about millions and billions made in sugar, fruit, cotton and tobacco, oil and other industries, let us turn to the State of Alabama for an instant and find something else interesting. They grow peanuts in Alabama. Eleven years ago there were 200,000 acres planted, yielding about 1,500,000 bushels. That crop was valued at about \$1,500,000. In 1918 more than a million acres were devoted to peanuts and a crop of seventeen and one-half million bushels was gathered, worth \$21,000,000!

At that price, every man, woman and child in Alabama could have ten dollars cash in hand, enough to buy a pair of shoes, a shirt, a hat, a camera or whatnot. With his share of the proceeds of the peanut crop, the average Alabaman could go to a drug store, for example and get: a tooth brush, a tube of tooth paste, a cake of soap, a razor, a shaving brush, a stick of shaving soap, a half-dozen razor blades and five packages of cigarettes for himself, plus a can of talcum powder and a box of face powder for his wife. With his change he still could

Keeping Up With The Times

A FACT A WEEK

Because The Times is located in Washington, the National Capital; because its men are in daily contact with the organization of the National Government; because its news staff know the work and the personnel of all the branches of the executive departments and of the Houses of Congress; because of all this The Times is in a position to provide quick information on a thousand and one business questions which lead into or out of Washington.

Many men of the advertising agencies—more and more as the time passes—are using this source of information. It is a service that The Times is glad to render. Of course, it is without cost—just a bit of friendly help whenever occasion calls.

The Washington Times

WASHINGTON, D. C.

get a pretty good meal in the best restaurant in the State!

All on peanuts! I have not mentioned the fact that this year they ought to get around thirty-five million dollars for their sweet potato crop—and we haven't even thought of their extensive steel industry.

And so a fact hunter could go, flivvering all over the New South and observing evidences of real wealth in the ground, on the trees and in the waters. We could run through Georgia and count two million peach trees under cultivation—yet the only idea most of us associate with Georgia is Ty Cobb!

Or we could go to North Carolina and find a \$166,000,000 tobacco crop in that State alone. We could rake up some bank statistics which would show us that the citizens of North Carolina have on deposit \$100,000,000 more.

SOME LOOSE CHANGE

Moving down to South Carolina we may discover that the citizens there bought \$30,000,000 worth of Liberty Bonds and gave away \$18,000,000 more for war work. Oh, we could find a lot of interesting and enlightening things "down South" if we just looked for them!

Not among the least of them would be the startling general figure showing that 30,000,000 Southerners shared in 41 per cent. of the country's agricultural production in 1918. In 1919 their agricultural production touched the six and one-half billion dollar mark—a jump of two billions over the preceding year!

You can take my word for it that \$6,500,000,000 is SOME pile of money. If one Southerner had the power to spend it all, do you realize that he would have to spend it at the rate of over \$12,000 a minute in order to get rid of it all in a year?

But, being only one industrial interest of the South, it can only suggest to you the purchasing power of the market located on the lower half of the map of the United States. When you consider the manufacturing, stock raising, mining, fishing, lumbering and other activities that are on the boom, you will get an idea of why we spell "Sunny South" with the dollar signs!

A. N. P. A. Urges Paper Restriction—Wants Advertisers to Reduce Space 10 Per Cent.

The Board of Directors and Paper Committee of the American Newspaper Publishers Association is urging newspapers, advertising agencies and advertisers to abide by the following resolution which they adopted in New York on March 5.

Resolved: "That publishers of all classes of newspapers, daily and weekly, be urged to make immediately a reduction of 10 per

cent. in consumption of newsprint and to request all advertisers, both local and foreign, to reduce their space 10 per cent. during the present emergency."

In case advertisers will not cooperate to the extent of the suggested reduction, publishers are urged to raise their advertising rates sufficiently to bring about the mentioned percentage of reduction.

The general sentiment of the publishers at the recent meeting was that the situation, while serious, did not justify the government action which is called for in many of the measures which have been introduced in Congress.

Detroit Man Goes with New York Agency

Lloyd P. Hasty, for several years connected with the Apel-Campbell Company, advertising artists with headquarters at

Detroit, has joined the staff of the Century Advertising Company, New York.

J. Walter Thompson Manager Starts in Business for Himself

Harry P. Breitenbach, until recently manager of the J. Walter Thompson advertising agency, Detroit, has opened an office as advertising and sales counsel. He will give the benefit of his experience in advertising and sales problems in a service expected to aid agents themselves in many cases.

Maxton R. Davies Is President of Fidelity Advertising Company

Maxton R. Davies, formerly with the Dunlap-Ward Advertising agency and later with Seelye-Brown, Inc., Detroit, Mich., is now president and general manager of the Fidelity Advertising Company, Cleveland.

61% Gain

April

The Delineator

Men and Women Who Make Our Mediums

WILLIAM FAYAL CLARKE

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By PAUL W. KEARNEY

SOME fine day American Kid-dom is going to unionize. And this juvenile union is going to demand a great many things. I reckon they'll want to wear caps on Sunday and they'll probably black-list all of the barbers in creation. They will likewise put the ban on old maid aunts and demand more candy-buying uncles.

Many worth while reforms doubtless will be brought about when the childhood of these United States arises as one child and demands recognition.

And let me tell you, neighbors, as one fully informed on the progress of this new organization, one of the first demands will be establishment of a public holiday on May 12. It may or may not be allowable for the adults to desecrate that day by servile labor, but it certainly will be a most heinous offense against the code for any youngster to do anything but pay homage to the great saint who came into the world on the twelfth day of May, 1855.

For that mark on the calendar signifies the afternoon when the worthy gentleman with the little black bag smilingly left the domicile of Dr. Dougan Clarke, in Richmond, Va., prepared to tell the first acquaintance he should meet that Sarah Clarke had presented her husband with a bouncing boy.

William Fayal, they named him—and then presently they moved to Indiana. That they moved to the Hoosier State, with its atmosphere saturated with literary current is important. There William Fayal Clarke got his primary education in the private schools, later spending three years in Earlham College. Those years, in an environment which, as everyone knows, is seething with ink, just naturally had to influence young Clarke and before long we find that he had set his face and feet eastward and discovered New York.

FORMING A LIFELONG HABIT

So it came to pass at the age of eighteen the Southern-Westerner began to hang his hat in the office of the publishers of the *St. Nicholas*

Magazine. At that age, you know, it is easy to cultivate a habit. Some of us were learning how to pull up the legs of our trousers when we sat down. Others were learning how to hold mother's sewing shears so as to get the fuzz off the lip without taking the lip with it.

THE GOOD ST. NICK

IT is impossible to grow up without knowing, or at least feeling the influence of, the good St. Nicholas about whom the writer of this article has woven his story.

Mr. Kearney found William Fayal Clarke above all human and kindly, and if you have a youngster at home you know how much that means in the handling of him.

It is this humanness and kindness that has made wonderful success come to the magazine of which Mr. Clarke is the editor. Publishers and those who use publications in the furtherance of their business enterprises will find much to claim their attention in the accompanying sketch, one of a series of its kind.
—THE EDITOR.

But William Clarke was learning his tricks in the *St. Nicholas* office and the hat hanging habit got to be such a deep-rooted one that he hasn't been able to shake it off 'till this day. From 1873 to 1920 is almost fifty years—a long time in which to become inveterate at hanging one's hat in the same office.

Yet this may be a bit off the trend of the story—or a bit ahead of it, rather. As it developed, Clarke became the assistant to Mary Mapes Dodge five years after his connection there and Mary Mapes Dodge was the "literary mother" of our old friend *Hans Brinker*. Then, for twelve years, he worked in the capacity of associate editor, becoming editor-in-chief in 1905, when Mrs. Dodge passed away.

In 1905, then, William Fayal Clarke really began the acquaintanceship which renders him eligible for the sainthood and which has thrust upon him the very flattering honor of having his birthday celebrated by the Amalgamated Kids of America!

For in the guise of editor of *St. Nicholas*, Mr. Clarke's fortune

has been to make the acquaintance of innumerable thousands of youthful readers through the columns of his magazine. More important, he has won his way into their hearts and he enjoys their confidence and trust because he has reared that relationship by consistent effort. To say that a man has been accepted as a friend by his juvenile acquaintances is one of the highest tributes. To declare that they trust him implicitly and follow him staunchly is to testify that his actions have merited such faith.

Children may be gullible but they are keen and sharp-witted and in the long run the deceiver must slip. He slips but once. The "kids" never accept him again!

BECAUSE HE UNDERSTANDS THEM

Thus it is written that you must be consistent in order to maintain diplomatic relations with the Youngsters' Union. And when a man wins and keeps their esteem—well, he is SOME man! Nor is it difficult to see through the methods that have brought about this result. The readers of Mr. Clarke's magazine, for example, are not patronized—they are not "written down to." They are living, breathing humans and aren't treated as non-entities because they happen to be children.

Their editor has gone to them on a plane of equality. He has respected their intelligence, appreciated their sensibilities and considered their nature. He has done so because the man himself is chock full of vision, of appreciation and consideration. And having worked on that basis, William Fayal Clarke has honestly become America's patron saint. For he IS *St. Nicholas*—it is he who talks to you, column after column, and it is he and his friends to whom our youngsters listen and in whom they believe.

I'll bet if this man told his readers that on April 4 the sun would fail to rise, it would take all the eloquence of a Democratic candidate to make those kids believe it wasn't really the moon they saw on that particular date! You fathers and mothers would have to step lively if he told your kids that it was much better manners to eat off the sideboard than the dining-room table.

That confidence hasn't come willy-nilly. It had to be cultivated and nourished and nursed. When you understand the man who did the job, you'll see why it couldn't have resulted any other way. One time, for example, the folks at *St. Nicholas* decided to run a picture of a chap on a motor-cycle doing a rather

The Census Shows Washington, D. C., To Be An Ideal Market

Washington's Increase in Population

32.1 %

Only a few decades ago Washington was a straggling town—today Washington strikes the half-million mark and will go on without slackening, for Washington—the Capital City—has “arrived.”

Here is your ideal market. Here is the strategical pivot from which to swing your national campaigns, and here is a city worth cultivating for itself.

A CITY OF HALF A MILLION

—a city free from labor troubles; a city free from any nonresponsive element such as you are compelled to discount in any manufacturing city. A city where the buying power per capita is probably larger than in any other city in America. A city that you can take any worth-while product to and SELL IT.

That Is Washington, D. C.

—and Washington Has a One Hundred Per Cent Newspaper

In Washington there is published a morning newspaper so strong, so impartial and so clear in its editorial policy that it stands in the eyes of America as a National Institution.

This newspaper was given an audit of 100 per cent PAID circulation by the A. B. C.

This newspaper is read by the 100 per cent people of Washington. It is

THE WASHINGTON POST

For more than a generation The Washington Post has been a part of the breakfast in most every home in Washington. It goes there and stays. The Washington Post is a doorstep newspaper wanted and read because of its **news**. It is the big, home paper in Washington.

The Washington Post dominates entirely the morning newspaper field in the Capital City.

The Washington Post leads in a substantial manner the entire Sunday field in Washington. In advertising The Sunday Washington Post is always first by many, many thousands of lines.

Washington is the ideal—the 100 per cent market with the ideal—the 100 per cent newspaper to help you. A Merchandising Service Department whose cooperation with worth-while products is limited only by the request made, is ready to help.

The Washington Post.

60,000—DAILY—SUNDAY—85,000

PAUL BLOCK, Inc.,
Foreign Advertising Representatives



WILLIAM FAYAL CLARKE

risky jump off a long, inclined track or slide. For color and action and interest, the design was a dandy—just the sort of thing a boy would enjoy. There was absolutely nothing to criticise about the picture, the drawing of it, the idea.

But the patron saint of America saw something wrong in it. He was worried over the thought that some of his readers might be brash enough to try that jump on their wheels or motorcycles—with dire results. On a magazine cover it looked good and it appeared to be simple. But trick riding doesn't help young boys much, so their editor was worried.

The picture ran on the cover all right. But not until the honest fears of the man were satisfied. And not until he saw to it that an explanatory note went with it describing the scientific phase of the tilted run way and the curved take-off at the end of it, together with a bit of advice about not trying this stunt on one's pet motorcycle.

That same strain has run through

Mr. Clarke's work all during his editorial experience. It has been his firm resolve never to permit anything, in picture or print, to come to the attention of his readers that might in the slightest manner suggest something dangerous or questionable. Never has he tried to deceive his following or to "pull the wool over their eyes." He is open and above-board with them; he always has been and always will be, so they will trust him forever.

Through the medium of his magazine dealings with them they will do that simply because there will not be any reason for doing otherwise. If they could meet him personally they would do it for another reason—

IF YOU SHOULD BE A "DROP IN"

If they could drop into his office and say, "Mr. Clarke, I am one of your readers," they would see a gray haired, laughing, kindly, friendly man of slight build, jump up to shake hands. They would notice that his mustache was a little

bit crooked and that his complexion signified ruddy health and that his eyes danced as he talked.

Then they would stop noticing outward things, for the warmth and gentleness of their patron saint would get under their skin and make them sure they had known this man all their life. They would feel that he, too, had known them for some little time. They would know why they liked *St. Nicholas*. And they would trust William Fayal Clarke simply because they HAD TO.

That is the way you would feel were you to go in there. That's the way every one feels.

And those of us who have "been in" certainly will knock off work on the twelfth of May when the sons and daughters of American people repair to their playgrounds to worship their patron saint.

* * * *

There are other qualities to be understood about the editor of *St. Nicholas* and his work before one can feel he is acquainted with the man. Consider the kind of a job he goes to each morning—the job of playing a heavy part in molding the tastes, opinions, and CHARACTERS of his junior readers. Omitting the purely commercial element called "reader influence" (for I am not trying to sell you space in this man's journal), the moral demands levied by the task of building men and women come pretty much in the form of white capped combers—surf that constantly beats and batters on the sea wall of character.

We measure the worth of a sea-wall, you know, by its resistance and its length of life.

Facing a sea of juvenile opinion for nearly half a century, and being directly exposed to it for, perhaps, half that period, is a severe test. And the fact that in his office, home or club you shake hands with a cheerful, laughing, kindly, friendly man whom you HAVE TO TRUST is rather substantial evidence that William Fayal Clarke has been tested and "O. K'd." by the most critical bunch of readers in America.

What more can you ask?

— — —

Cummings Is with McCann in Cleveland

Arthur Cummings has severed his connections with Timken Roller Bearing Co., Canton, O., and is now account manager at the Cleveland offices of the H. K. McCann Co.

— — —

"Farm Journal" Places C. R. Kimbell on Staff

Charles R. Kimbell, who for five years has been with Benson, Gamble & Slaten, was placed on the selling staff of the *Farm Journal* in Chicago on Monday of this week.

TEXAS

(According to 1919 reports)

FIRST in value of Agricultural products

FIRST in Livestock production

FIRST in Oil production

and among the leaders in all other of its varied resources.

FORT WORTH STAR-TELEGRAM

FIRST paper in Texas in circulation

Over 74,000 Daily

Now 90,000 Sunday

Covers the richest portion of Texas
more thoroughly than any other paper

Book of Merchandizing Information Upon Request

FORT WORTH STAR-TELEGRAM

FORT WORTH, TEXAS

Member A. B. C.

AMON G. CARTER
Vice-Pres. & Gen. Mgr.

A. L. SHUMAN
Advertising Manager

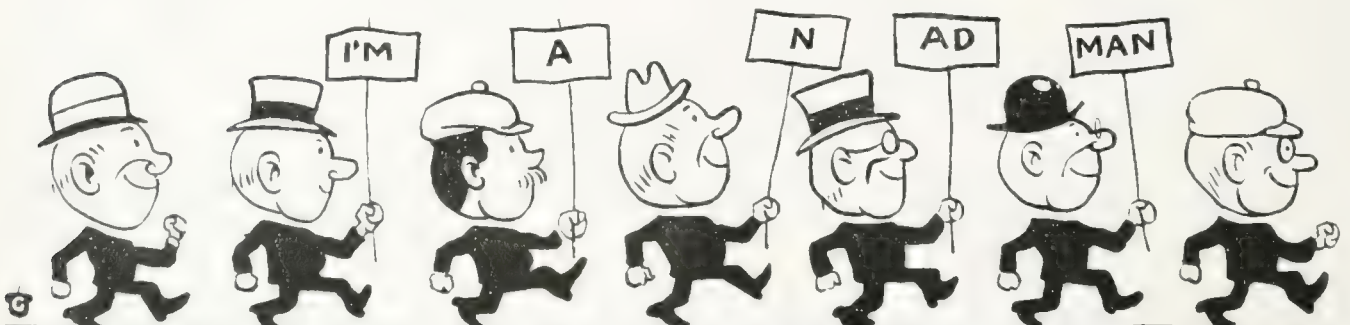


I asked him what his business was—
He coyly turned away
And chewed his bashful nails because
He knew not what to say.
At length he managed to admit
(This modest pep-injector),
"I rather think they call my bit
'Publicity Director.' "

I told him I had been misled;
Was glad to be made wiser.
"Some one," I told him, "lately said
You were an advertiser!"
His face grew pale and then as flushed
As any scarlet tanager,
"I'm not!" he cried, the while he blushed.
"I'm Sales Promotion Manager!"

"But do you not," I pressed my point,
"Write ads for Stuph & Bluph
Who run that hustling drygoods joint?"
And then in accents gruff
He made reply: "You got me wrong!
I merely try to sell
Their goods, by using language strong—
You know this, very well!"

Why do these bright ad-writing lads
Insist on camouflaging?
When they're accused of writing ads,
Why are they always dodging?
'Tis no disgrace, as I can see;
There's no commercial ban;
So why not own right up and be
An "Advertising Man"?



Uncle Sam Is Trying To Aid Advertisers

Many Opportunities Made Possible by
Wartime Experience of Government
Boards and Bureaus Are Coming to Light

By WALDON FAWCETT

CONSIDERING that Congress has enacted an insignificant number of measures directly affecting advertising and selling interests, the last year has been productive of a surprisingly wide range of Governmental activities that have bearing upon the science of distribution and marketing. What is more, plans being formulated by the various executive departments for the year beginning July 1, 1920, involve some big ideas, for example, the Agricultural Department's ambition for Studies of Cost of Production, which if put into practice, should mobilize information of considerable value to advertisers.

The Sixty-sixth Congress passed an amendment to the postal statutes that permits the forwarding or return of second, third and fourth class mail; the Edge Act that will beget recourse to advertising to sell foreign securities in the United States; an amendment to the copyright laws that may encourage book advertising of a kind and other minor measures. Meanwhile, the legislative proposals that would bring pronounced advertising reaction,—some of them, it must be confessed, "hardy perennials"—lie on the table in Congressional committee rooms. The successors to the Stephens Bill as legalizers of resale price fixing, the bill to have Uncle Sam certify "standards of quality," a proposal to penalize the theft or imitation of advertising copy, are buried in darkness, along with several new proposals, conspicuously the one that would prohibit the sale of "slack-filled" containers and "deceptive" packages and require formulation of a code bearing upon the quantity of advertising literature which may with propriety be enclosed in a carton.

Along with these shortcomings there is to be noted a regrettable backsliding on the part of Uncle Sam, war time convert to advertising. The cold fact is that, broadly speaking, the lessons learned at Washington during the war as to the value of advertising have not sunk in. The War Department and the Navy Department, to be sure, in their current drives for enlistments,

are making more extended use of certain forms of advertising than was their wont in pre-war days and there are, here and there, other flashes of the old war-time advertising fire but there has been no confirmation of predictions of the optimists that after his war experiences Uncle Sam never could slump back into his ante-bellum lethargy with respect to paid advertising. In simple justice it should be said that the determination of congressional leaders to attempt to hold down Government expenses by sanctioning few if any new projects must inevitably operate to nip projects for advertising. It was just this that blocked efforts of the United States Bureau of Foreign and Domestic Commerce to secure funds for an adequate tryout of motion picture advertising as an aid to American export trade.

For all that, Congress and the Departments dependent legislation for funds have marked time on so many issues and projects of importance to the forces of advertising and scientific selling that the sum total is a tangible contribution to the progress of advertising. For one thing, the ending of the war has released for Uncle Sam's industrial laboratories and experiment stations offer, by which research, hope for a solution of the problems of print paper shortage. Thus the National Bureau of Standards and the Forest Products Laboratory of the U. S. Forest Service have been enabled to again come to grips with the problem of paper resources at a time when the situation grows more precarious day by day. Experts at the Bureau of Standards are going ahead, it may be added, with investigations of printing inks, printers' rollers, etc., which may ultimately pay dividends to advertisers and the researches in the American dye-stuffs industry likewise are calculated to redound, sooner or later, to the benefit of the cause of advertising in color.

A BOON TO AD PURVEYORS

No concrete contribution by the Government to the upbuilding of advertising will mean more, per-

haps, than the ruling by the Federal Reserve Board to the effect that the instrumentalities of advertising payment may have the status of trade acceptances. The opinion given for the benefit of the bankers of the Federal Reserve system is that a draft or bill of exchange drawn by a publisher or an advertising agency on a purchaser of advertising space and accepted by such purchaser shall be considered a trade acceptance, provided the advertisements on which the draft or bill is based are for the purpose of promoting or facilitating the production, manufacture, distribution or sale of goods, wares, merchandise or agricultural products.

Mention of the Federal Reserve Board brings to mind that other organization, the Federal Trade Commission, and its constructive contributions to the cause of advertising. There is no gainsaying that the Trade body has thrown a considerable weight of influence in favor of a proper respect for property rights in advertising. Dominated by two former publishers, the Trade Commission has in the last year taken action in a number of instances where there was misappropriation of advertising ideas or misrepresentation in advertising copy—classes of transgressions which until the Trade Commission took a hand, it was almost impossible to reach by any specific prohibition on the statute books. The work of the Trade Commission in behalf of sustained public confidence in advertising through censorship or suppression of untruthful or misleading ads.

HELP FOR MANUFACTURERS

The Government now is hatching a plan to aid American manufacturers to utilize various mechanical and scientific inventions, dedicated to the public. Practice in the past has revealed that in the case of many a promising invention requiring considerable investment for a plant and perhaps an even larger investment for advertising no capitalist would risk the venture for fear he might no sooner have made his market than shoe string competitors, having nothing to lose and everything to gain, would come into the field trying to share the success. In consequence of this menace, many an invention of Governmental origin that has been heralded as a triumph has not gone very far in popular utilization.

It is now proposed, and the plan only awaits word from Congress—to take out patents on every worth while invention developed by the

Government forces but, instead of throwing open the invention, to license it to a limited number of manufacturers who would agree to develop it and place the results before the public in commercial form. The licensing would be on a plan that would prevent any monopoly of manufacture or extortionate prices and yet guarantee the future to the manufacturer so that he could safely make the necessary plant and advertising investments. At the same time, the plan provides for payment to the Government inventor, who has heretofore received nothing in addition to his regular salary of a small royalty that should operate as an incentive to further effort.

WAR WON SECRETS OUT

The first post-war year served to transfer to commercial channels the net results of an accumulation of war-won secrets that had, of course,

to be held in confidence by the Government so long as fighting continued but which now may be expected gradually to be revealed, to the advantage of manufacturers and sellers. One process concerns improved methods of packing. The progress of decades was crowded into a couple of years, involving not merely expedients for increasing the strength of packages without adding to their weight but likewise the evolution of new packing materials as, for example, waterproof paper of unequalled strength. Inasmuch as the principal object of the intensive study on the part of the Government was to improve methods of overseas packing it goes without saying that the throwing open of the War Department's specifications comes pat at a juncture such as the present when American business interests are entering the export trade on a large scale.

Wool Must Be Wool—Federal Trade Commission Says Goods Must Be Branded More Accurately

The Federal Trade Commission has ruled that the following concerns engaged in the manufacture and sale of underwear, shirts and other wearing apparel, refrain from unfair methods of competition in commerce: Winsted Hosiery Co., Winsted, Conn.; H. E. Bradford Co., Inc., Bennington, Vt.; Moore & Tierney, Cohoes, N. Y.; G. H. McDowell & Co., Cohoes, N. Y.; Faith Knitting Co., Averhill Park, N. Y.; Black Cat Textiles Co., Kenosha, Wis.; Wm. Moore Co., Cohoes, Lackawanna Mills, Scranton, Pa.; Atlas Knitting Co., Amsterdam, N. Y.; W. E. Tillotson Manufacturing Co., Pittsfield, Mass.; Broadalbin Knitting Co., Ltd., Broadalbin, N. Y.; Glastonbury Knitting Co., Glastonbury, Conn.; New England Co., Winsted, Conn.; Clarke & Holsapple Manufacturing Co., Cohoes; Root Manufacturing Co., Cohoes, and Himes Underwear Co., Cohoes.

The commission's ruling, which is made by agreement with the trade is directed toward a more accurate branding of woolen goods, and the respondents agree to refrain from using such brands as "Wool," "Merino," "Worsted," "Wool Process," "Australian Wool," "Scotch Wool," "Lambs' Wool," "Saxony Wool," "Persian Fleece" and "Fine Camel's Hair," or any similar descriptive brand to describe any material which is not composed wholly of wool or camel's hair, unless the term describing the wool stock is joined with the name of other staples contained in the fabrics or material; for example, "Wool-and-Cotton," "Worsted-and-Cotton," and the like.

Appointments and Changes in Advertising Department of Continental Publishing Co.

The Continental Publishing Co., Ltd., Toronto, publishers of *Everywoman's World*, *La Canadienne* and *Everywoman's Needlecraft Companion*, announce the following appointments in their advertising department.

John A. MacLaren is to be general advertising manager, succeeding P. W. Graham who has resigned. For the past year Mr. MacLaren has represented the company in Toronto and Western Ontario. John

C. Hogan will be American representative of the company for territory east of Detroit, with headquarters at Toronto.

James M. Cane, formerly advertising manager of the Dupont interests in Canada, is appointed Western Ontario representative succeeding Mr. MacLaren.

Edmund V. Corbett, for many years on the advertising staff of the *Toronto Telegram* and the *Toronto Times*, to be one of the representatives of the Company in Toronto, and John G. Lucas, formerly Canadian representative of the *New York Commercial*, to be assistant to the general advertising manager, and in charge of the promotion department.

Changes in Ingersoll Organization

It is reported from a reliable source that in a very short time Charles H. Ingersoll, member of the firm and general manager of Robt. H. Ingersoll & Bro., the famous watch house, will retire from active participation in the affairs of the business.

William H. Ingersoll, now marketing manager and formerly president of the New York Advertising Club, will assume the general management of the concern, while Frank A. Denninger, the present sales manager, will move into the marketing manager's office.

The new sales manager has not been definitely decided upon just yet.

Radical Editor Indicted

Ludwig Lore, New York editor of *Class Struggle*, said to be one of the founders of the Communist Labor Party; Dr. O. J. Brown, of De Kalb, Ill., and Dr. Karl T. Sandberg and M. J. Christensen, both of Chicago, were indicted in Chicago on Tuesday of this week charged with conspiracy to overthrow the Government by force.

Grape-Ola Account Is Awarded to J. W. Gannon

After conducting a unique investigation among advertising agencies in New York, the Grape-Ola Products Corporation has awarded its advertising to J. W. Gannon, Inc., New York. The company has appropriated \$150,000, and intends to advertise nationally.

Chamber of Commerce of the United States to Hold "Increased Production" Convention at Atlantic City in April

Seeing in increased production a means of restoring normal business and price conditions, the Chamber of Commerce of the United States, it was announced to-day, will make its eighth annual meeting, to be held at Atlantic City April 27 to 29, an "Increased Production Convention." Newspapers and business papers will be given the opportunity to exhibit in the Million Dollar Pier where the sessions will be held.

Corday & Gross Place Hobart, Jr., and Gallagher on Staff

The Corday & Gross Company of Cleveland, have made the addition of G. H. Hobart, Jr., to their sales staff. Mr. Hobart was until recently Iowa branch manager at Des Moines for the Seaman Paper Company, and was formerly advertising manager for Northrup King & Company, seedmen of Minneapolis, and for seven years in advertising and sales work with the James Bayne Co., printers, Grand Rapids, Mich.

Fred C. Gallagher, formerly in the advertising department of the Vacuum Oil Company, more recently connected with the Walter F. Zimmer Advertising Agency, Detroit, has also joined the Corday & Gross organization, as a member of the copy staff of the service department.

Robinson, Jones & Mallory Is Incorporated

Robinson, Jones & Mallory has been incorporated with a capital of \$40,000 by K. D. Robinson, W. H. Mallory and P. F. Jones, 390 West End avenue, New York. Besides the rights to engage in advertising, they have the business of publishing named in their charter.

Atlas Portland Man Is Now with Nicholas-Moore Company

Horace D. Kerr, formerly with the Atlas Portland Cement Company, as engineer in charge, Western technical department and Western service department, has resigned, and is now on the staff of The Nichols-Moore Company, general advertising agents, Cleveland.

Managing Editor, Macon "Telegraph," Dies of Pneumonia

George H. Long, for eleven years managing editor of the Macon, Ga., *Daily Telegraph*, died on Wednesday night last week, of pneumonia. He had worked on several papers, including the London (Ont.) *Free Press* and the Buffalo *Courier*, before going to Macon.

Two New Accounts for Turner-Wagener Co.

The Benjamin Electric Mfg. Co., makers of the Benjamin No. 92 Two Way Plug, and the Metal Office Furniture Co., Grand Rapids, Mich., have placed their advertising in the hands of the Turner-Wagener Co., Chicago.

Advertising Manager Liked Mr. Widney's Story

THE GAS RECORD
Great North Building.
Chicago, Ill.

Editor, ADVERTISING & SELLING:

You snagged a mighty good yarn for business paper men when you published that story by Widney on selling bigger stuff and stuff in colors. I sent the office boy out for copies and made this issue a part of the equipment of our representatives.

The biggest trouble with the business papers is the tradition of "piking" just because the space rates are low. This business of being restricted by the outgrown page rate basis instead of the value basis of our space's worth is "cramping our style."

More power to your underwood and blue pencil.

Sincerely,
HERBERT GRAFFIS,
Advertising Manager,

“Far Off Cows Have Long Horns”

THE old saying that—“Far off cows have long horns” has much truth in it, the meaning being that the further away the proposition, the bigger and more attractive it appears.

Without in any way trying to intimate that the manufacturers of the United States don't know what they are doing in going after South American trade, we would like to suggest that while doing this, they also go after the trade right here in the South. The manufacturers of the United States have not gone after trade in the South as they should and to as great an extent as would prove profitable to them.

Last year the South increased her crop value more than \$1,000,000,000, or 60% of the total increase of the whole country. When we say SOUTH, we mean the TWELVE SOUTHERN STATES and not all the other adjoining states which are sometimes grouped along with the southern states.

North Carolina, a typically southern state, was FOURTH in crop values in the whole United States, being led only by Texas, Iowa and Illinois. North Carolina increased in percentage of automobiles nearly 50% last year, which was greater than any other state in the Union. North Carolina led the wonderful state of Kansas in crop values by \$52,000,000, and led Missouri \$134,000,000—and beat the whole New England States put together by \$323,000,000.

The tiny little state of South Carolina produced \$17,000,000 more in crop values than the great state of Indiana, and led New York and Pennsylvania considerably. The great agricultural state of Wisconsin was beaten in crop values by Mississippi, a state which has only recently recovered from a severe boll weevil shock. The great farming states of Ohio, Missouri, Minnesota, Michigan and Nebraska were led considerably in crop values by Georgia. These figures show definitely something of the great prosperity that now exists among southern farmers.

May we suggest, therefore, that while going after foreign trade that you “Look well to the South,” because, if you don't, you are overlooking one of the biggest opportunities that ever presented itself to you.

In going after the trade of the southern farmer, the one best bet among the farm papers is *The Progressive Farmer*. Its hold on its readers, its power to produce results and its general all-round standing among the leaders of agricultural thought, makes it, by all odds, the leader, and you cannot afford not to use it. Tell our readers what you have and watch your sales jump in this territory.



Birmingham, Ala.
Raleigh, N. C.

Memphis, Tenn.
Dallas, Texas

L. A. NIVEN
Advertising Manager
Birmingham, Ala.

R. B. FARRIS
Director of Advertising
708 Kesner Bldg.
Chicago, Ill.

WALLACE C. RICHARDSON, Inc.
Eastern Representative
381 Fourth Avenue
New York, N. Y.

STANDARD FARM PAPERS, Inc.
Western Representative
1341 Conway Bldg.
Chicago, Ill.



Your Foreign Customers Require Full Details

To Spare the Facts in Your Correspondence with Distant Firms May Prove Serious Omission

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

L. Mfg. Co.,
Boston, Mass.

"In writing to foreign customers, do you advise the new American style or is it better to put in more words and a lot of talk that really doesn't mean much in America?"

Personally I do not believe the usual American style, if by that you mean great brevity and almost curtiness in business communications, is acceptable in foreign business. There are two reasons for my belief.

The foreign customer does not take kindly to our brief and to the point methods of correspondence. He expects to receive, and does receive from his local correspondents, greater courtesy in business correspondence than we are accustomed to giving.

There is, however, a more logical reason for greater length and more detail in foreign business letters. In a letter sent from New York to Boston it doesn't really make very much difference if in making the letter brief two or three points are left out, because forty-eight hours will enable the receiver of the letter to write and to receive a reply on the omitted points. If, however, you are writing to China from New York your reply will take approximately three months; if you are writing to England your reply will take not less than three weeks. It is, therefore, necessary in writing abroad to say everything that you expect your foreign customer to understand and make it absolutely unnecessary for him to write for further explanations.

Still a third reason: Our foreign customers are not always familiar with our trade methods and practice and therefore points that might be accepted in domestic correspondence must be explained at length in foreign correspondence.

In foreign letters, while it is not necessary to gush, nevertheless it is desirable to be unusually courteous and to put the correspondence, so far as possible, on a personal basis; to explain every item in detail and to put in each information which would be considered absolutely un-

Foreign Trade Questions Answered by Dr. Pratt

DR. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

Dr. Pratt's answers to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.

necessary in domestic correspondence.

* * * *

L. R. M.,
Chicago, Ills.

"Would you be good enough to suggest a list of books or readings on foreign trade. My concern is about to begin foreign trade and I would like to get some general information."

Undoubtedly the best publication on foreign trade is the Course in Foreign Trade published by the Business Training Corporation of New York. This course covers the entire field in twelve small volumes, as follows:

- Economics of the World Trade
- The World's Markets
- Export Policies
- Export Houses
- Direct Exporting
- Export Salesmen
- Shipping
- Financing
- Export Technique
- Foreign and Home Law
- Importing
- Factors in Trade Building

"Practical Exporting," by B. Olney Hough, published by the Johnston Export Publishing Co., 17 Battery Place, New York, undoubtedly is the best single book on the subject. It is a practical handbook on all matters of office and shipping practice with discussions of foreign salesmanship, advertising and other methods of obtaining business in foreign markets, with suggestions as to credits, financing and insurance.

With particular reference to the

countries to the south of us is Ernst B. Filsinger's "Exporting to Latin America," published by D. Appleton, New York. The author is the Export Manager of Lawrence & Company, large textile manufacturers of Boston, and the book is practical and contains many valuable appendices giving details which are not ordinarily found in the more general works.

Two or three books on ocean traffic are worth mentioning. "Ocean Traffic and Trade," by B. Olney Hough, published by La Salle Extension University, Chicago; "Principles of Ocean Transportation," by E. R. Johnson and G. H. Grover, published by D. Appleton, New York; "Ports and Terminal Facilities," by R. S. MacElwee, published by McGraw-Hill, New York.

No beginner in export trade can be without the "Exporter's Encyclopedia," published by the Exporters' Encyclopedia Co., 78-80 Broad street, New York. This book has a mine of information with reference to exporting facts and is kept up to date with corrections to all subscribers by the issuance of a monthly periodical called the "Exporters' Review."

Another necessity, especially for the export beginner, is the "Export Trade Directory," published by the Johnson Export Publishing Company, New York. It contains a classified list of export houses, foreign exchange bankers, foreign trade forwarders, steamship lines, foreign consuls, etc., in all the principal ports in the United States.

Much very useful information of a general character may be obtained from the official reports of the Foreign Trade conventions held under the National Foreign Trade Council, India House, Hanover Square, New York. There have been five or six of these conventions and valuable information has been contributed at each.

Valuable pamphlets and information on foreign trade have been published by the National Association of Manufacturers, by the American Manufacturers' Export Association, by the National Foreign Trade Council and other organizations. Many of the banks now publish useful information on foreign trade.

To every one interested in foreign trade, the old-timer as well as the beginner, cannot afford to be without the publications of the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington. Its daily publication, known as "Commerce Reports," which may be had for \$2.50 per

annum, contains the reports of the consuls, commercial attaches, trade commissioners and others located in all parts of the world. It is perhaps the most prolific source of accurate trade information that is to be found in the United States. "Commerce Reports" together with the other publications of the Bureau form a veritable inexhaustible library of foreign trade information. A complete list of the publications of the Bureau of Foreign and Domestic Commerce can be had from the Superintendent of Documents, Washington, D. C., or information on special subjects can be had by addressing the Bureau of Foreign and Domestic Commerce at Washington. An idea of some of the subjects treated may be found in the following very brief selection:

- "Services to Exporters Rendered by the Bureau of Foreign and Domestic Commerce."
- "Packing for Export."
- "Danish West Indies; Their Resources and Commercial Importance,"
- "Methods of Computing Values in Foreign Trade Statistics,"
- "Export Trade Suggestions,"
- "Tariff Systems of South American Countries,"
- "Government Aid to Merchant Shipping,"
- "Foreign Publication Advertising American Goods,"
- "West Indies as an Export Field,"
- "Exporting to Australia."

* * *

B. G. M. Co., New York.

"We have a client who has been shipping merchandise to Europe in growing volume. One of the obstacles of this business has been the long period before payment is made for the goods. Please advise us the manner in which the majority of exporters to Europe arrange for payment for their merchandise. How can they receive full payment for their goods before they are placed on board boat?"

It is very difficult to answer your question categorically, especially in view of the fact that exporters to Europe arrange their terms of payment in an almost infinite variety of ways. The principal ways of financing business with Europe and other parts of the world are the following:

- Dollar credits established in New York, available against shipping documents.
- Drawing a draft on the foreign customer for the value of the merchandise and delivering the documents to the customer upon payment.
- Drawing of a draft on the customer for the full amount of the merchandise and delivering the documents to the customer upon his acceptance of the draft.
- Open account.

In the case of acceptance drafts, the terms are usually 30, 60 or 90 days sight, or 30, 60, 90 or 120 days date.

In the first two cases the shipper

retains control of the merchandise until paid for. In cases 3 and 4, the business is done on the credit of the customer.

At the present time a very large part of the business with Europe is done against dollar credits established in New York and I should certainly advise this procedure except possibly in the case of England, where acceptance drafts can be drawn with comparatively little hesitation. The same may be said of the Scandinavian countries and of Spain and Portugal, as the credit risks are known.

Of course where a credit is established in New York the manufacturer or exporter receives his money from the bank when he presents his shipping documents and he is at no further risk in the matter.

In the case of drafts drawn either against payment or against acceptance, the exporter has his choice whether he will send the draft on for collection and await remittance from his customer or to take his draft to a bank and discount it. If he chooses the latter he receives his money just as soon as he puts his draft together with the shipping documents in at the bank. He does not, however, ordinarily lose his responsibility in the transaction and if his customer fails to pay, the bank will promptly ask the exporter for reimbursement. The manufacturer or exporter is thus able to send his goods abroad and give a certain amount of credit and at the same time secure the working capital which otherwise would be tied up in the transaction.

When open account is used there is practically no way in which the manufacturer or exporter can secure his funds until the customer remits.

Advertising Managers Council May Be Formed by the Motor and Accessory Manufacturers Association

M. L. Hemingway, general manager of the Motor and Accessory Manufacturers Association announces that a call has been issued to the advertising managers and executives of the 300 companies belonging to the association to attend a meeting in New York, on Friday, March 26, to consider the advisability of forming a permanent advertising managers council. According to Mr. Hemingway and various advertising managers of the automobile and allied industries there is a broad field for practical and genuinely valuable work for a council of this nature to go into.

The following are a few of the more important concrete problems definitely presented for the attention of the Council:

- (a) A study of the function of the advertising agency and its value to the advertiser.
- (b) The determination of the amount of the advertising appropriation, and the allotments for the various forms of advertising.
- (c) The relation between the sales and advertising departments.
- (d) The furnishing of dealer helps, electrotypes and advertising literature to dealers.
- (e) The training and development of advertising per-

sonnel. (f) New tendencies in the technique of automotive advertising in copy, art work and lay-outs. (g) The sharing of advertising expense with the dealer. (h) The problem of newspaper publicity sent out by the factory, and by the dealer: Cooperation with the general and trade press, and with the automobile editors of the metropolitan newspaper. (i) Counting the costs and gauging the results of your advertising. (j) Advertising and sales problems in relation to the automobile shows and exhibitions. (k) Representation in, and cooperation with, the general advertising organization of national scope. (l) Miscellaneous plans for the elimination of waste in advertising, for reducing costs, for cooperative economy, and for improvement and standardization in automotive advertising. (m) Advertising for foreign trade.

Minna Hall Simmons Opens Advertising Agency

Minna Hall Simmons, for the past two years advertising manager of John Campbell & Co., New York, manufacturers of aniline dyestuffs, opened an advertising service agency this week at 15 West 38th Street, New York, where she will conduct a business embracing every branch of publicity and advertising service. She will continue to handle the account of John Campbell & Company, advertising their trade-marked product, "Camel Dyes," but she will also specialize in the preparation of advertising copy and booklets covering products appealing particularly to women, as her experience in this line has been varied.

In the past three years Miss Simmons has written a weekly New York Fashion Letter, which is syndicated throughout the United States and Canada. In writing these articles, Miss Simmons has familiarized herself with every article of feminine apparel. Prior to her affiliation with John Campbell & Company, she was associated with the Blackman-Ross Company, and has had long experience in the advertising field.

Miss Simmons is a director and vice-president of the League of Advertising Women and for three years was chairman of the program committee. She began her career at the age of fifteen as a teacher of the Isaac Pitman System of shorthand at a New York registered Regent's Business School.

A National Advertising Campaign to Boost Florida Canal Project

Plans have been formulated by the directors of the Atlantic-Mississippi Canal Association to carry on a national advertising and publicity campaign in the interests of the proposed canal across the upper peninsula of Florida, which will connect the Atlantic Ocean with the Gulf of Mexico. Thousands of dollars will be spent in important mediums for this purpose and a weekly publication is to be started to boost the project.

"Association Men" to Open Atlanta Office

Association Men, official organ of the Y. M. C. A., will open a branch editorial and circulation office in Atlanta, Ga., May 15. Frank G. Weaver, of the New York office, will be in charge.

Thinks "A & S" Helpful

THE BISHOP PRESS

Kansas City, Mo.

EDITOR ADVERTISING & SELLING:

Let me compliment you on issuing a magazine far superior to anything that I have seen in the field. I have been a subscriber to ADVERTISING & SELLING for a great many years, and can tell you truthfully that you are now publishing a far superior magazine to anything your company has ever issued before.

Yours sincerely,

GEO. F. MCKENNEY.

The Magazine Ad as a Foreign Salesman in Arabia

Advertisements carried in American periodicals have a considerable selling power in the Red Sea commercial district according to Consul Addison E. Southard, at Aden. The American consulate at Aden has many requests from both Europeans and natives who can read or understand English for the loan of all the American periodicals which it has to spare. These periodicals are wanted more for their advertisements than for the general reading matter which they contain. People who ask for them say that they get real enjoyment from reading American advertisements because of the very attractive way in which they are planned and printed. Several local business men have informed this consulate of ideas relative to the good qualities and adaptability of special American products to trade demands in the Red Sea commercial district which they have obtained from reading advertisements in American periodicals borrowed from the consulate. Among the general lines mentioned in which they have become interested in this way are automobiles and accessories, tools and other general hardware items, tinned fruits, and toilet articles.

For example, a prominent business man in this district borrows from the consulate copies of a popular American weekly. He recently found in this periodical an advertisement of a lens for automobile lamps which reduces the glare. He promptly obtained by mail three sets for himself and recommended them to a dealer who has stated his intention of ordering a hundred or more sets of this lens.

PUBLICITY FACILITIES FEW IN RED SEA DISTRICT

Although advertisements usually result at first only in a mail order, the articles so ordered will, if satisfactory, establish a demand. Red Sea trading communities are small, and when one person or firm finds pleasing an article which has been obtained from abroad the entire community usually knows it very soon and additional orders thus result.

The Red Sea commercial district has neither newspapers nor other periodicals of its own, and the people depend for their periodical literature upon outside sources. There are no libraries or other centers where periodicals are accessible to the general public, and the many who cannot afford to subscribe for foreign publications depend upon borrowing from the few who are subscribers. Hence most of the periodicals that do reach the district, some parts of which are comparatively isolated, pass through many hands and are often read from cover to cover. This fact, taken with the further established fact that American advertisements are generally conceded the most attractive and interesting to be found, gives especial value to the advertisers in such American periodicals as reach this district.

Texas Advertising Agency Placing New Account

The Manhattan Medicine Company of Des Moines, is now placing its advertising through the Western Advertising Agency of Fort Worth, Tex. Five thousand line contracts are going out to Middle West papers. Some large copy is being used.

The Western Advertising Agency has also secured the account of a large automobile firm and a national campaign is now being prepared for newspapers.

Associated Business Papers to Hold Special Meeting

A special meeting of the Associated Business Papers, has been called by the Executive Committee to convene at the Hotel Astor, New York, 10 A.M., Tuesday, April 6. The purpose of the meeting is to vote on an amendment to the constitution increasing the members dues. The details of a financial budget covering, in addition to the regular work of the association, the carrying out of the following plans will be taken up:

The putting into effect the plan of agency cooperation which was passed upon favorably at the Chicago convention last September, and the extension of the advertising

promotion work and the advisory service rendered advertisers and agencies by the headquarters office.

Maxey Is Re-appointed Advertising Agent of Burlington Route

T. T. Maxey, advertising agent of the Burlington Route, 1910 to 1918, and who served the U. S. Railroad Administration, first as vice-chairman of the western lines advertising committee and later as an assistant in the Division of Public Service, Washington, D. C., has been appointed General Advertising Agent of the Burlington Route, with headquarters at Chicago.

"Abraham Lincoln" Addresses New York Ad Club

At noon of Thursday of last week Frank McGlynn, who has become very popular through his realistic portrayal of Abraham Lincoln, in John Drinkwater's famous drama of that name, addressed the members of the New York Advertising Club on "Lincoln as an Advertiser."

Direct-by-mail Advertising Conference and Exhibit Held in Chicago

A three-day conference, with exhibits, was held March 3-5, by the direct-by-mail department of the Chicago Advertising Council. Alexander Gray, advertising manager of the Diamond T. Motor Truck Company, Miss Florence Martin of the H. Black Co., Cleveland, and Arnold Joerns, head of Arnold Joerns Advertising Agency, of Chicago, were among the speakers.

Brown-Durrell & Co. Appoint Sproul Advertising Manager

Avard C. Sproul has been appointed advertising manager of Brown-Durrell & Co., manufacturers of Gordon Hosiery and Forest Mills Underwear. T. M. Fitzpatrick, treasurer, directs the advertising.

Praise from a High Authority

SCRIBNER'S MAGAZINE.
NEW YORK

EDITOR ADVERTISING & SELLING:

Warmest congratulations on the typographical appearance of the last issue of ADVERTISING & SELLING.

It looks the way I have been hoping it would look.

Very sincerely,
CARROLL B. MERRITT.

"Chemical & Metallurgical Engineering" Appoints Central Representative

Franklin H. Johnson has been appointed central representative of *Chemical & Metallurgical Engineering*. With headquarters at Cleveland, Mr. Johnson will represent his publication's interests from Buffalo and Pittsburgh as far west as the Ohio-Indiana line, and also most of the South. Mr. Johnson has been engaged in engineering work from the sales and advertising viewpoint for a number of years.

Two More Solicitors for Verree & Conklin

John D. Lane and Harry Wittschen are new solicitors connected with the New York office of Verree & Conklin, special newspaper advertising.

Chicago Office of Randall Co., Preparing Sal-Vet Campaign

A new campaign is being prepared for the Sal-Vet Company, Cleveland, Ohio, makers of preparations for live stock and poultry, by the Chicago office of the Fred M. Randall Company, which recently acquired the account.

"Except Indianapolis"
Check up on the Sunday newspaper campaigns that run in the 6 day evening paper in Indianapolis.

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. R. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

Georgia Will Spend \$200,000 in Magazine Advertising

A compact organization, representative of the entire state of Georgia, was formed at a meeting of all important civic, commercial and industrial bodies held at Tifton, Ga., recently, for the purpose of carrying on a national advertising campaign which will show the resources and advantages offered by the Empire State of the South. The organization's first step will be to raise a fund of \$200,000 for magazine advertising in the Middle West and East, the campaign to be conducted under the supervision of advertising experts.

Old Southern Newspaper Is Sold

Col. R. H. Henry, for many years editor and principal owner of the *Clarion-Ledger*, of Jackson, Miss., oldest newspaper in the state and one of the oldest in the South, has sold his interests to T. M. and R. M. Hederman, both of Jackson. Col. Henry will continue as editor. The paper was established at Jackson in 1837 and since 1888 has been edited and owned by Col. Henry.

Bruce Bliven Is Appointed Managing Editor of "The Globe"

Bruce Bliven, chief editorial writer of *The Globe* in New York, was appointed managing editor of that newspaper, effective March 15th. Mr. Bliven succeeds F. B. Taintor, who remains with the paper in an executive capacity in the editorial department. There is no announcement as to who will become chief editorial writer, but Frank E. Hill, formerly with the Curtiss Aeroplane Co., Garden City, L. I., has been added to the editorial writing staff.

Mr. Bliven, well known as a writer, has contributed special articles to *ADVERTISING & SELLING*. A sketch of his career was given in *ADVERTISING & SELLING* of December 6, 1919, under the caption of "A Bit About Bliven."

Warman Goes With Namusa Corporation

Ray V. Warman has resigned as general manager of Export American Industries to become associated with the Namusa Corporation as vice-president and general manager. The company is instituted by members of the National Association of Manufacturers for group organization under the Webb-Pomerene Act. It will appoint trade ambassadors to various countries and establish suitable foreign offices and branches to develop what promises to be the largest concerted effort yet made to extend the foreign trade of this country.

F. J. Ross Agency Opens

The F. J. Ross Company, advertising agency, recently incorporated in New York with a capital of \$100,000, opened offices at 119 West 40th Street, on March 15th. The personnel of the agency is as follows: F. J. Ross, executive, analysis, practice and development; Norwood Weaver, assistant to Mr. Ross, and research; Ralph Shultz, art director; Oscar W. McKennee, assistant to Mr. Shultz; Homer M. Clark, Paul B. Findley, account executives; E. C. Stith, and Miss Florence Prevost, copy; A. K. Taylor, production manager; C. M. Seymour, executive assistant to Mr. Ross, and media and rates; W. Markwiz, assistant to Mr. Seymour; Daniel Volkmar, comptroller and office manager.

Mr. Ross recently withdrew as vice-president of Blackman-Ross, Inc., New York, following which that agency became the Blackman Company. Messrs. Weaver, Shultz, Clark, Findley, Stith and Volkmar were previously with Blackman-Ross. Miss Prevost recently conducted the Florence Prevost Advertising Agency at Portland,

Ore. Mr. Taylor was recently with Wendell P. Colton, Inc., New York. Mr. Seymour was formerly vice-president of the American Letter Company, New York. Mr. Markwiz was recently with the Bush Advertising Service, Inc., New York, and had previously been with Blackman-Ross. Mr. McKennee was formerly with Calkins & Holden, Inc.

Among the accounts which will be handled by the Ross Agency are: The Borden Company, evaporated milk account, New York; The Fairbanks Company, New York; The Paint and Varnish Manufacturers' Association "Save the Surface Campaign"; National Canners Association, Washington, D. C.; The Goulds Manufacturing Company, Seneca Falls, N. Y., Foamite Fire-foam Company, New York; McAndrews & Forbes, New York; and Millers Falls Company, Millers Falls, Mass.

The following companies have recently retained the Ross Agency: Rogers Fibre Company, fibre products, Boston; and Electric Outlet Company, Inc., installation specialty, New York.

Likes the Stanley Cartoons

JONES & BAKER

NEW YORK

Editor, *ADVERTISING & SELLING*:

We would very much appreciate receiving a copy of the cartoons which appear in the March 6 and March 13 issues of *ADVERTISING & SELLING*. "If We Could Only Be Present When Our Letters Arrive," and "And They Say There Is No Royal Road to Success."

If it is not asking too much, we could use about a dozen copies of these for distribution to our branch managers, who I am sure would find them as enjoyable and helpful as we. The thought occurred to me that perhaps you had some press copies on hand.

I trust Mr. Stanley's cartoons are to be a regular feature of your publication.

Very truly yours,

E. G. PRATT.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



The Importance of Business Stationery

During the course of a year's time many sales are lost on account of business stationery not being quite up to the mark.

Some advertisers pay thousands of dollars for a page advertisement in a magazine, and then follow up the inquiries with a letter written on a grade of paper that wouldn't impress people enough to make them pay eighty cents for a gold dollar.

When you send out a sales message give it every chance to win. Send it on a letterhead that will be a credit to your firm.

SYSTEMS BOND is the advertised paper that will make your letters look better.

A request on your letterhead will bring samples.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Pan-America Gets Together in Advertising

Plans Advanced at Meeting of South American Division of A. A. C. W. to Complete Organization

TO carry out the plans for organizing a South American division of the Associated Advertising Clubs of the World, which were made in the form of resolutions by the delegates to the preliminary Pan-American advertising conference held at New Orleans, September 21-25, 1919, members of a general committee, named at that time, attended a luncheon at the New York Advertising Club last Saturday.

Representatives of the publishing and advertising interests of Mexico, Argentina, Chile, Peru, Cuba and of the export advertising and publishing interests of the United States were present. One guest, Miguel Ordorica made a special trip from Mexico City to represent Dr. Felix Pallavicini, publisher of *El Universal*. This general committee drew up plans for the selection of an executive committee, conveniently located near New York and the headquarters of the A. A. C. W., to co-operate with officials of

chairman, had already published eight books on advertising, which are now circulating the world over, and added that an agreement had been made on Friday to have Professor Paul Cherrington, of Harvard, after perhaps three years of diligent compilation, write a book which will be the "last word in advertising." Mr. Houston suggested that the Pan-American group could, as a means of making its work known, have the book published in Spanish.

"Advertising is a means of making markets," he said. "In cultivating markets in South America, the new division should not overlook the importance of vigilance work."

Franklin Johnson, publisher of *Exportador Americano*, after a discussion regarding the size and make-up of the executive committee, offered the resolution that the chairman appoint seven more members to that body, taking care to see that each of the various interests present, if located near New York were represented. The motion was carried unanimously. Mr. Barrett, while he intimated that he was relinquishing his position in Washington next July, said that he would act as chairman of the committee up to June, and that he would appoint the members of the executive committee with the advice of Messrs. Houston, Florea and Noel.

LATIN-AMERICAN NEWSPAPER MEN GIVE VIEWS

Senor Ordorica from Mexico, speaking in Spanish, told of the organization of an advertising club in Mexico City, J. V. Noel secretary of the committee, translated, his talk into English. Enrique Gil, of *La Nacion*, Buenos Aires, stated that Argentina stood ready to co-operate in this Pan-American advertising movement, and Dr. Antonio Miró Quesada, publisher of *El Comercio*, in Lima, convinced his hearers that it was important that the United States extend credit to Peru if it wanted to keep in the lead of competing countries. Severo Salcedo, of *La Nacion* of Santiago de Chile, expatiated on the need of American manufactured products by Chile, and General Salvador Alvarado, publisher of *Heraldo de Mejico*, bespoke the earnest study of the needs and customs of his countrymen by American salesmen so as to prevent Germany from regaining supremacy there. He cautioned his audience that advertising in Mexico would not get results unless American firms understood the people to a much greater extent. Jesse H. Neal, chairman of the national program committee of the A. A. C. W., told in an interesting manner how everything points to a closer relationship between North and South America. He said that advertising men have cause for pride in having made advertising the first business or profession to be instrumental in effecting a closer co-operation between the two continents.

Among those present were the following members of the general committee: A. Eugene Bolles, of *La Revista del Mundo*, and U. S. advertising director for *La Nacion*; Frank A. Arnold, manager of the foreign department of Frank Seaman, Inc.; H. M. Porter, eastern manager, *La Hacienda*; H. A. Slamin, of *La Prensa*; Walter A. Johnson, editor of *El Campo*, of the American International Publishing Co.; Wing B. Allen, publisher of *The South American*; C. C.

Martin, editor of *El Arte Tipografico*; Franklin Johnson, publisher of *Exportador Americano* and head of the Johnson Overseas Agency; Miguel Ordorica, of *El Universal*, Mexico City; John L. Aerrill, of the All-America Cables; General Salvador Alvarado, publisher of *Heraldo de Mejico*; Herbert S. Houston, of Doubleday, Page & Co., publishers of *La Revista del Mundo*; John Barrett, director general, Pan-American Union; Enrique Gil, of *La Nacion*, of Buenos Aires; Dr. Luis Lara Pardo, of *Excelsior*, Mexico City; Dr. Antonio Miro Quesada, publisher of *El Comercio* of Lima, Peru; Severo Salcedo, of *La Nacion*, Santiago de Chile; Jesse H. Neal, chairman national program committee, A. A. C. W.; P. S. Florea, executive manager of the A. A. C. W.; and John Vavasour Noel, executive secretary. Members of the press who attended were: J. Harding, Associated Press; Bryne Oliver, United Press; Walter Sammis, editor of *Associated Advertising*; James W. Brown, *Editor & Publisher*; Roy Dickinson, associate editor of *Printer's Ink*; J. L. Wooley, of the *Fourth Estate*, and George Roosevelt, news editor of ADVERTISING & SELLING.

Sprague Art Director for International Displays Co.

Clarence H. Sprague, lecturer on Display Advertising and Copy at New York University, has accepted the position of art director of the International Displays Company, Cleveland, O.

Besides being an expert and authority on Layouts, Mr. Sprague has accomplished noteworthy work as an illustrator and as a poster artist. He has taught advertising art and has been an advertising consultant for years. In the advertising and marketing department of New York University for five years, he was one of its most popular members.



JOHN BARRETT

the parent organization in enlarging the South American membership, inviting interests from Latin America to the convention in June, and planning a comprehensive and appropriate Pan-American program and conference to be held at Indianapolis. Several addresses, each packed with interesting, practical information, were made. John Barrett, director general of the Pan-American Union, Washington, D. C., presided as chairman of the body.

HOUSTON TELLS OF A. A. C. W. BOOKS

After the coffee was served, the roster called, and the purpose of the meeting made clear, Mr. Barrett called upon Herbert S. Houston, of *La Revista Del Mundo*, former president of the A. A. C. W. In Mr. Barrett's preliminary remarks, he announced that Mr. Houston was leaving very shortly for Spain. Mr. Houston made several excellent suggestions for a tentative program for the new body could do, and incidentally supplied the committee with valuable information. He said that the publication committee of the A. A. C. W., of which he is



C. HAYES SPRAGUE

There is no substitute for circulation

San Francisco Examiner
Monarch of the Dailies

February in California

*3233 Additional Families
 In 24 Working Days*

IN FEBRUARY, for the fifth month in succession, The San Francisco Examiner broke its average daily net paid circulation record. The February average was 137,525 net paid, a gain of 3233 over January. February Sunday average was 264,599 net paid, a gain of 6845 over January.

This new record of the daily, and the big gain in Sunday circulation, were attained solely on the merits of The Examiner as a newspaper. No inducements of any sort were offered to secure subscribers.

Here, already, is a gain of 16% in daily circulation over the average shown in the latest circulation audit, copies of which have only just been distributed. No other paper approaches this remarkable gain.

The growth of the daily is at the rate of 125 new subscribers for each working day in February. Sunday growth is at the rate of 1369 increase for each issue.

The Examiner sells for 5 cents a copy daily and for 10 cents on Sundays. In contrast to papers selling at 2 and 3 cents a copy, its daily circulation alone exceeds that of the second San Francisco paper by fully 40,000 copies.

Average Net Paid Circulation, February, 1920
Daily 137,525 264,599 Sunday

San Francisco Examiner
Monarch of the Dailies

W. H. WILSON
 Western Representative
 909 Hearst Building
 Chicago

Charter Member
 Audit Bureau of Circulations

M. D. HUNTON
 Eastern Representative
 American Circle Building
 New York

"Gotham for Art Work"

**Our new
telephone
numbers
are
Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN • Managing Artist



*Good, Better, Best,
Never let it rest,
Till the Good is Better
And the Better Best.*
COPYRIGHTED

Writing the Modern-Day Sales Letter

Treating the Subject of Collections Courteously But Firmly Sometimes Requires Extreme Diplomacy.

By CHARLES H. BAKER, Jr.

The Morton Company, Worcester, Mass.

WHEN asking a new and unrated customer for references, use the utmost care to avoid giving offense. If you do not, an account is lost. Put in an extra courteous paragraph to show that you appreciate the chance to do business with him. Often a small concern regards the giving of references, and the asking of references, as more or less of a personal matter, losing sight of the advantages to be derived from a frank statement for a basis of future credits. There is no definite rule to follow as all cases must be treated individually. It is better, I think, to go an extra step along the courtesy line in this situation.

A good many troubles of this nature are with the small concerns which do not, or will not, appreciate the value to themselves of a credit rating. It is up to the letter writer to break down this barrier with a simply worded, yet not too brief, letter which stresses the point that all information will be held in strict confidence and that your intention is not to question his honesty. From personal observation of letters written for credit data before accepting an order, about two out of five customers do not reply satisfactorily, cancel the order, or return goods already shipped C. O. D. If the writer wishes to hold such prospects it is always a good plan to tell the customer that you have started work on his order: this of course where the article involved is not entirely special, of large value, or where there is some reason to justify a pretty thorough investigation of the motives behind the inquiry or order. Mention this action in a letter; it tends to remove all trace of implied distrust or doubt, and inspires the motive to give the desired information through showing that you appreciate his business.

COURTESY IN COLLECTIONS

Courtesy in collecting slow accounts is absolutely essential for the same reasons. No one likes to collect bills, personally or through the medium of letters, but it is seldom that a brusque, abrupt, or commanding letter will get the results that a more courteous one would achieve. This applies, say, to your

third letter in the case, unless it is known that direct evasion or delay of payment is definitely meant. It is better to go an extra paragraph and accomplish the result desired in two letters than to write five or six and then finally have to turn the case over to an agency or attorney for collection.

Non-payment can be due to four general causes: (1) A desire to dodge legitimate obligations; (2) Slipshod methods in office routine, handling invoices, etc.; (3) Lack of resources due to poor management or poor business conditions; (4) Lack of resources due to non-payment of bills by concerns for which the customer is doing work. Therefore, in all cases except the first the writer can succeed more often through courtesy than otherwise. It costs money to add a few extra lines, but it costs more to pay a collecting agent, after several abrupt letters.

To illustrate the point of abruptness which it is well to avoid: a customer was absolutely honest but slow in paying, due partly to easy-going methods and partly to his receiving very slow payments in turn from a large corporation from whom he had sub-let contract work.

This letter was sent:

THE PEREMPTORY "DUN"

WORCESTER, MASS., February 28, 1919.

The Bassett Lumber Co.,
Adirondack, N. Y.

DEAR SIR:

Our invoice for the sum of \$16.55 has been rendered respectively; November 12, December 1, January 1, and February 1, and is still unpaid. Also our letters of the following dates have not been answered: December 15, January 15, and February 15.

Kindly mail your check at once covering this amount or explain your reasons for not doing so. If we do not hear in ten days your account goes into the hands of our lawyers for collection.

Very truly yours,

THE BUTLER DIE CORPORATION,
Per James Walker.

After sending several such letters at three-week intervals the account was collected by an agency.

Here's what you are up against: A man has bought goods from you. Your main desire is to get your money. If a few extra words in a letter will accomplish this desired end is it not more efficient than disdaining to unbend to a customer who is slow pay, thereby making a professional collector necessary?

This letter, with courtesy added, is a big step in the right direction.

In its original wording it was practically a signed form letter; a thing to be avoided, broadly speaking, in the correspondence of a manufacturing concern, except in acknowledgments and such. Publishing houses, clothiers, and many others may use form letters to advantage. It constitutes a separate and scientific type of correspondence. But in comparison with a signed and dictated letter it is cold and lifeless; a thing which is risky in collecting accounts running up into the thousands.

Note this changed impression:

WORCESTER, MASS., February 28, 1919.
The Bassett Lumber Co.,
Adirondack, N. Y.
Our Invoice November 12, 1918, \$16 55.
Our Letters December 15, January 15, February 15.
Please refer to your records and let us know if for any reason you feel that this charge is not in order.
We are making every effort on our part to straighten out our 1918 accounts, and would appreciate your co-operation in helping us adjust this small charge.
We have never made a practice of employing any collecting agencies, for our business is built on the basis of quality, good service, and above all upon the pleasant friendly relations we enjoy with our customers.
Please see what you can do regarding this item in question. Your courtesy and co-operation will be appreciated.
THE BUTLER DIE CORPORATION.
(Signed) James Walker.
Credit Department.

I received the letter next shown last week, and, although a form letter, its wording is so good and so obviously in order, that it accomplishes the desired result even laboring under this handicap. It so happened that what the message suggested was correct; the whole affair had slipped my mind entirely. I had merely filled in a card and mailed it in to the publishers. I cannot but feel that if more of such spirit were instilled into signed collection letters much time and expense could be saved.

This is the letter, with the salutation omitted:

Just a reminder that the payment you were to send us on your account has not been received. No doubt you have either forgotten about it, or else it is on the way to us now.
An item like this, outside the regular course of your affairs, is quite apt to be overlooked, and for that reason we are reminding you of it again.
It is not necessary to write a letter, for we know exactly how such oversights occur; just attach your check or money-order to this letter and mail it at once in the enclosed envelope. We will appreciate it!

Yours very truly,
THE BLANK ASSOCIATION.
If you have remitted for this account within the past week, kindly ignore this letter.
Amount of purchase \$4.00.
Installments due \$.....

One point coming under the heading of Courtesy that is sometimes passed over is the value of addressing your replies to the attention of the person who wrote to you. If the full name is unknown, refer to the initials of the dictator, placing them in your subject heading after the date reference, thus: "Yours March 3 CML." When addressing large concerns give the department also that CML is in. This is especially worth while for two reasons. First,

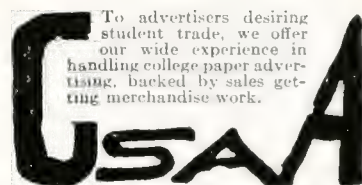
it convinces your reader that you have taken the trouble to look him up and have addressed him in a direct and courteous manner. Second, it wins you his gratitude as well as that of his mail department, due to there being no delay in finding out to whom your letter should be referred. In concerns which em-

ploy several thousands of persons the saving is vast.

RICHEY DATA SERVICE

Latest business, sales and advertising data on convenient loose-leaf, pocket size sheets—ready for instant reference. Used by leading firms. Makes your work more efficient. Free consultation to subscribers. Monthly bulletin, descriptive matter and money-back trial offer sent free. Address—

405 Meridian Life Bldg., Indianapolis



To advertisers desiring student trade, we offer our wide experience in handling college paper advertising, backed by sales getting merchandise work.

Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York Established 1913

Chicago office: 110 So. Wabash Ave.

The Annual Visitor

HERE he is again, Old Man Annual Convention! This time he visits the paper industry and he comes when the handouts are bigger than usual. Of course, they are bigger when the old home folks are prosperous and we assure you the paper manufacturers are now making bunches of tax fodder.

Speaking of prosperity, one of the real wise boys told us that the pulp and paper industry were going to spend over fifty millions this year on new equipment and improvements. So if you make anything that a paper mill can use to advantage, now is the time to spring it on them and this big special edition of PAPER is the place.

Oh, yes! this annual convention issue contains important matter that causes the vital men to refer to it many times a year. The advertisers get the benefits. Can we tell you more?

PAPER

471 Fourth Avenue, New York

The price is \$75 per page. You can use colors at slight additional cost.

Underwear Hosiery

The
Underwear & Hosiery Review
320 Broadway New York

We specialize in house to house distributing of
Advertising Literature and Advertising Samples
We solicit your account
JAMES T. CASSIDY
206 North Front St., PHILADELPHIA, PENNA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers

SALES MANAGER

Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1114 Sun Bldg., New York City, N. Y.

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

POSTAGE

The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.
POSTAGE, Room 297, Metropolitan Building, New York

Calendar of Coming Events

April 6-8—Annual Meeting, The Manufacturing Perfumers' Association of the United States, Hotel Biltmore, New York.

April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, O.

April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

"How to Judge an Advertising Agency"

A little book of 58 pages on "How to Judge an Advertising Agency" has been published by the J. H. Cross Company, general advertising agency in Philadelphia. The fundamentals of agency service, a description of the various types of agencies now existing, and 14 points by which to judge an agency are given in the book.

Dooley-Brennan Co. Becomes Conover-Mooney Co.

The Dooley-Brennan Company, an advertising agency with offices in the Harris Trust Building, Chicago, has undergone a reorganization and a change of name. The agency is now known as The Conover-Mooney Company. R. J. Mooney is president, Harvey Conover is vice-president and M. Kennedy is secretary and treasurer.

The advertising for the Leonard Wood Presidential campaign is now being handled by The Conover-Mooney Company. Other activities of this company include an advertising campaign in Illinois cities outside of Chicago for the Mephisto Products Company on Rug-nu, a rug cleaner.

Clifford Bleyer Advertising Company To Be Reorganized

The Clifford Bleyer Advertising Company will be reorganized, as the result of the tragic death of Clifford Bleyer, president. This announcement has been made by Roger Tuttle, secretary of the company. Just what the reorganization will include is not announced, but a change in the name of the agency is probable. The Bleyer agency has offices at 20 East Jackson Boulevard, and handles a number of important accounts, including such products as Amerikorn, Eagle Lye, Krause Dairy Feed and others.

"American Legion Weekly" Returns to New York

Having suspended publication for a month, *The American Legion Weekly*, official organ of the Legion, has returned to New York from Washington, D. C., where it was printed during the printers' strike and reappears this week with a 32-page issue on news-print paper. The magazine has reorganized its staff, and has moved to No. 627 West 43d street. Marquis James

is the new editor succeeding Parkhurst Whitney. Maj. C. R. Baines is general manager, and H. D. Cushing is advertising director.

A \$1,250,000 Advertising Firm

Pyramid Production, an advertising firm, was incorporated this week in the State of Delaware with a capital of \$1,250,000.

A. Walter Pearson, Editor, Dies

A. Walter Pearson, editor of the Norwich (Conn.) *Bulletin*, died at his home in Norwich on Tuesday. He was seventy-eight years old and had been with the *Bulletin* for forty-one years.

Reid, Fletcher & Hart To Furnish Art Service

Incorporated in New York this week to furnish art service was the company of Reid, Fletcher & Hart, with a capital of \$10,000. L. H. Reid, S. E. Fletcher and G. Hart, No. 31 East 27th street, are the organizers.

Vanderhoof & Co. Buys Site to Erect \$300,000 Building

Vanderhoof & Company, advertising agents at present located in the Marquette Building, Chicago, have purchased a four-story granite building, formerly a residence, at Ontario and St. Clair streets, which will be remodeled into an office building. The agency will use 6,000 feet of the floor space and will sub-let the remainder. The agency plans to erect a \$300,000 office building on the new site at a later date. Vanderhoof & Company have been located in the Marquette Building for sixteen years.

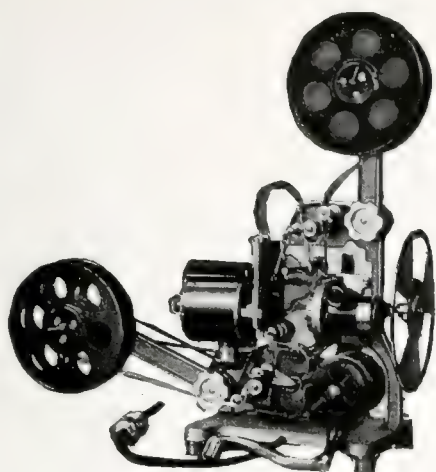
Chicago Advertising Campaign Commences

The "Boost Chicago" campaign, a municipal advertising venture entailing the expenditure of \$1,000,000 in four years has been launched in Chicago. Mayor W. H. Thompson is the chief proponent of the plan and W. H. McJunkin of the advertising agency bearing his name is the chief advertising factor. The first copy of the money-raising campaign is now running in the Chicago newspapers.

"GIBBONS KNOWS CANADA"

CELLULOID FILMS ARE DANGEROUS

The operation of any portable projector USING CELLULOID films is prohibited by State, Municipal and Insurance restrictions and the violator is frequently subjected to severe penalties



—But

The New Premier

Pathéscope

Flickerless "SAFETY STANDARD"

Motion Picture Projector

Can be used by anyone, anytime, anywhere

Labeled by fire underwriters "Enclosing Booth Not Required." Avoid expense and trouble at the start—Don't violate fire and insurance restrictions. Use an approved projector and "safety standard" film.

We number among our clients the most prominent manufacturers using motion pictures as an aid to salesmanship, such as:

American Bank Note Co.,
Baldwin Locomotive Works,
Barber Asphalt Co.,

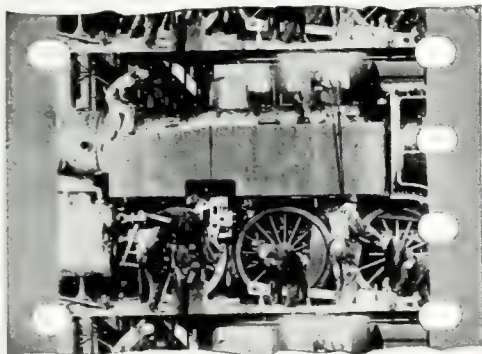
5 Pathescopes
14 Pathescopes
11 Pathescopes

Belding Bros. Silk Co.
Hershey Chocolate Co.,
National Cash Register Co.

12 Pathescopes
10 Pathescopes
20 Pathescopes

Many of them adopted the Pathéscope after unsatisfactory and expensive efforts to use unapproved projectors with dangerous celluloid films.

The Baldwin Locomotive Works, with fourteen Pathescopes and a hundred thousand feet of Pathéscope "Safety Standard" film, with titles in seven languages, *shows to its customers in every land*, the activities of its immense plants and the skill and care used in the building of its product.



Mr. A. H. Ehle, General Sales Manager, writes: "We feel that this method of publicity and assistance to our salesmen is going to produce beneficial results, and congratulate you upon the highly satisfactory prints supplied us."



**Your hesitating prospect must be SHOWN
The MOTION PICTURE CONVINCES**

The salesman equipped to show his product by motion pictures not only *gets a showing*, but *gets the order*.

A Pathéscope weighs only twenty-three pounds. Fits in a small case. Operates from any light socket. Pictures up to 12 feet wide at any distance up to 75 feet. Motor drive and rewind at variable speed.

If you already have a film let us make you a Pathéscope print from it that you can show *anywhere without danger or restrictions*.

Explanatory Printed Matter Sent on Request



The Pathéscope Co. of America, Inc.

Willard B. Cook, President

Suite 1826, Aeolian Hall, New York City

Agencies in Principal Cities



$$2+2=4$$

*Outdoor
Advertising
is neither
Incidental
Nor
Accidental
But
Definite
and
Positive*

Thos. Casack Co.

Chicago

New York

Advertising & Selling

March 27, 1920

SELLING
SOMETHING ELSE
IN YOUR ADS

THE GREAT
CANADIAN MARKET
OPPORTUNITY

A WIDE VARIETY OF
ARTICLES AND CRISP
NEWS ITEMS

Issued Weekly



15c. the copy

Advertising & Selling Co., Inc.
471 Fourth Avenue
New York City

\$3 the year

G
GOTHAM
STUDIOS

THE NEWS

New York's only illustrated, tabloid daily newspaper,

celebrates the eighth month of its existence by announcing that its net paid circulation now exceeds

200,000

and that, by reason of these figures, it now occupies eighth place among all the daily morning newspapers in the United States.



GIVE YOUR BUSINESS MORE ROPE

Of course you are not starving to death on the city and town trade covered by your present advertising plans. But why confine your efforts to the cities and towns when you know the farmer has money and can use your product?

A constructive campaign in *Successful Farming's* advertising columns will enable you to reach the new business that awaits you outside the city limits.

More than 800,000 farm families pay us an annual fee for services which they use in their business.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

ADVERTISING & SELLING, MARCH 27, 1920

20th year. No. 40. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City

-more!

—more than just the world's greatest merchandising trade paper.

—more than just the leading paper in the dry goods and department store field.

—more than just the great buying factor to the world's greatest selling factors.

The Dry Goods Economist is more—a great deal more.

The Dry Goods Economist is this dry goods and department store field.

The Dry Goods Economist is the biggest market in the world—the sum total of the world's greatest selling factors.

The Dry Goods Economist is the big store and the big stores biggest

competitor in nearly 3,000 cities and towns.

The Dry Goods Economist is this great market—and this great market is the Dry Goods Economist.

The Dry Goods Economist is the service of this great market—the buying service; the selling service.

Proper promotion of proper merchandise is just as much a part of Economist service in the Economist market as is the distribution of general market information.

Advertisers in the Dry Goods Economist are not buying mere space in a trade paper.

They are buying representation in a great market.

They are buying an exhibit in a great store.

Do you really know the DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant

In the eyes of
the Consumer
he is responsible

* REPROD BY RESEARCH

Advertising & Selling

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

Established 1891
ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

MARCH 27, 1920

Number 40

Selling Something Else in Your Ads

Does the Reader Really Get You When He is Given a
Story and a Picture Instead of Obvious Trade Facts?

IT'S TRUE.

Psychology is the Biggest Thing in Business.

In fact, it is so all-fired big that it is crowding dull business out of print. I have it from indisputable sources that, to quote a contemporary's headline, Sales Grow Best from Seeds of Science. And science, we know from Emerson, is but experience, boiled down and harnessed up.

Everything nowadays in advertising and sales revolves around science. But, curiously enough, sometimes the experience element is so obscure that often we have to be explained to, most unscientifically, to get the point.

So once in awhile there will be encountered the ignoramus to whom applied psychology is among the deepest of mysteries. He, like many of us, is stumbling along blindly among more intelligent fellows.

It is not true that all salesmen and advertisers are orthodox psychologists—that is, psychologists who work regularly at it—nor is it a fact that all psychologists are salesmen and advertisers. Nor is it true that all psychologists are psychologists. But it is sometimes hard to distinguish the real from the fancied, and separate them without injuring someone's feelings.

Enough dyed in the wool practitioners of the science of mind-chaining exist, however, to set up quite a goodly cult. And if the pages of our publications and other media may be offered in evidence, the group has been extensive, convincing and influential enough to shove the material things of mer-

That Something Else

EVERY advertiser strives to get into his copy and art that something, the most undefinable quality of them all, which makes his product stand out among all its kind as the desirable one.

But it not infrequently happens that in the effort to drag romance to the fore, one of two things occurs; either the romance thus infused completely conceals the real message because the wrong idea has been employed, or poor judgment prompts the use of a too far fetched idea which creates an entirely wrong impression of the product.

Admittedly the story and picture are vital factors in advertising, but their wrong employment is reactive, this writer seeks to show.

THE EDITOR.

chandising fairly over the ridge and beyond the horizon.

EVERYBODY'S DOING IT

Old campaigners are doing it. That ought to be testimony enough to convince the most exacting jury—even a jury of mere readers—that it is the right thing.

If you wish to advertise your product, either to keep alive reader interest during a period when your production is trying to catch up with orders, or when orders seem puny things as compared with expenses of operation, by all means try psychology and, if possible, avoid any crude, and possibly incongruous, mention of what you have to offer, be it service or substance. There are better things to be discussed by your salesmen and in your advertising space, than your own wares.

Why advertise what you have to

sell? Now get me right: the question is not "Why Advertise?" but "Why not advertise something else?"

As I said, it's being done—and done with SUCCESS, which is the great proof of the psychology pudding.

You take the Down East banker. Does he advertise banking? Modesty forbid! He tells the world about Joseph Jenks, of Lynn, who in 1642 was the first worker in brass and iron on the American Continent, "making divers models for many domestic implements and common tools." Tradition has it, he states, that the first article actually cast was an iron quart pot.

"Although New England is richly endowed with many natural resources," he declares, "her picturesque mountains yield no raw materials in iron and metals from which to manufacture the master-wrought implements and tools for which she is famed. Yet New England, dependent though she is on other regions for these raw materials, in the man-skill to fashion them has always stood in the lead."

Accompanying the text is an excellent reproduction of a piece of art showing the enterprising Joseph Jenks holding out the first iron quart pot to an admiring and quaintly garbed group of friends, or patrons, as they may have been.

It happens that New England's great banking concern, the Old Colony Trust Company of Boston, like the descendants of Joseph Jenks, is thrifty and, whether actuated by this spirit of thrift or a

last-minute backsliding from pure science, has inserted this paragraph:

"As a member of the Federal Reserve System, the Old Colony Trust Company is prepared to handle all collections, often with a saving of time and interest to its clients. In addition its world-wide banking connections enable it to finance foreign trade enterprises, issue commercial credits, sell bills of exchange and furnish reliable information on business conditions everywhere." A guess might be hazarded that the paragraph was inserted at about the time the first service bills began to come in.

Thus it will be seen that psychology may serve many purposes in the same advertisement. It may give Joseph Jenks a puff, say a word for Down East industry and put over a selling message for a commercial institution—the one that settles for the space used. This ad is of the ultra-scientific group and you can't help reading it, and remembering Joseph Jenks.

ADVERTISING OTHER LINES

Upon the same principle it is sufficient, in advertising prunes, to show the portrait of a kindly visaged landlady, say a few words about a piece of old china and finish up with a single flourish about the fruit in question. Or would it be better to leave out the fruit?

To advertise golf balls it would be good psychology merely to portray Rip Van Winkle and his little playmates at their favorite pastime of marking up scores on a green shutter, and repeat the story with variations to suit the purposes of national or regional distribution.

To sell Palm Beach suits, parade a polar bear across the upper right of your copy. Never mind what the text in this case says—everybody knows that Palm Beach suits and polar bears are distantly related and the connection, psychologically speaking, is established. Association of ideas does it.

If you desire to "sell" intelligence of any nature, picture an ape, swinging by the tail over a chasm of great and dizzy depths. The copy should link up well with almost any correspondence school campaign.

EASY TO "HOLD" THE READER

Whatever you do along that line, the READER is sure to catch the idea. He cannot miss it. In the first place, if he is not a psychologist himself, his wife or his little daughter is. Somebody in the family will see to it that the BIG THOUGHT is captured. It is es-

sential—I might almost say vital—to the interests of the READER and so it must be.

Salesmen who step in upon dealers no longer discuss drugs, dictionaries or dresses. If their line is medicines, they start out to narrate wonderful tales of how the cave men's wives gathered grass which served for bedding, clothing, carpets, fuel and furniture. This creates the inference that when boiled the syrup or extract acted as a tonic after lumbago. The book agents sell whole editions by reciting mythology—and the dispenser of dresses! The mere reading from a morocco bound Bible of the fascinating story of Eden is sufficient to gain distribution for an entire edition. Book dealers have no time to discuss or read of the merits of books.

Verily, psychology is SOME SCIENCE for swinging sales.

EASY TO DEMONSTRATE

And the truly gratifying side of it all is that it is, particularly in advertising and salesmanship, a readily demonstrable science. It is being demonstrated on right and left hand pages, all about us. Its patrons are the most successful and prosperous producers in the world.

It isn't anything to be scoffed at. It deserves the most profound respect—the most careful attention.

But it is like a variety of other ologies. It should be practised only by ologists.

A little too much, or not quite enough, may prove fatal. And the corpse, as often as not, may be some hitherto healthy business institution. There will be a solemn assemblage, a hushed air in the private office and, when the results are figured it will be found that "while the serum worked perfectly the patient could not stand the reaction."

In other words, it is one thing to send your salesmen, whether in the flesh or in advertising form, out to the world with a well learned and highly interesting "story," while it is quite another to expect them to put over something which just

plain common sense should tell you will go right over the heads of ninety-nine out of every hundred auditors or readers.

"If I were a chair salesman I never would try to sell chairs," declared one of the keenest business movers in America, in discussing the subject of story-interest, which is the strong play of the psychologists. "If I couldn't throw about my wares an atmosphere—the kind that suited my prospect and made him feel a kinship with that chair—I'd just quit my job and find an outlet for real salesmanship. No person ever purchased anything for itself alone. No person ever saw in an advertisement the type and art matter alone."

THE OLD, OLD STORY

Unquestionably, what we term story interest, in both advertising and salesmanship, is a paramount consideration. It is story interest which makes selling to women easier than selling to men—story interest and the fact that, having heard the story, woman finds it hard, in the "closing phase" to say NO. Of course any salesman knows that.

Just pretty stories and pretty pictures won't do. The stories and the pictures have to "stick." They have to fit. They have to be logical and they have to arouse more than passing interest. There must be a completeness—something satisfying and convincing in them.

In the eagerness to get copy before the reader, perhaps, sufficient consideration sometimes is not given to matter of this kind and unworthy, inadequate story subjects are chosen, in the mistaken belief that they will, by association, strike a responsive chord. On the other hand some genuine masterpieces might be cited to prove the soundness of the method.

It is difficult to cure old advertising and sales promoters of lifetime habits, no matter how injurious those practices may be. But it is always easy enough to start new business rolling along in the right direction and if the parties responsible are REALLY RESPONSIBLE, in the moral sense, they can cure some of the evils practised under the general heading of psychology.

But I sigh for the weak and the defenseless who fall into the hands of the "bugs" to whom good judgment in such matters is foreign. And, if some of the copy running from time to time may be accepted as an indication, there are those who fall often and hard.

Our Telephone Numbers

There is no great gain without some small loss, or words to that effect. In the somewhat complicated process of removal to larger quarters to accommodate gains in business, ADVERTISING & SELLING lost its Telephone Numbers. For the benefit of all concerned, we hasten to announce them and they are: MADISON SQUARE 1765, 1766 and 1767, ADVERTISING & SELLING, 471 Fourth Avenue, New York, N. Y.

The Chain Store in National Advertising

S. S. Kresge Company to Begin Full
Page Ads in April Curtis Publications

By RALPH BEVIN SMITH

WITH the appearance on the newsstands of the April issue of the *Ladies Home Journal* and the April 3 issue of *The Saturday Evening Post*, advertising men not "in on the secret" will be astonished to find that the S. S. Kresge Company, operators of a great chain of "red front" and "green front" stores covering the northern and eastern parts of the United States, have gone into the field of national advertising.

Full pages in these issues, utilizing both illustrations and copy, will begin a campaign that is to be carried on in the two publications week after week and month after month to tell to the consuming public the story of Kresge opportunities and Kresge service.

This campaign, which will be handled by the Campbell-Ewald Company, Inc., of Detroit, is to be two-fold in purpose. It is designed to sell Kresge merchandising policies and to sell the name of Kresge; to be in part direct sales copy and in part good-will advertising.

The initial page, which will not utilize illustration, is to accomplish the first purpose by explaining to the consumer "in one-syllabled words," the A. B. C. of the Kresge system—direct, large, quantity buying, transferal of merchandise to the stores with a minimum of handling and economical sales methods. Subsequent pages will ring the changes on the tale of Kresge economies that make for consumer savings; and will recite the history of the Kresge idea and the Kresge organization to impress upon the public the dignity of the name of Kresge.

This starts the ball rolling. Once this company has taken the plunge into national advertising it is expected that other chain store systems which have neglected national opportunities will quickly follow suit, brought to a realization of the fact that, as Frank J. Campbell, Director of the Promotion Department of the S. S. Kresge Company expresses it, "chain stores are in a unique position to cash in on national advertising."

"Our 180 stores are located in cities east of Lincoln, Neb., and

north of Norfolk, Va.," Mr. Campbell told me, "and 70 percent of the circulation of the national mediums lies in these cities. The advertising manager of a department store operating in one town, or with only two or three branches, could not advertise in national mediums. In doing so he would be faced by a tremendous amount of waste circulation. We count on very little waste circulation.

WHO BUYS AT THE "5 AND 10"?

"The Kresge organization, in its 'red front' stores, handles 5, 10, 15, 20 and 25 cent lines of merchandise; in its 'green fronts,' it carries 25 cent, 50 cent and \$1.00 goods. The 'red front' stores started as 5 and 10 cent stores, added 15 and 20 cent lines during the war, and put in a 25 cent line less than a month ago rather than let advancing prices force out of their stock classes of merchandise that customers have learned to expect to find there. The 'green front' stores added their dollar line on February 16. These stores draw their customers from every walk of life. It is estimated that 10 percent come from the very poor, who are forced to pinch hard on their nickels and dimes; 80 per cent from the two middle classes—families with incomes from \$1,500 to \$4,000 a year and families with incomes of from \$4,000 to \$10,000 a year; and 10 per cent, again, from the wealthy. Consequently, any advertising done must make a very broad appeal.

"What we have to tell, and what any chain store can tell to best advantage, is the story of merchandising policies. We have already attempted to tell this story to some extent in local advertising in the cities in which our stores are located."

Here is copy from one of these local advertisements which explains the fundamental principles of the Kresge system and also indicates the fundamental principles to be followed in using the national mediums.

"The Kresge Way is the modern way of merchandising. It assures you the greatest possible value for your money.

"By purchasing in enormous quantities

direct from the manufacturer for 180 stores, the S. S. Kresge Company buys—and accordingly sells—at the lowest possible price. Prices are lowered still more by the Kresge system of handling merchandise, which eliminates waste, the expense of making out sales slips, charge accounts, delivering, etc."

As Mr. Campbell puts it: "We will endeavor in our national advertising to place before the public the old, old axiom that 'a straight line is the shortest distance between two points'; and that Kresge methods make a straight line between the manufacturer and the consumer."

TELLING IT TO THE CONSUMER

That covers one phase of this revolutionary advertising campaign. The other is concerned with telling the story of the Kresge organization along the lines of good-will advertising. The Director of the Kresge Promotion Department declares that the consumer does not know enough about low price chain stores and that what he does know is, for the most part, erroneous. So these advertisements are to sing the epic of the building up, from a little 5 and 10 cent store in Memphis, Tenn., of the great chain of 180 stores, employing 7,500 women and 2,000 men—an organization which, on a capital of \$12,000,000, did a business of \$42,500,000 in 1919 and made a profit of \$6,000,000. They will tell how today Kresge buyers go into the nation's factories and show the manufacturers how to turn out goods that can be sold at Kresge prices. They may recite the odyssey of S. S. Kresge, the founder, who developed his idea of chain stores economies while travelling over the country as a tinware salesman and observing the success of the Woolworth system along similar lines—a man born near Scranton, Pa., of old Pennsylvania-Dutch stock, who put himself through business college and worked up to his present success from humble beginnings.

Other chain store organizations will follow with the closest attention the methods used and the results obtained by the new venture. The importance of the experiment cannot be too greatly emphasized.

The Vastness of the Canadian Market

**There Is One Automobile to Every Sixteen Persons
in the Dominion, Which Ought to Prove the Immense
Purchasing Power of Our Northern Neighbors**

By JOHN A. COOPER

Dominion of Canada Bureau of Information

The Land of Promise and Fulfilment

CANADA is the great country of courage, of confidence and opportunity, a land which, according to the writer of this article, holds out no promises to American Business that cannot and will not be kept.

Some amazing facts about Canada are contained in this and other articles in this issue of ADVERTISING & SELLING, designed to acquaint manufacturers, advertisers and sellers with a so-called foreign market lying at their very door.

THE EDITOR.

THE Dominion of Canada, extending from the Atlantic to the Pacific, covers over 3,745,000 square miles, constitutes one-twelfth of the land surface of the earth and covers a territory greater than the United States. Canada is essentially an agricultural country—western Canada primarily so.

When I speak of the Canadian West I mean the country from the Great Lakes to the Pacific ocean north of the international boundary line. The Canadian West deserves a great deal of study by Americans, especially by those who desire, and I believe all do, the friendship of the Canadians, and who desire to extend their export trade into that country. That part of Canada needs real study.

My suggestion would be to Americans looking upon the Canadian territory for expansion of trade to study, and study closely, every condition, as customs, the habits and desires of the people and the manner of use to which your product will be put. You must supply them with what they want—not what you think they may need.

Let us look at a map of Western Canada. Here we have territory running from 300 to 400, 500 and sometimes 600 miles north of the international boundary line and extending some 900 to 1,000 or 1,100 miles from the eastern boundary of Manitoba to the Rocky Mountains. The territory is practically equal to that of the states of Indiana, Illinois, Iowa, Missouri, Nebraska and Kansas. We might also call those the "Heart States" of agricultural production in this vast country, and they have a population today of approximately 15,000,000 people. In that Canadian West there are only one and three-quarter millions of people as compared to the 15,000,000 in the "Heart States" of the United States.

WHAT "WESTERN CANADA"
MEANS

Because the lines of traffic within the United States practically do not touch the Canadian boundary, because few people, those who live within 100, 200 or 300 miles of the Canadian boundary, are the only

ones, comparatively speaking, familiar with the Canadian conditions and because I believe that the Americans in the Southern parts of the country should know what the Canadian field holds forth, I am going to give you a rough survey of that great Western country, a survey I hope that will give you some idea of its possibilities.

I will give you some statistics. While I know statistics are dry, yet when we look upon them in the light of commercial development they take on real life and become very interesting.

Western Canada contains three-fifths of Canada's occupiable farm land.

Western Canada's farmers in production and capital worth rank 100 per cent ahead of the average for all Canada.

Over three-fifths of Western Canada's entire population live on farms.

The 1918 field crops valuation of the average Western Canadian farmer was nearly one-half more than the average for all Canada. His total livestock on his farm holdings valuations run even higher.

There are eighteen wholesale distributing centers in Western Canada totaling in all 381 wholesale distributors.

Of the 10,951 retail stores in Western Canada, 6,010 are in towns of under 500 population.

Here is what Prof. Shaw, one of the leading agronomists of the United States says: "One acre of average soil in the Canadian West is worth more than twenty acres of average soil along the Atlantic seaboard."

Of that population, 1,750,000 in the Canadian West, two-thirds live on farms—they are the real produc-

ers of wealth, they take it from the soil, they help nature to bring it forth. For this very reason they are the producers of real wealth. The average crop value for Western Canada for 1915, 1916, 1917, and 1918 was over \$556,000,000 or 53 percent of the total crop value of all Canada. Western Canadian farmers, being one-fifth of all the farmers in Canada, dwell on over one-half of the Dominion's occupiable farm lands, own over two-fifths of her total farm property, over two-fifths of her livestock and harvest over half of her field crops.

Here is another point for you to consider; the farmers of the Central Agricultural States average a crop value of \$2,331.04 per farm, while Western Canada's average crop value is \$2,800.88. The average number of persons on the American farms is 7.75, in Western Canada it is 4.49, providing that the average Western Canadian farmer receives more money per crop than the best averaged American farmer, that his wage bill is less, that he must use more *labor saving machinery* and that he has more money to pay for it. His purchasing power is much greater than his brother to the South.

Here is another interesting comparison, the average American farms contain only 138 acres, while the average Western Canadian farm contains 335 acres. And 82 percent of the farmers in Western Canada own their own farms. Do you see the possibilities for trade expansion as the country becomes more thickly settled, as the farms become more thickly settled, as the farms become smaller and as they are more thoroughly cultivated, because of the greater population? Your advertising will build up a "good will" investment that will produce dividends for years to come.

Those of you who feel like speculating in farm values, and the results of the increase in price, just listen to these facts. Farms in Manitoba (just look at the map) are worth on the average \$32 per acre. Saskatchewan \$20, Alberta \$28. In the old Province of Ontario and Quebec the average is only \$57

per acre. Consider those values with the price of land in the Central States of the U. S. A.

There is probably no other one article that will show the prosperity of a country more than the use of automobiles. In August, 1918, there were 270,000 cars in all Canada. Over 101,000 in Western Canada—yes, and 55,041 were Fords. In other words, there was a car to every three and one-half homes—one car to every sixteen people. Canada is today the largest foreign buyers of cars that the American makers have. Out of fifty-nine farmers that replied to an enquiry in February, 1919, thirty-two owned their own automobiles.

With this great proportion of cars to the population you can readily see the purchasing power in this vast country of which only one-eighth is under cultivation. But the purchasing power is now at its lowest ebb. The great development will come in this territory in the next quarter of a century.

OF VITAL INTEREST TO MANUFACTURERS SELLING THROUGH WHOLESALE

For those of you who are distributing goods through wholesalers or manufacturers' agents, here are points of vital interest. There are eighteen wholesale jobbing centers in that great Canadian West. Surrounding those jobbing centers are a great number of general stores. In fact it might be stated that the big trade done in Western Canada is done in the general store. This is the store that first opens up in the new towns. This is the store that grows with the community and eventually becomes a small or large departmental store as its trade warrants. The basic lines handled by the general store are food stuffs and clothing, including boots and shoes. Sometimes hardware forms an important division of its trade. It carries also a few well-known drug lines, such as toilet soaps, dentifrices, standard proprietary medicines, etc. Always, of course, it handles tobaccos and confections. Any conclusions concerning trade in these lines must take into account the general store as well as the stores specially designated under these headings.

The second point to note is that the great majority of stores are located in the smaller centers. In getting the true perspective of this, the number of general stores should be added in each case to the stores under the headings, grocery, hard-

ware, clothing, tobacco and confectionery.

As to who are the chief customers served by these stores there can be no question, since Western Canada's farm population constitutes approximately 65 percent of the total. For some years the belief has been current that the farm trade has been even more than 65 percent

Specialized Advertising

Do you know that there are as many business papers in the country as daily newspapers? Has any one ever told you that the salaries paid by business papers for exclusive editorial service average higher than those paid by any other class of publishers, bar none?

In the entire country we have less than 10,000 so-called national advertisers. Would it astonish you if I told you that there are 160,000 advertisers in trade and technical papers? Well, there were as many as this five years ago. How many more there are now I do not know.

Bear in mind that these thousands of advertisers are using papers with 5,000 and 10,000 circulations. There may be some who have allowed the glamour of big general circulations to blind them to the concentrated buying power of the average business paper reader. A certain business paper has completed an investigation of the financial ratings of their subscribers as given by R. G. Dun & Co. The average was found to be \$297,668. According to the last A. B. C. audit, this particular paper had 15,000 such subscribers, each with an average rating of nearly \$300,000. The total annual turn-over of these subscribers would finance a world war if it didn't last too long.

The buying power of the readers is what counts, not the number of them.—JESSE H. NEAL, in *The Coast Banker*.

of the total trade done in this field. This belief was based on the known fact that the average annual income per farm was much higher than the average annual income per town or city home. Moreover, the average number of people per farm home (including children and hired help) is larger than is the case in urban centers, thus making more people per home unit whose wants must be filled.

In spite of this condition, the farm field of Western Canada is practically untilled (from the standpoint of trade expansion through advertising) for food stuffs, clothing, tobaccos, confectionery, hardware, drugs, jewelry and furniture. A little, of course, has been done, but nothing

like the proportion which the trade would warrant.

One reason why you Americans should study this territory very carefully is shown by some figures from the Canadian Department of Immigration. In April, May and June of 1918, out of a total of 16,279 people who entered Canada, 14,141 came from the States. In April, May and June of 1919, out of a total of 29,278 people who entered Canada, 17,429 came from the States. These people know your goods, because of your advertising in the States. They should make your Canadian advertising that much more productive.

Western Canada has a practical need for all farm machinery, in fact for all farm and home necessities, and what is more has the money to pay for it.

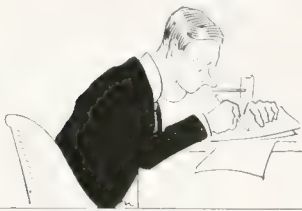
When you send your emissaries across that boundary, tell them to leave their braggadocio at the boundary line. Extend your hand to the Canadian and say to him that you are proud of what he has done, do not mention what you have accomplished, although your actions of the last two and a half years are worthy of great praise. Let your travellers be students in that great land in which development is only beginning, as one might say. Let them extend the hand of fellowship and friendship wherever they go. Your welcome will be wholesome.

You men are moulders of thought and educators of, I might say, two great peoples. By knitting the friendship between these two countries, you are going to secure one of the greatest assets in export trade that the world has ever known.

There is one language that everybody can understand, and that properly executed is one of the greatest factors in education. Use it in all your foreign advertising—national—dailies—trade papers—in direct advertising—use pictures and use plenty of them; the best plates you can get on the best grade of paper possible. For foreign advertising to any country, pictures will speak more plainly than language—they will describe your products better than words. It is true our language is the same, that we read the same paper and magazines, and write letters in our mother tongue and yet colloquialisms may give your words a slightly different meaning. Be sure that your copy cannot be misunderstood. Do not exaggerate. Tell the Canadian what your product will do for him.

Alfred, the Ad-Man, Sells By Direct Mail

"Dearest Prunella: This is YOUR CHANCE! Here is the offer you have been waiting for. All your dreams may come true NOW - if you act **AT ONCE!**



"I offer you one cosy home, complete with garage, front porch, best shady moonlight, honeysuckles - THINK OF IT - must be seen to be appreciated.



"In addition, if you act NOW, you will obtain one loving husband - **ABSOLUTELY FREE!** Seize this chance! Tomorrow may be too late.



"You have always wanted a home, and now you can have it. **REMEMBER - YOU TAKE NO RISK!** Pay nothing till you are perfectly satisfied.



"The coupon below entitles you to one **FREE** ten-day trial engagement - **NO OBLIGATION!** You have everything to gain and nothing to lose!



"You too can be happy, but you must **ACT NOW.** Mail the coupon today before this liberal offer is withdrawn. It **MAY CHANGE YOUR WHOLE LIFE!** Yours hopefully,



Artist Stanley, of ADVERTISING & SELLING Staff, touches two familiar themes

Exporters Have Interesting Meeting— "Advertise in Australia," Commissioner Sheldon Says

"Advertise in Australia" is the message brought to American manufacturers by the Hon. Mark Sheldon, Commissioner for the Commonwealth to the United States. Following his address to members of the American Manufacturers Export Association at their March luncheon at the Hotel Pennsylvania last Wednesday, Mr. Sheldon told a representative of ADVERTISING & SELLING that one of the important factors in the successful competition of American goods with Japanese goods in Australia was American advertising.

The United States and Japan have both increased their trade with Australia during the war by about the same percentage, Mr. Sheldon pointed out. In 1913, Japan's imports to Australia amounted to about 1.19 per cent of the total imports of the Commonwealth; in the same year the United States sent 13½ per cent of the total. For the fiscal year 1919 Japan's import percentage had jumped to 11 per cent of the total and America's to 25 per cent.

"American manufacturers are pushing their lines in Australia by vigorous advertising work," Mr. Sheldon said. "The Japanese are not. Our Nipponese friend, to meet prejudice in Australia, is obliged rather to suppress the 'made in Japan' idea. The American works under no such handicap."

Mr. Sheldon spoke to the export manufacturers on "American Exports to Australia Under Present Trade Condi-

tions." William H. Ingersoll of Robert Ingersoll & Bro. presided at the luncheon which was attended by about 150 persons.

School Teachers Advertise

In their determination to push the Lockwood-Donahue Bill through the State Legislature, the school teachers of New York have turned to paid display advertising in the metropolitan dailies to give publicity to the reasons why parents should urge their representatives to vote for this bill which provides for a general increase in teachers' salaries. The opening bell in the campaign was rung in the New York Times of Monday, with money raised by assessment by the teachers of Stuyvesant High School. "The Teachers Are Leaving—the Schools Are Left," the first headline ran.

The Stuyvesant teachers enlisted the cooperation of fellow-educators in other schools in the city and upon our going to press plans were under way for an extended display campaign. The Harry Porter Company is handling the account.

Clarence F. Bicknell Dies in Hospital

Clarence F. Bicknell, publisher of the Fort Wayne News and Sentinel, died on Thursday of last week in his 56th year in a Fort Wayne hospital after an illness of several weeks. He first acquired the Journal at Gas City and later became publisher of the Tribune in Terre Haute. With A. T. Hert and others he bought the News merging the Evening Sentinel with it in 1917.

Richard H. Waldo Resigns

Richard H. Waldo, president and general manager of the American Association of Foreign Language Newspapers, New York, has withdrawn from the association. His resignation which is effective April 1, was made, it is understood, for personal reasons. Major Waldo has not made any definite plans as yet, but it is believed that he will become associated in the publishing field in an international way.

T. B. Spencer, sales manager and Miss L. B. Carpenter, advertising manager of the association, have also resigned. Frank D. Garner, who has been at Chicago as western manager, has been appointed to succeed Mr. Waldo.

An "A. & S." Article Helped Him In a Pinch

St. Paul, Minn.

EDITOR, ADVERTISING & SELLING:

Thought you might be interested to know how reading one of the articles in your magazine helped me out in a pinch. I refer to the article in the issue of September 13, 1919, headed "A Couplet from Kipling Helps Out One Copywriter." Thanks to your author it has helped out another.

I took the copywriter at his word when he said every man in his line should remember that couplet. So I had it typed on a card and set it up on my desk. Then when the idea for a full page for Family Budget Day would not come I looked at that card. The enclosed advertisement is the result.

If the man who wrote that article is handy, shake hands with him for me and tell him I'm much obliged.

Cordially yours,

RALEIGH E. ROSS

Genuine Service Appreciated

Extracts from unsolicited letters from advertising agents and manufacturers regarding the statistical charts issued by the New York Globe would seem to indicate that they constitute a genuine service which is appreciated.

Extracts From a Few Letters

"It only needs brains and application to make this material of great value to the national advertiser, and that is not your job but the job of the man in the agency."—*From a leading advertising agency.*

■

"I think the statistical charts afford the most usable basis for analysis that has come to my desk, and I welcome the further ones you promise."—*From a leading agent.*

■

"These statistical charts and maps have real meat in back of them, and I am very glad that you have my name on your personal list and assure you I will look forward to receiving them, because they will give me no end of good information and supply me with necessary knowledge that will prove of great help."—*From a large automobile manufacturer.*

"I want to tell you that we appreciate very much the maps and statistical charts you have been sending us. They are not only in mighty convenient form, but they contain a wealth of information that is bound to be of considerable use to advertisers and advertising agencies."—*From an advertising agent.*

■

"Thank you for the statistical charts, which unquestionably will be of a great deal of value to us."—*From a leading agent.*

■

"We are very much interested in these charts and anticipate considerable assistance from them as the series develops."—*From a large automobile manufacturer.*

■

"These charts are very interesting and the information will be of great service to us."—*From a leading advertising agent.*

"Such valuable information as this should result in more localized national campaigns."—*From an advertising agent.*

■

"This is certainly fine information and you may rest assured that your efforts in getting it together, which we know must have been considerable, will be greatly appreciated."—*From a leading advertising agent.*

■

"I find the charts very interesting and we shall be very pleased to receive more of them as they are issued from time to time."—*From an automobile manufacturer.*

■

"Your charts and the methods you use in analyzing advertising conditions are far in advance of anything I have ever seen."—*From a leading manufacturer.*

Copies of the charts as issued will be mailed to any space buyer of newspaper advertising writing on his business address stationery as long as the supply lasts.

Member
A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher.

186,000
A DAY



Letters from an Advertising Man to His Son

By S. DEWITT CLOUGH

Dear Bud: Mother writes me that you have landed a job in New York. Good for you. I sort of had a hunch that you were coming back and hit the old man for a job, as soon as you got your discharge. Well, you know you can come back any time you get ready and the old job is yours. I'll be mighty glad to see you, but I'm proud of you for wanting to learn a little something about the advertising game before you step into my shoes.

If you don't make a better advertising man than I am, I'll think your education has been wasted and your training sadly neglected. Take it from me, though, Bud, you won't find any soft picking in New York. It won't be like working for your Dad. There are a lot of young chaps, just out of the army, who think they want to get into advertising—either that or selling bonds. I guess they've talked it all over at the camps, in the trenches and on the transports. They've sort of sized it up that there's a lot of easy money in the advertising game. They think it sounds classy, too. All they have to do to get rich, is to dash off a few clever lines, now and then, and tell the other fellow how to make money. They think there's a Unecda Biscuit named every day.

Well, a lot of them will wake up sooner or later when it's too late to get back into their old jobs. Twelve months fighting in France doesn't make an advertising man any more than running an automobile for a year makes a expert mechanic out of a copywriter. But, I think

you've got it in you, Bud, to make good in your "chosen profession" as you tell Mother. You've got a good foundation in your education, which you will now begin to appreciate. I give you credit for a fair amount of common sense, though you're not to blame for that—it's hereditary on your Mother's side.

Your army training has given you the will to win, and the discipline should teach you self-control. If you have any paternal traits, I hope its a pinch of perseverance from your Grandfather, which will give you sticking qualities, and, right here, Bud, without appearing to be doing any preaching, let me warn you against the ad man's evil of changing your base too often. It's all right, I suppose, in military tactics, for an army to change its base if it keeps going forward, but don't change just for variety, or to see the world, as the sailor says. Pick out your objective and hammer away till you win that point, if it takes all summer. All the famous generals weren't in France, you know.

You've probably learned to make out reports to your superior officers in the war game. Let's keep this up, Bud, remembering that I'm just your pal, boy, and not your superior officer. I may be able to

help you win your straps in the business of advertising.

Give my love to Mother. Ask her when she's coming home. Here's a slap on the back and a hearty handshake from

DAD.

* * *

Dear Bud:—So you've hooked up with an advertising agency, have you? Said they knew me, did they, and would take a chance on you? Well, they won't be taking much chance I guess. You've done well, but don't think you know it all just because you are filing all the newspapers and magazines in the United States. If you're busy you won't have much chance to read them. I won't blame you for following the World's Series, but a couple of papers, one in Chicago and one in Cincinnati, are enough for that.

I've always said that some experience in an agency is good training for a young man entering advertising, so are the newspaper office and the printing shop.

By the way, I want you to nose around among the type some. Get your hands dirty with a little ink, for it's as powerful as a hand grenade. You want to learn all about it before you start throwing any. Ask somebody to show you how to set a stick of type, what "ems" are and how many agate lines to an inch. When you start figuring rates, your boss might call you on the carpet for any errors in this direction. I believe there are a few Gordons there. If you can bribe the shop foreman to let you set a bit of copy during noon hours, or

(Continued on page 34)

ADVERTISING

Two streaks of rust and right-of-way do not make a railroad, any more than big space and a splash of color make an advertisement.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



VIVAUDOU
and Collier's

Vivaudou is using
more space in
Collier's than in
any other general
publication.

“Watch Collier's”

Canada Is Calling to U. S. Sellers

With \$233 in Real Wealth Per Capita, Our
Neighbors on the North Need American Goods

By **FREDERIC HUDD**

Canadian Bureau of Information

BUSINESS prospects in Canada, have seldom presented a brighter picture than at present. To the investor, the manufacturer and the salesman, a country whose illimitable resources have been developed to so comparatively small an extent offers every opportunity. It cannot be doubted that Canada is destined to become the country of the twentieth century just as the United States was the country of the nineteenth century in development of natural resources and increase of population.

One of the best evidences of the present prosperity of Canada is found in the circumstance that, notwithstanding the purchase by the people of Canada of \$699,291,095 worth, or 77 percent, of all the securities issued in the Dominion last year, the bank deposits showed a remarkable increase. In January, 1919, demand and savings deposits were \$1,613,919,495, and by the end of November they had increased to \$1,866,515,866. This represents \$233 per head of Canada's population of 8,000,000 as compared with \$126 per head of population in the National Banks of the United States.

No problem confronts Canada in the future that cannot be satisfactorily solved. The war imposed great burdens upon the country, but nothing in the resultant unsettled conditions is inconsistent with the continued development and prosperity of the Dominion.

The resources of Canada need only the touch of energy and capital. The market for pulp and paper continues to expand; the demand for gold and silver adds to the value of the mines and the soaring price of coal is bound to hasten the development of those potential water-powers in which Canada, in relation to other countries, ranks second. Above all, the expected influx of settlers, notably in the West, will stimulate agricultural production, Canada's main source of wealth at present, and extend her market for home manufactures as well as for the United States seller.

Trade between Canada and the United States during the last few years has developed phenomenally.

In the twelve months ending December 31, last, Canada bought from the United States goods to the value of \$740,580,225, nearly ten times as much as the Dominion bought from the United Kingdom. This figure represents over 75 percent of Canada's import trade with the world which totalled \$941,007,700. Canada, ever since 1890, has purchased more from the United States than she has sold, and there always has been a balance of trade against her. This rose to its highest point in 1917, when the balance in favor of the United States was about \$350,000,000. The balance last year was only \$290,000,000 but it is sufficient to explain why there is an adverse rate of exchange

It is in the foreign market that the American developer often meets his Waterloo. Too close study cannot be given to the fields that lie beyond our borders.

against Canada at the present time. When Canada could settle her United States accounts with British Exchange, at par, the discount on Canadian bills did not exist, but this is not possible at the moment.

While Canada's purchases from the United States show a slight decrease, as compared with 1917 and 1918, her sales are on the increase. Exports to the United States from Canada in 1919 were \$454,686,294, as against \$433,182,149 in the previous year, an increase of over \$20,000,000. It will thus be seen that with the increase of production in Canada and extension of her exports, the existing adverse balance of trade with the United States gradually will be adjusted.

At the present time, Canada is the third best customer in United States markets, Great Britain and France being in the lead. Canada buys twice as much from the United States as all the South American countries combined and takes half as much of the total exports of the United States as all other North American countries.

WHERE THE MARKET LIES


Canada's exports to the United States are made up almost wholly of foodstuffs and raw materials, while her imports from the United States consist for the most part of manufactured articles. This is where the United States seller enters the field. His problem is to ascertain exactly what the Canadian buyer needs and this is best indicated, perhaps, by the figures showing the value of the principal articles sold to Canada by the United States during the eleven months ending November 30, of last year, which are the latest detailed figures available.

Coal, \$39,179,000; cotton (raw), \$21,172,000; cotton (cloth), \$15,525,000; steel sheets and plates, \$18,298,000; oil, \$17,510,000; automobiles and auto trucks, \$11,419,000; bacon, \$10,408,000; corn, \$8,993,000; oranges, \$6,077,000; tobacco, \$7,823,000; tin plates, \$6,058,000; structural steel, \$5,872,000; cotton seed, \$6,162,000; leather, \$4,382,000; furs, \$4,586,000; metal working machinery, \$3,404,000; gasoline, \$5,518,000; binder twine, \$3,840,000; wheat, \$3,333,000; copper, \$3,676,000; wool clothing, \$2,858,000; boots and shoes, \$2,272,000; eggs, \$3,980,000; barbed wire, \$1,986,000; other wire, \$2,148,000; dyes and dyestuffs, \$1,934,000; tanning extracts, \$1,269,000; canned salmon, \$1,421,000; plows and cultivators, \$1,228,600; horses, \$1,228,000; prunes, \$1,168,000; steel rails, \$1,056,000; apples, \$1,023,349; mowers and reapers, \$404,395.

These statistics serve to show the commodities principally in demand by Canadian buyers in the United States markets. It cannot be doubted that the future will witness a development of trade between the two countries that it is now impossible to estimate.

A. G. C. Hammesfahr, Vice-President of the Martin V. Kelley Co.

A. G. C. Hammesfahr, formerly of the advertising agency of Buck & Hammesfahr, and former vice-president and general manager of *Collier's Weekly*, has been made vice-president of the Martin V. Kelley Co., Toledo, Ohio. Mr. Hammesfahr will make his headquarters in New York at the eastern office of the Kelley organization.



One of your men is spending 6 months in Latin America

Verne Leroy Havens is traveling through Latin America in your interest. As editor of **Ingenieria Internacional** he is expanding the effectiveness of his publication in two very definite ways:

First—Mr. Havens is establishing direct contact with the readers of his paper: the engineers and industrial organizations served by **Ingenieria Internacional**. He is studying conditions at first hand; and his up-to-the-minute viewpoint is reflected in his publication.

Second—He is making certain that this contact will be maintained by establishing a staff of resident editors in all of the Latin American countries.

Basic thinking lies behind these comprehensive plans. Never in the history of export publishing has a paper been built upon such a foundation.

Ingenieria Internacional thus becomes not only the medium of engineering communication between the United States and Latin America, but also the medium of **inter-communication** between the engineers in Peru, in the Argentine and in Cuba and Spain.

The engineering problems of all the Latin American countries are largely co-related. Through this resident editorial contact now being established, **Ingenieria Internacional** will give the utmost in this dual service of engineering publishing.

You can make this plan work for you by letting **Ingenieria Internacional** carry your sales message to the men who buy for these equipment-hungry markets of Latin America and Spain.



Ingenieria Internacional

One of the 11 McGraw-Hill Publications

McGRAW-HILL CO., INC. TENTH AVENUE AT
36th ST., NEW YORK
London Chicago Cleveland Washington Buenos Aires Philadelphia San Francisco



Reuben H. Donnelley, the new president of the Associated Advertising Clubs of the World. Mr. Donnelley is the founder of "The Red Book," the Classified Telephone Directory, and has held a prominent place in the advertising world for many years.

Reuben H. Donnelley Chosen Unanimously to Succeed Ex-President Meredith

The unanimous election of Reuben H. Donnelley by the executive committee of the Associated Clubs of the World to succeed Edwin Thomas Meredith as president, places at the head of the national association a man who has been active in its work almost since the time of organization, and a pioneer who, by his vigilance activities, has accomplished much for advertising.

Reuben H. Donnelley was born in the village of Brantford, Ontario, Canada, August 20, 1864, and came to Chicago with his parents in October of the same year. He was educated in the public schools of Chicago, attending Hyde Park High School and the old Chicago University.

After completing his study at college he became associated with the Chicago Directory Company in which connection he first became interested in advertising. In 1887 he became manager, later taking over the controlling interest in this business which he now owns.

In 1887 Mr. Donnelley sensed the com-

ing value and usage of the telephone in America and started the Chicago Classified Telephone Directory, the pioneer book of its kind in the world as we know telephone books today. In fact, Mr. Donnelley fathered this idea, which has developed in the last twenty-five years, into a tremendous business. This business was conducted as a personal undertaking under the name of Reuben H. Donnelley, publisher, until the fall of 1917 when it was incorporated in the name of The Reuben H. Donnelley Corporation, of which company he is now the president.

Early in his business career he also became associated with his father and brother in the printing business conducted by R. R. Donnelley & Sons Company—"The Lakeside Press"—which connection he has always maintained, at the present time being vice-president of that company.

Several years prior to 1905 he was a member of the firm—Knight, Donnelley & Company, LaSalle street brokers, and was a member of the New York Stock Exchange, Chicago Stock Exchange and the Chicago Board of Trade. He was vice-president of the Chicago Stock Ex-

change for two years and president for two years.

Mr. Donnelley, who was several times a member of the executive committee of the A. A. C. W., served with distinction. He has been a member of the Advertising Commission since the inception of that body, and at the A. A. C. W. convention in New Orleans last September he was elected vice-president in charge of the Chicago district which includes Ohio, Indiana, Michigan, Illinois, West Virginia, and Kentucky. In Chicago, Mr. Donnelley has always given his closest attention to the interests of the advertising club there, with the various committees upon which he has been placed from time to time.

In the vigilance work of the A. A. C. W., Mr. Donnelley has been of great assistance. His work has lain largely in Chicago, and he has also been instrumental in obtaining strong financial support for the National Association from the advertising interests of that city.

A number of years ago he was one of the men who go together to found the Association of American Directory Publishers which was organized primarily to apprehend and prosecute the fakers and imposters who had crept into the business. In this connection he has given very liberally of his time and money with the result that in the past fifteen years many of these people have been sent to the penitentiary and the directory publishing business has been freed to a very large extent of the fakers.

Mr. Donnelley is a man who has always been willing to give liberally of his time and substance in supporting the right kind of civic and business movements, and during the war was actively engaged in the work of the Red Cross in Chicago and also the civilian work at the Great Lakes Naval Training Station, Great Lakes, Ill.

Complaints Against Royal Baking Powder Advertising

Two complaints have been filed against the Royal Baking Powder Co., New York, by The Federal Trade Commission on charges alleging "false and misleading" advertising. Other concerns, against which the commission has brought similar charges are: Story & Clark Piano Co., Chicago, Ill.; National Wire Wheel Works, Inc., Hagerstown, Md.; Big 4 Grocery Co., Chicago, Ill.; Plunkett Chemical Co., Chicago, Ill.; Liberty Wholesale Grocers, Chicago, Ill.; Waverly Brown (phonographs), Wilmette, Ill.; Household Storage Co. (phonographs), Chicago, Ill.; P. A. Stark Piano Co., Chicago, Ill.; and Holland Piano Mfg. Co., Minneapolis, Minn.

\$2,000 in Prizes for "Coffee Week" Window Displays

To tie up the national advertising campaign of the coffee trade, with dealer cooperation, the Joint Coffee Trade Publicity Committee and the executive committee of the National Coffee Roasters Association have arranged to carry out a "Coffee Week," featuring a dealer contest, to begin on Monday, March 20. Two hundred and forty-eight prizes amounting to \$2,000, will be distributed to retailers all over the country who make the best displays. During the week the committee will show throughout the United States its motion picture entitled, "The Gift of Heaven."

Chicago's Leading Evening Paper

THE CHICAGO EVENING AMERICAN

continues to *increase* its dominating evening circulation position. The net paid circulation of the Evening American for February, 1920, was

419,892

leading the *second* evening paper's circulation (395,891) for the same month by (23,911) copies.

104,957

Gain in 14 Months

January, 1919.....	314,935
February, 1920.....	419,892
Gain for period.....	104,957

Only 3 Evening Papers

in the United States have more than 400,000 circulation:

- the N. Y. Evening Journal
- the Chicago Evening American
- the Philadelphia Bulletin

and two of them are Hearst newspapers.

Here is compact *mass-movement* personified for the national advertiser profitably to use:

Chicago — the Great Central Market, and Chicago's *Leading Evening Newspaper* to carry the advertiser's message into 420,000 prosperous homes.

The combination is unequalled—

Try it and see!

The Chicago Evening American

CHICAGO'S LEADING EVENING NEWSPAPER

CHICAGO OFFICE:
326 W. MADISON STREET

NEW YORK OFFICE:
2 COLUMBUS CIRCLE

Why Not Association Magazines?

New Medium Suggested to
Advertise Association Service

By A. F. N. THOMAS

A TRADE association, like an individual business organization has products to advertise. They are its Information and its Service. If it is logical and profitable for the members of such an organization, separately, to use the public press, national magazines and trade literature to obtain publicity for their products, why should it not be logical and profitable for the association to use the same mediums?

The Material Handling Manufacturers Association, in which I am particularly interested, is composed of men who came together with the common thought that, in collective effort, they could more easily establish contact with the thousands of industrial and commercial establishments in this country that need their help today more than ever before.

To accomplish that object such an association needs some medium of publicity which it can direct and control.

Why not an association magazine?

An association magazine would establish contact with the natural sources of trade, bind the members in closer working relationship and provide capital for headquarters work.

Such a publication as I suggested to the Mechanical Handling Machinery Manufacturers' Association at its February Convention in New York, 52 pages thick, 9 by 12 inches, could be turned out at a substantial profit. The accomplishment of its other aims would follow naturally.

I have compiled some figures representing expense to publish and amount of profit to be derived. These figures have been obtained from reliable sources and can be accepted as fairly accurate, based on an issue of 25,000 copies per month:

Cost of printing and mailing 12 issues.....	\$31,734.00
Editorial management....	3,000.00
Maintenance of mailing department	1,500.00

Total expense per year..\$36,234.00

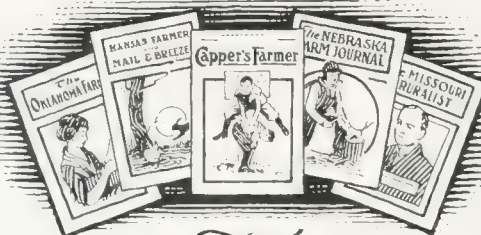
Revenue from advertising (33 pages inside and three cover pages monthly)..\$66,300.00

These figures show a net revenue of over thirty thousand dollars—a very substantial profit available to carry on association work.

Instead of calling upon member companies for donations in addition to regular dues, the money can be raised in a manner that will distribute the burden equally and at the same time give each full value for money in high class publicity.

I believe that an Association magazine will do more to develop and maintain the interest and constant cooperation of member companies in the organization than any other one influence that can be put to work. A magazine circulating among members as well as the public at large will act as a constant reminder that the Association is functioning properly in their individual interests.

I am anxious to see such a magazine published by the Material Handling Machinery Manufacturers Association. The title I suggested to the New York convention was "Mechanical Labor Savers." It could be handled entirely at the New



The
CAPPER FARM PRESS
1,100,000 SUBSCRIBERS

A powerful Midwest
Medium, thru which
to reach the World's
Greatest Farm Market

.....the next page
gives a reason.



York headquarters of the Association under the supervision of the secretary. It would give visible evidence that the printed word, the greatest moulder of public opinion, the mightiest agency for the dissemination of educational information, has put the makers of standard and specialized classes of conveying machinery into touch with those who can profit most by their practical use.

Michigan Inter-City Advertising Association Formed—Many Practical Addresses at State Conference

The first annual gathering of the association of advertising clubs of the State of Michigan was held at Kalamazoo, Mich., last Thursday, March 18, for the

purpose of pushing advertising in Michigan and organizing advertising clubs in some of the smaller Michigan cities. James Buswell, Kalamazoo, was elected the first president of the organization, which adopted the name of the Michigan Inter-City Advertising Association. Charles Koethen, assistant sales manager of the J. L. Hudson Company, Detroit, was elected vice-president, and Charles Morath, advertising manager of the Home Furniture Company, Kalamazoo, was made secretary-treasurer.

One hundred and twenty-one buyers, sellers and writers of advertising copy from all over the state attended the conference. The program of the new organization calls for three conventions every year. The next state convention will be held in May and the third in September in cities not yet chosen. Addresses were delivered by Cliff Buttleman, president of the Kalamazoo Advertising League, who

welcomed the delegates and explained the purposes which prompted the formation of the Michigan League; by Ruben H. Donnelley, newly elected president of the A. A. C. W.; by Robert E. Ramsay, former editor of *ADVERTISING & SELLING*, and now director sales promotion and advertising manager of the American Writing Paper Company; by Homer J. Buckley, of Chicago, president of the Buckley-Dement Company, who discussed the value of state organization; Fred Gage, treasurer of the United Typothetae of America, whose subject was "Properly Illustrating Advertising Matter"; Edward Weir, advertising manager of the Round Oak Stove Company, on "Primary Appeal in Sales and Advertising."

Detroit Advertising Man Comes East

John A. Drake, assistant manager of the copy department of Campbell-Ewald, left Detroit last Saturday to take a position with the Martin V. Kelley Advertising Agency, at their New York office.

Mr. Drake is well known in Detroit advertising circles, particularly in advertising pertaining to the automotive industry. While with the Campbell-Ewald Company for the last three years he handled among other automotive accounts, Delco Starting, Lighting and Ignition, United Motors Service, Bearings Service and Covert Gear transmission advertising. He spent nearly a year in the service. Previous to his agency experience he was in the advertising department of the Studebaker Corporation, and has had sales and publication experience.

Newark "Star-Eagle" Advertising Manager Starts for Himself

Joseph J. Fiske, who has been advertising manager of the Newark, N. J., *Star-Eagle* since the present owners acquired the property, has resigned to engage in the advertising business for himself. Editorially in the Newark paper last week, Mr. Fiske was credited with a remarkable record of having doubled the volume of advertising, and was extended the best wishes and appreciation of the publishers and his former associates.

O'Donnell Special Agency Incorporates

The O'Donnell Special Agency was formed in New York last week with a capital of \$100,000 for the purpose of engaging in advertising. R. F. R. Huntsman, D. C. Adams, Jr., R. J. O'Donnell, 15 Hawthorne street, Brooklyn, are named as the organizers.

Big Population Gains in Ohio

Ohio has been growing rapidly, according to the new census figures. Here are some Buckeye State and other late reports:

Dayton, Ohio, 153,830, an increase of 37,253, or 31.1 percent over 1910.

Parkersburg, W. Va., 20,039, increase 2,197, or 12.3 percent.

Middletown, N. Y., 18,420, increase 3,107, or 20.3 percent.

Warren, Ohio, 27,050, increase 15,969, or 144.1 percent.

Trenton, Mo., 6,951, increase 1,295, or 22.0 percent.

Junction City, Kan., 7,516, increase 1,918, or 34.3 percent.

Kewanee, Ill., 16,026, increase 6,719, or 72.2 percent.

Anniston, Ala., 15,700, increase 2,015, or 22.8 percent.

— **THE CAPPER FARM PRESS** is one medium with one policy and co-ordinated by one purpose. Yet it is published in five distinct sections, each with an independent editorial staff located in the territory which it serves.

This policy enables its 24 editors to come in the closest possible contact with their readers, to get a "close-up" of their work, to know and be known first hand. It enables them to give timely advice. What is seasonable in the north may be a month old farther south. Advice on growing spring wheat does not interest the cotton grower.

THE CAPPER FARM PRESS is not only a symbol but a synonym for Midwest rural and agricultural progress. The strap-hanger and the city clerk do not read it, but the farm folks of the Midwest look upon these papers as their very own—their buying guide.

Your advertising can be placed before more than a million worth-while farm families, with all the force that goes with such an enormous circulation plus the added power from the localized reader-interest maintained by the sectional plan of editing.

THE CAPPER FARM PRESS

(MEMBER A.B.C.)

Arthur Capper, Publisher—Marco Morrow, Asst. Publisher
Topeka, Kansas.

—SECTIONS—

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

There Is But One Way To Reach Railway Officials

through printers' ink; and that is, *by using publications devoted exclusively to railway subjects.*

IT IS a simple matter to draw a chart showing that an iron and steel paper, for example has a 100 per cent circulation on some railways if it is assumed that the Purchasing Agent, the official frequently of least importance in buying power, is the sole subscriber; or to claim that a paper devoted to machinery for making all kinds of things with a few hundred subscribers in railway shops, or one which deals with engineering subjects generally with a comparatively small following amongst railway engineering department officers, covers that particular branch of railway service.

The railway field is the second largest



industry in the world and none is more highly specialized. It functions by departments; and some of those departments are in themselves as large as whole industries. That is why we publish five different railway papers and why no paper wherein railroading is incidental can have anything more than an incidental following in the great railway field.

Put your problem squarely up to us. Remember—"Railways buy everything from pins to locomotives and from feather dusters to real estate". We will tell you just which paper or combination of papers to use and how to use it.

And remember, too, that during the next three years, the railways of this country alone *must* pay out more than six billions of dollars for capital purchases alone, to say nothing about ordinary maintenance expenditures, which run into millions each year.

The Railway Service Unit

Railway Age.

Railway Electrical Engineer.

Railway Mechanical Engineer.

Railway Signal Engineer.

Railway Maintenance Engineer.

SIMMONS-BOARDMAN PUBLISHING CO.
Woolworth Building

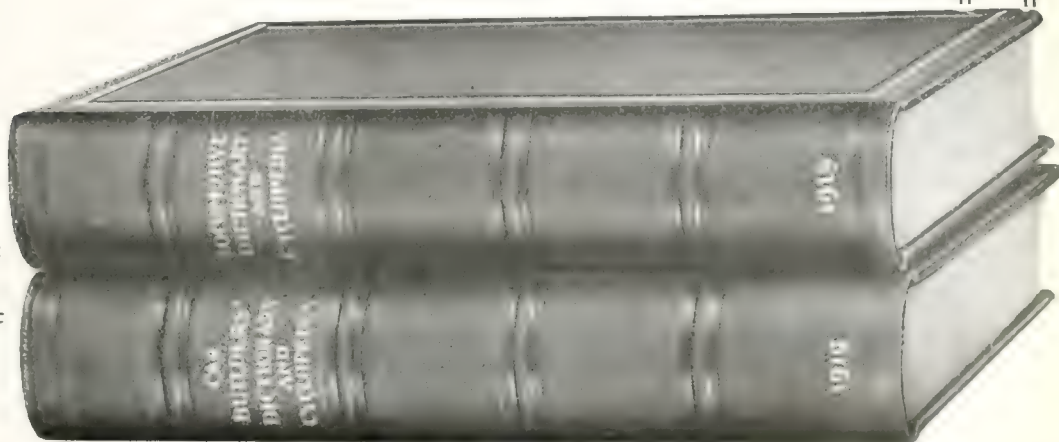
New York

Chicago
Cincinnati

Washington

Cleveland
London

*All five members of the Railway Service Unit are members of the
Audit Bureau of Circulations and Associated Business Papers*



Making the Welkin Ring With "Winnipeg"

High Class Publicity That Is Selling the Advantages and Markets of a Live City to the World

By J. M. DAVIDSON

Winnipeg Board of Trade.

THE Board of Trade of Winnipeg, Manitoba, is a body of dreamers.

This isn't an indictment; it's a boast.

"Where Dreams Come True" runs the title of a little booklet that is giving world-wide publicity to the attractions of the premier city of the western Canadian prairies. That's what a bibliographer would call a "short title"; carried out in full, it ought to read: "Where Dreams Come True Because Men Know How to Dream."

There is dreaming and dreaming. Our "castles in Spain" are castles in Winnipeg and they are going up, stone by stone, in Winnipeg coincidentally with their weaving, thread by thread, in the texture of our dreams.

Winnipeg is being sold to the world; sold because men have been dreaming and making their dreams come true long enough now to convince the world that they are going on successfully along the same lines so long as Winnipeg is, and that they are going to carry Winnipeg, and all who come to Winnipeg, with them.

What has this kind of dreaming done for Winnipeg?

Developed it from a village of 215 persons in 1870 to a metropolis of 262,000 today, spread over an area of 15,289 acres. Made it the grain clearing-house of Canada, and the largest grain market in the world, set in a business field covered by 16,000 miles of railways, with 27 railway lines radiating from the city itself in every direction. Brought to it more than 425 factories, employing 20,000 hands. Resulted in a wholesale turn-over exceeding \$200,000,000 annually, bank clearings of \$2,316,724,063, and assessments of more than \$325,000,000. Equipped it with water, light, power, educational and recreation facilities that are far in advance even of the remarkable growth of the city.

That, briefly—too briefly—is what we in Winnipeg have to market to the world. How are we getting it across?

Advertising a city or town has become one of the recognized pro-

The "Chicago of the North"

WINNIPEG imported for consumption in the first eight months of 1919, \$28,420,764 worth of merchandise—more than any other Canadian city except Montreal and Toronto—of which 63.9 percent came from the United States.

Workingmen who bought this merchandise in the province of Manitoba, of which Winnipeg is the capital, made a higher average wage in 1919 than workingmen in any other Canadian province except Alberta and Saskatchewan. (1916) figures showed \$691 a year, but they are far above that figure now.)

Salaries paid office workers in Manitoba over-top those paid anywhere else in Canada except in Ontario and Quebec.

Manitoba's annual wealth production per family is higher than in any other western Canadian province.

Manitoban prosperity is indicated by the fact that building permits issued in Winnipeg in the last four years have amounted to \$19,666,900—more than the aggregate in any other Canadian cities except Toronto and Montreal.

THE EDITOR.

fessions. It is not enough in these days of progress that a city be on the map. Where it is, what it is, how it came about, and what lies before it are all matters of importance to the man or firm seeking a new location and looking over the ground in advance as engineers survey and map the country for a new line of railway. It is necessary to gather facts, to find out what has been done, to investigate resources and measure accomplishments, and finally to spread the result of this work before the people of other parts so that they may have a full, accurate and reliable report of the city, town or country, which they are looking over.

THE FIRST CAMPAIGN

Such work was started in 1907 by the Winnipeg Industrial and Development Bureau under the direction of a commissioner. With 29 civic organizations behind it, including the City Council, Board of Trade, Grain Exchange, Manufacturers' Association, Bankers' Association, Retail Merchants' Association, and other bodies, the name of Winnipeg, then holding the highest place in America for rapid and

substantial growth, was rung to the four corners of the globe.

Our first effort was a general advertising campaign including direct letters, pictorial folders, leaflets, broadsides and magazine articles. Committees planned and secured conventions; conducted trade trips through the western provinces; made frequent trips direct to manufacturing centers in the United States in the interests of industrial development. We organized the "Imperial Home Reunion Association" to bring British workingmen to Winnipeg. In the year 1909 alone we answered 15,680 direct inquiries, sent out 28,915 letters, distributed 1,575,000 books and folders and furnished the press an aggregate of 482,000 lines through our press service.

That was the flying start.

Then we did something that was really worthy of our dreams. Not content with bringing to the city settlers of a permanent character, the Bureau determined to make capital of Winnipeg's unique geographical situation by establishing a permanent reputation for Winnipeg as the greatest convention center of all Canada. To that end there was erected on the main thoroughfare of the city the Industrial Building—the largest building of its kind on the continent—containing the Bureau offices, a convention hall with a seating capacity of 4,000, lecture hall, museum, art gallery, and elaborate display rooms for "made-in-Winnipeg" products.

That was a follow-up with a punch.

THE WAR INTERFERES

Then came the war and, with it, retrenchment in every line of business, great and small. Like all Canadian cities, Winnipeg set her heart upon the great task. She went to war in men, money and resources. During the period of the conflict Winnipeg's organization for advertising was maintained, but its resources were entirely diverted to the national emergency. So far as advertising the city was concerned, our problem at the end of the war was to take things up as they had been left on August 4, 1914.

But we were dreaming bigger

NEW YORK'S FASTEST GROWING NEWSPAPER

DESPITE the combination, February 1st, of two New York morning newspapers, the *New York Tribune* maintained its position of second in total volume of week-day display advertising during February.

Figures for February

From Eve. Post's Statistical Department

			DISPLAY WEEKDAY LINEAGE
TIMES	-	-	808,254
TRIBUNE	-	-	431,569
SUN-HERALD	-	-	383,906
WORLD	-	-	289,872
AMERICAN	-	-	261,500



New York Tribune

FIRST TO LAST - THE TRUTH: NEWS - EDITORIALS - ADVERTISEMENTS

dreams than ever by this time, because we had seen big dreams come true; and we cast about to find the best way to set other people dreaming about Winnipeg and its opportunities. In July, 1918, the Winnipeg Industrial and Development Bureau and the Winnipeg Board of Trade had combined, so we had behind the seven men who had executive charge of publicity the full power of the Greater Winnipeg Board of Trade and its Publicity and Convention Bureau, 87 strong. This was organized just seven weeks after the signing of the armistice.

Then we started out to make the welkin ring with "Winnipeg," to the end that there might flock to Winnipeg men and industries having serious purposes; capitalists in search of investment opportunities; high class laborers seeking employment in a city where civic attainments had been large and where educational advantages are superior; progressive thinking men—men who would "fit in" the progressive life of western Canada.

Our plan has been to scrap glittering generalities and bombastic illustrative publications. We are re-

lying on the pulling force of simple, forthright facts gotten up in concise form with limited illustration. These are embodied in a folder series, each folder dealing with one subject concerning Winnipeg. The folder is followed up with incisive arguments in letter form mailed directly to a selected list of manufacturers most suitable for this locality.

SELLING WINNIPEG BY FOLDER

First came a twelve-page folder printed in two colors on a coated stock, entitled "Winnipeg's Water Works—A World's Wonder." This tells the story and describes the excellence of Winnipeg's marvellous Shoal Lake Water System, which has brought soft water to Winnipeg and revolutionized Winnipeg's power to attract the manufacturer. This booklet with its data on "Winnipeg Spirit," "Engineering Problems," "Cost Statistics," "Economic Savings," "What Winnipeg Offers Manufacturers," etc., was distributed to tanneries, shoe factories, pulp mills, dye-houses, pottery manufacturers—the specific industries which might be directly interested in the city as a manufacturing center and to whom pure soft water would offer a particular inducement. Folders were also sent to libraries, colleges, newspapers, magazines, Boards of Trade and Chambers of Commerce, and inserted in the outgoing mail of a selected list of local business houses.

A similar folder on Winnipeg's developed and potential water power, showing in an emphatic manner that there is sufficient power available along the Winnipeg River to supply five, and possibly eight or ten, times the present requirements of the city, was distributed in the same way.

Those are two punches that we have delivered. We have in reserve, about ready to let loose, others equally effective in folders on "Markets Available," "Transportation and Sites," and "Living Conditions in the City of Winnipeg." They hit hard, they go straight, and they are as free from waste energy as we know how to make them.

And they ARE making the welkin ring with "Winnipeg."

Remington Arms Appoints Bogart Assistant Advertising Manager

J. Albert Bogart has been made assistant advertising manager of the Remington Arms Union Metallic Cartridge Company, Inc., New York, with whom he has been associated for the past two years.



A New Busy Corner In New York

7th Avenue & 34th Street—near the great Pennsylvania Station—at the gateway to the famous shopping district.

In New York there is a ready response to outdoor displays. We have locations in every section of the metropolitan district.

Set aside a part of your appropriation for outdoor advertising. Do not neglect inquiring into our facilities—we are at your service.

The O. J. Gude Co., N.Y.

OUTDOOR ADVERTISING EVERYWHERE

550 West 57th Street
New York City

CINCINNATI

ST. LOUIS

PHILADELPHIA

People's Gas Building
Chicago, Ills.

RICHMOND

ATLANTA

Graham Director and Treasurer of "Rural Canada"

P. W. Graham, who has been the advertising director of the Continental Publishing Co., Ltd., publishers of *Everywoman's World*, *La Canadienne*, *Everywoman's Needlecraft Companion*, etc., has resigned to join the Young Canada Publishing Company, publishers of *Rural Canada*, with which he was formerly connected as advertising manager. In his renewed connection with Charles C. Nixon and the *Rural Canada* organization Mr. Graham is to have a large part in the new national movement for building up Canada and the bringing of town and country people closer together, particularly through the presentation of exact information on the great economic and agricultural needs of Canada, including the situation on revenue and the protective tariff.

As a background to this work the organization of Young Canada Societies is being proceeded with. It is expected ultimately to have thousands of these in local centers from coast to coast, all building for a bigger and better Canadian spirit and directed very carefully from the national executive offices in Toronto.

Mr. Graham joins the Young Canada Publishing Company as a director with the office of treasurer. He will have charge of advertising and technical service end of the publishing of *Rural Canada* and other publications shortly to be announced.

Class Journal Co. Augments Chicago Staff

L. G. Willcox, formerly with McGraw-Hill Company, representing *Power* in Chicago, has recently become a member of the western staff of the Class Journal Company, in the merchandising service department.

Louis H. Sebbs, formerly manager of the sales promotion department of the Chicago Pneumatic Tool Company, has also become associated with the merchandising service department of the Class Journal Company in Chicago.

Turner-Wagener Increase Copy Staff

J. Frederick Lowes has been added to the copy staff of the Turner-Wagener Company, Chicago. Mr. Lowes, previous to his present connection, was a member of the advertising department of the U. S. Gypsum Company, and before that was associated with building materials advertising and had a period of work in the field of electrical engineering.

Campbell, Blood & Trump, a Detroit Advertising Agency

The advertising agency of Campbell, Blood & Trump, has opened headquarters in the Penobscot building, Detroit, with Harvey Campbell, former president of the Apel-Campbell Company, as president. Wallace Blood, former secretary of the Brotherton-Knoble Company, is vice-president, and Hal Trump, from Campbell-Ewald Company, is secretary-treasurer.

Former Packard Sales Promotion Manager Forms Company

Harry Lepp, former sales promotion manager of the Packard Motor Car Company, Detroit, Mich., has formed the Automotive Products Corporation, San Francisco, to handle lines of goods for eastern makers.

"Pictorial Review" Secretary Acquitted

Jay A. Weber, secretary of the Pictorial Review Co., was acquitted on Friday of last week by a Federal District Court jury on the charge of attempted bribery growing out of an inquiry by internal revenue agents into the income tax returns of the company.

Weber was charged with having offered \$25,000 to Nathaniel W. Gropper, internal revenue agent, in an effort to bribe Gropper to certify alleged false income tax returns of the Pictorial Review Company from 1914 to 1917. He was also charged with giving Gropper \$500 as first payment in the alleged \$25,000 bribe offer. Weber had said this was merely a loan. On the first jury ballot, it is said, the panel was unanimous in a decision that no \$25,000 bribe offer was made. There was a little deliberation in regard to the \$500 loan. But the second ballot unanimously exonerated Mr. Weber on both counts.

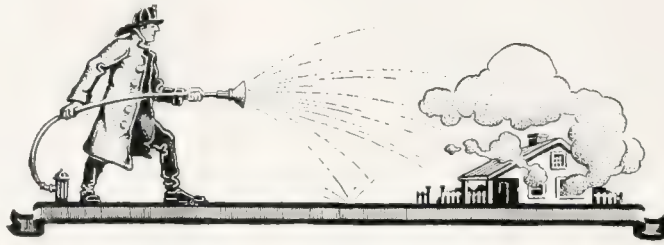
Joined the Fred M. Randall Company

W. L. Austin, for the past five years associated with the J. Walter Thompson Company, and recently in charge of the copy and production departments of their Detroit office, has become affiliated with The Fred M. Randall Company, advertising agency, Detroit, Michigan. Previous to his connection with the Thompson Company, Mr. Austin spent about six years as advertising manager of the Gray Motor Company and Detroit Lubricator Company.

Middleton In Charge of Sales and Advertising of Kelly Metals

Ray T. Middleton has become vice-president and director of sales and advertising for the Kelly Metals Company of Chicago, Detroit, and Los Angeles. He resigned as general sales manager of the Standard Steel Castings Company, of Cleveland, to accept the new office.

The columns of
the Standard
Union are swarm-
ing with adver-
tising because
Brooklyn today
is the personifi-
cation of industry.
Where money
burns in the pocket
there's trade.
Why wait?

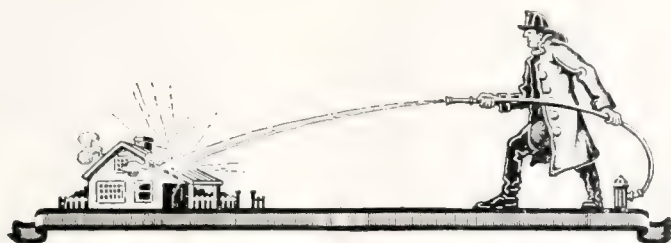


You can dampen a fire
with a scattered spray

Aim a scattered
spray at a fire and
you hit the mark*—
with 5 or 6 percent of
the stream. But that
5 or 6 percent doesn't
put the fire out.

*If you sell anything that is used
in civil engineering, mechanical
engineering, electrical engineering,
mining engineering or chemical
engineering your mark is the
maximum number of buying en-
gineers and engineering executives.

The 11 McGraw-Hill Publications



But a straight stream
puts it out !

When you want to reach the buying engineers and engineering executives* the straight stream of the Eleven McGraw-Hill publications is better than a spray.

*McGraw-Hill publications do not reach chauffeurs, or baseball players or female elevator operators. But they do reach buying engineers.

Electric Railway Journal, for instance, reaches executives controlling 99 per cent of the electric railway mileage of this country.

Electrical World
Journal of Electricity
Ingeniería Internacional
Power
American Machinist

Electrical Merchandising
Electric Railway Journal
Engineering News-Record
Coal Age
Engineering & Mining Journal
Chemical & Metallurgical Engineering

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
NEW YORK

Basing your paper selection on KNOWN FACTS

Paper Knowledge Means Greater Sales Power

Paper is a vital factor in putting your sales story across—perfect reproduction—creating the proper mental attitude and approaching your prospect from the right angle are all dependent upon the proper selection of paper.

You can have a complete analysis made of your direct advertising that will form a profitable basis for your paper specifications.

If you will send us samples of your direct advertising—catalogues, booklets, mailing cards, circulars, letterheads and house organs we will make a detailed analysis which will increase the results from your campaign.

Base your paper selection on known facts—no obligation, no expense but very profitable.

Research Laboratories

SEAMAN PAPER COMPANY

1102-208 South La Salle Street
CHICAGO, ILLINOIS



WOMEN'S FURNISHINGS Mail Order

MOBILE FARM MACHINERY

Spring Sales

FRANKFURT

PRICE LISTS

DESKS

BOOK OF PLANS

Toys

GLASSWARE

Office Appliances

ELECTRICAL GOODS

Mrs. William the Conqueror Is Selling Shirts

How an Advertising Man and an Artist Have Put
Famous Characters of History on the Sales Force

By WALTER M. STEIN

WHAT would you think of a corporation that could put on its sales force: Charlemagne; Matilda, who was William the Conqueror's queen; an ancient Chinese emperor and his spouse; dignitaries of old Egypt; and autocrats of classic Rome?

Worthies like these are selling Eagle Shirts for Jacob Miller Sons & Company, of Philadelphia.

Perhaps you have seen them at work in the *Saturday Evening Post* posing in picturesque elegance in the color compositions of Edward B. Edwards. After you have drunk in the reposeful beauty of the illustration your eye may have wandered to the text. Being an advertising man, you probably have reversed the process. But if you have caught in your quick glance only the qualities of the picture and the caption, that is all the advertiser asks.

There has been some criticism of the new full-page color campaign that this company has launched.

"But," objects the old-line advertising man, "Mr. Edwards' art work seems so remotely connected with the product. What has the Bayeux Tapestry, for example, to do with shirts—plain, ordinary shirts?"

The answer would be that these shirts are not "plain ordinary shirts"; and it is this fact that we are trying to get across in this campaign.

The association in the consumer's mind of the qualities suggested in Mr. Edwards' pictures with the goods offered, accomplished by the juxtaposition of the picture and the product name, is the means to that end.

Before one criticizes this campaign, he should consider our premise: that the function of national advertising is to develop "consumer acceptance," not "consumer demand"; that national advertising should be used to mould public opinion in favor of a product, not to try to line consumers up at the dealers' counters. We are the weavers of the majority of the fabrics from which we fashion our shirts. An exhaustive retail field analysis made not long ago devel-

oped that pattern, weave, and color are the prime factors in shirt selling.

Therefore, the national phase of our campaign confronted us with the problem of conveying by picture (1) the atmosphere of quality, (2) the idea of beauty, (3) the thought of exclusiveness, (4) the fact that we weave our own cloths.

ANCIENT SELLING MODERN

Edward B. Edwards was consulted and commissioned to execute a series of page subjects in color. He is a student of the ancient in the field of art who finds there manifold examples of the great love of the people for the beautiful as it is expressed in weaving. He be-

lieves that this appreciation is alive today.

See, then, the force of appealing to this perhaps latent appreciation through beautifully picturing episodes in the development of weaving in years gone by. Note how this capitalizes what we found to be the chief appeal in shirt selling: beauty of pattern—ingenuity of weave—artistry of color.

The rest develops as smoothly as a proposition from Euclid. Since the public mind is to be impressed with the thought of a parallel between Eagle Shirts and beauty, exclusiveness, quality and individual weave, the illustrations must be (1) beautiful pictures, (2) uncommon in subject, (3) fine of execution and reproduction, (4) on topics connected with weaving.

Then you decide on a series, of which each subject shall illustrate a definite incident in the history of the development of weaving as a fine art, use skillful copy to link up subtly the ancient perfection of weaving with the modern perfection expressed in Eagle Shirts.



The type of Art used in the Eagle Shirt campaign

GETS THE WOMAN BUYER

One of the reasons that other advertisers have found for favorable comment on this campaign is its appeal to the woman reader, who, as was pointed out in the March 13 issue of ADVERTISING & SELLING, buys, according to a New York department store estimate, 35 percent of the men's shirts sold, while in smaller towns she is at least consulted in 66 percent of such sales. What woman reader of the *Saturday Evening Post* is likely to skip the picture of Matilda at work on the Bayeux tapestry depicting the glory of her husband's conquest?

With this advertising to accomplish the creation of "consumer acceptance" we are carrying out a direct campaign in the stores to stimulate custom in the same way. Full color reproductions are placed in the dealer's hands two weeks before their appearance. These are for window display. With them are sent neat, gilt-edged cards for display with the color subject, describing the historic incident illustrated, as well as giving a brief biography of the artist's career—two stories, you see, to stir up intimate acquaintance. With them, very often, go suggestions that the retail display manager build a "period" window around the picture—sing his "song of the shirt" to the quaint old air that Mr. Edwards suggests.

Out in Podunk, Uncle Si, driving into town to buy a new Sunday-go-to-meeting shirt consistent with his big touring car and with the modern farmer's income and up-to-date ideas of style and quality may be saying:

"Don't e'actly know what the hist'ry picture are all about, but they're mighty pretty. I guess EAGLE SHIRTS must be the real goods, judgin' from the way they're advertised."

If he is, there's no question about the value of the new campaign.

Page Sales Manager of Maxwell-Chalmers Truck Division

B. F. Page has been appointed sales manager of the truck division of the Maxwell-Chalmers auto plant, Detroit. Mr. Page was long associated with the Four Wheel Drive Auto Company, of Clintonville, Wis., and also with the Oneida Motor Truck Company, of Green Bay, Wis.

Llewellyn M. Bickford Dies

The intelligence of the death of Llewellyn M. Bickford, vice president of the Oxford Paper Company, on Monday, March 22, at his home in New York City, will be received with deep sorrow by a host of friends and acquaintances in the paper industry, with which he had been connected for nearly a quarter of a century.

Mr. Bickford was born in the suburbs of Portland, Me. In 1892 he associated himself with Hugh J. Chisholm, president of the Otis Falls Pulp Company, of Portland, Me., and was shortly after-

wards made treasurer and director of this company.

On the starting of the International Paper Company in January, 1898, Mr. Bickford was made manager of purchasing and was associated with and assisted Mr. Chisholm in many of the important affairs of the company. In the latter part of 1908 he resigned from the International Paper Company and went with Mr. Chisholm to the Oxford Paper Company, being chosen vice president and general manager, positions which he held up to the time of his death. It is not too much to say of Mr. Bickford that he was largely responsible for the great success achieved by the Oxford Paper Company since that date.

J. C. Martin Returns From Europe

J. C. Martin, of the Curtis Publishing Co., has returned from a two months trip in Europe, where he established branches for the Curtis publications in the leading capitals.

Hearst's Magazine

100 HEARST ST. NEW YORK

U. S. MAIL PERMIT NO. 100 NEW YORK

March 10, 1920

My dear Sir -

The new April Hearst's sells at 35 cents.

This is no sudden jump to catch up with rising costs, but a part of a carefully worked out plan to make Hearst's the acknowledged leader among magazines.

For two years we have been building towards this higher price, and, if any magazine is worth 25¢, Hearst's -- with Kipling, Bennett, Shaw, Ibanez, Maeterlinck, Hall Caine -- is certainly worth at least 35¢.

Won't you get a copy and check it up for yourself?

Incidentally, the new 35-cent Hearst's is interesting as marking another distinct epoch in magazine history.

Publishing costs, as you know, have advanced 100%; advertising rates only 20%.

Now, to stay in business, every publisher must either -

Cheapen his product, or
Increase his price either to reader or advertiser.

Hearst's, of course, has not only not reduced the editorial quality but is improving it every issue; for our judgment tells us that the reader should pay a fair price for his magazine, and our experience that he will pay it -- when the magazine is good enough!

This, in fact, is the principle that led us two years ago to discontinue all return privileges to the newsstand trade and to restrict subscription sales to the full published price.

Sphinx Club Will Dine Representatives

The 167th dinner of the Sphinx Club will be held in the Grand Ball Room of the Waldorf-Astoria, on Tuesday evening, March 30, at 7 o'clock.

The members of the Representatives' Club will be the guests of the Sphinx Club on this occasion.

The speakers will be: Hon. Abram I. Elkus, Judge of the Court of Appeals and former Ambassador to Turkey; Dr. Royal S. Copeland, Health Commissioner of New York City, and W. Morgan Shuster, President, The Century Company, and former Treasurer-General of Persia. President George Ethridge will preside.

Women Like Poison Copy In Very Small Doses

One of the Weak and Nervous Sex Tells
Why "Fear" Stills Her Buying Faculties

By MYRTLE PEARSON

WHAT does a woman think of the legitimacy of "fear" copy? The average woman—and we must deal with her—is a person of very positive opinions generally, even if she doesn't know why they are positive. Just as she is not very good at climbing fences, she is not frequently found on the fence. Yet in the controversy which has been going on in advertising circles since Mr. Whitsett's denunciation

of "poisonous" copy in ADVERTISING & SELLING the women seem at the outset to be perched right on the top rail.

A consensus of opinions received from women who have discussed the moot question reads at first glance like this:

"'Fear' copy is both good and bad; it can be used to advantage, and then again it cannot be."

At first glance, I say, because

when you look over their letters a second time and read between the lines—as you must so often with a woman's letter—you find that your corrected impression is quite different from the original one.

What they are saying is: "Legitimate 'fear' copy is legitimate." What they are doing is to take a sane middle course, which is probably what most of the men will do when the question has been thoroughly threshed out in all its phases.

Legitimate negative copy does get across to women. Simon pure "fear" copy does not. No woman will buy a different brand of washing powder, a new kind of corset, or switch from coffee to Postum unless you can make her believe that she is not getting along well enough without these things. On the other hand, a brazen attempt to scare her into changing her purchases or her habits is certain to arouse her hostility. A woman has got to be shown; not frightened. Judicious negative advertising to women will show them why they cannot do without your product. "Fear" copy may attract a few from among the unstable and weakly credulous, but it will not get the shrewd, careful, loyal woman buyer whose custom you are after.

AS TO "NERVES" AND COPY

The ungallant man who first compared women to cats probably was right in about as many ways as he was wrong. With the fire-side cat, woman appreciates and relaxes in an atmosphere of comfort, cheerfulness and tranquility. That is why, after all, whenever the advertiser is in doubt as to whether to appeal to women buyers by negative or positive copy the best bet should go on the latter.

By far the great majority of patients who crowd the nerve specialist's office today are women. How would you advertise a proprietary article that would appeal to these women? Writing on this point H. J. Wood, Director of Service for Scott & Scott, Inc., of New York, says:

"The picture and accompanying text which depict the sad case of uncured nervousness do not have the selling strength of the picture and text showing the person of tranquil nerves and cheerful manner who has become so since using some reliable proprietary article."

"This principle is not stated by us on theory. We know it is correct as to general selling in numerous cases with which we are statistically familiar."

And this principle then, as now, was based upon the belief that advertisers will be unwilling to continue indefinitely to subsidize, through higher and higher advertising rates, the very circulations they themselves have just made possible.

In other words, we believe that all publishers must sooner or later follow Hearst's example and make the public buy their magazines at prices which cover production costs, rather than continue -

to charge the advertiser the differential between what the magazine costs to publish and what the public is willing to pay for it.

That Hearst's sort of circulation -- cash down by the man who gets the magazine -- is far more valuable than ordinary circulation -- subsidized very largely by the advertiser -- will, probably, be conceded by everyone.

For example, what would you say half a million people, who walk up to the newsstand regularly each month to pay 35¢ for Hearst's, are worth -- in comparison with the old-fashioned, miscellaneous, advertiser-subsidized circulation?

I honestly think we have found the real solution to a problem all publishers and all advertisers must solve one way or another. I would be tremendously interested in knowing very frankly how far you agree.

Thanking you in anticipation of any answer you care to make, I am

Very sincerely,

H. J. Wood

Business Manager

ENC'Y

Day by day more women are going out of the home into business, and year by year the night schools, the extension courses of our universities, and our correspondence schools are reporting more women students in their business courses. Of these institutions, the correspondence school is, of course, by far the most important advertiser. What kind of advertising, do you think attracts women to the correspondence schools?

W. Raymond Schick, of Williamsport, Pa., who is an authority on this kind of copy, writes me in strong indorsement of Mr. Whittett's article:

"There is a well known (the best known) correspondence school that advertises heavily. Up to six or seven years ago, they emphasized the "fear" motive. Their copy was destructive instead of constructive. Then they changed and turned to constructive copy. Today, they do not let a prospective student think of defeat. They point out former correspondence school students who have won success in the business world and induce in the prospect's mind the ambition to follow these examples. The results obtained as a result of the change constitute an undebatable truth. Only constructive advertising is true advertising

and only constructive advertising is good advertising. In my experience in handling advertising for this school I found that if I pictured a man carrying a dinner pail at 50 and dependant on relatives at 60 because he had neglected the opportunities offered by our courses, I induced in him a morbidness that cramped his faculties and made him magnify his shortcomings to the extent that he momentarily lost confidence in himself. And how could I sell him education, when I had scared him out of it?"

Now that goes just as far, or a bit further, in dealing with women. A frightened woman is a numb woman, a helpless woman—and a poor prospect, Mr. Advertiser. That is not the kind of response you want from the person who buys 85 percent of all the retail goods sold in the country.

On the other hand, remember that she is on the middle course in this controversy. If you cannot FRIGHTEN her to advantage, you can SHOW her with profit—show her the disadvantages of doing without what you have to sell her. If that be destructive advertising, to paraphrase Patrick Henry, make the most of it.

Ross-Gould Engage Hugh L. Wood— Will Enter Advertising Agency Field in a National Way

Hugh L. Wood, who for several years held various writing and editorial executive posts on the *St. Louis Republic*, is now advertising counsel for the Ross-Gould Company, of St. Louis. After leaving *The Republic*, Mr. Wood was field representative for the Mississippi Valley Association, a group of industrial, financial and commercial interests which is fostering a movement to bring about a self-contained financing and foreign trade program for the twenty-six states of the Valley.

The Ross-Gould organization, long established in the direct mail advertising field, also has entered the publication and outdoor advertising agency business in a national way.

The Only Way to Keep a Line on Advertising Happenings

460 West 147th St.,
New York City.

EDITOR, ADVERTISING & SELLING:

There is only one way to know what is going on and that is to be a ready regular reader of ADVERTISING & SELLING. Consequently I send my check for a year's subscription, and want you to send the January 31 number and all others to my home.

My seven years' work with the International Motor Company, of New York, as Advertising Manager, has been intimately linked up with ADVERTISING & SELLING, from which publication I have drawn many helpful inspirations, and now that I am free to look on from the outside before becoming active in the field again, I cannot afford to miss the friendship of even a single issue of ADVERTISING & SELLING.

Sincerely,

D. O. SKINNER.

Marketing

and Business Management

Toronto, Canada

Canada's Magazine for
Sales and Advertising Executives
Announces



E. ST. ELMO LEWIS
as contributing Editor

Marketing
53 Yonge Street
Toronto, Canada

Enter my subscription
for one year at \$2.00.

Name

Address

MR. LEWIS, beginning with the number for March, 1920, just published, will contribute seven to eight pages of his highly original, authoritative and suggestive comment on sales, advertising, marketing and general management problems. He will have the assistance of several executives with whose work he is in personal contact.

Subscription—\$2.00 per year

W. A. Lydiatt, Publisher

53 Yonge Street Toronto, Canada

Pull-Together Campaigns Help the Consumer

How Cooperation and Good Will Enabled the Scott Company to Reduce the Cost of Its Product

By WARD GEDNEY

THIS is a frank confession of the "ups and downs" of the Scott Paper Company—where the "ups" are on production and the "downs" on prices.

Here is a manufacturer, a national advertiser, who has actually succeeded, in these dubious times, in lowering the cost of his product to the consumer; and his product is paper! It is paper made to be thrown away. It is paper made into a form, where, in one case, it must compete with an older material, away from which the consumer can be pried only by the force of strong, consistent, educational advertising.

Many have been asking James G. Lamb, secretary of the Scott Paper Company, who is in charge of the company's advertising, how he and his associates have succeeded in lowering the cost of Scot-Tissue Products to the consumer in the face of rising manufacturing costs. ADVERTISING & SELLING has persuaded him to reveal the secret.

COOPERATION GOT RESULTS

"It simply has been a matter of cooperation between the company on one side and the salesmen, jobbers, dealers, and consumers on the other," Mr. Lamb said. "We are not familiar with the possibilities of reducing manufacturing costs in every industry, but what the Scott Paper Company did in August, 1919, and did again on January 1, 1920, is interesting because it is different from the procedure—perhaps necessary—being followed by some manufacturers.

"Due to the let-down in demand during the war, we found it necessary for the Scott Paper Company to cut production to four days a week. Inability to manufacture Scot-Tissue Products more than four days a week increased the cost of Scot-Tissue Products in proportion. We were not able to get the efficiency from our machines, which is possible when we can run them twenty-four hours a day on one brand of paper.

"It seemed, therefore, that this condition would not right itself until the cost of Scot-Tissue Products could be lowered, and that saving

handed back to the American public. The management, after a very close analysis of the cost of Scot-Tissue Products, found that if sales could be increased to take the output of the plant, the cost could be lowered to such an extent that a reduction in price could be made as great as five cents on our 15 cent and 25 cent rolls of paper; if the consumers, jobbers and dealers would cooperate in making this increased production possible.

"Realizing, therefore, the great chance of reducing the cost of living, in so far as our products were

concerned, we called the sales organization into convention in August, 1919, and explained the plan to them. After securing pledges from each one of these men that they would secure their quota of sales, the management and the sales organization were so confident of the support which the jobbers and consumers of America would give to this plan, that they started the next day to run the plant at capacity in order to lower manufacturing costs. The salesmen, primed with confidence and belief in the program, went out to the jobbers and dealers to secure their cooperation in making this reduction in the cost of Scot-Tissue Products permanent.

THE DEALER HELPS OUT

"So great was the support which the jobbers and dealers gave this plan that thus far, through increased sales and production in view of rising costs of raw materials, the company has been able to main-



ARTHUR F. THURNAU

Arthur Thurnau succeeded his brother Will in my Chicago office, and succeeded him so well that he is now my Western manager. I have enjoyed his association in business as well as his friendship for over twelve years.

Laurel Block

Newark Star-Eagle

I question if there are many newspapers that have made greater strides in the last five years than has been made by the NEWARK STAR-EAGLE. At that time, when it came into the hands of its present owners it was not much of a property. The STAR-EAGLE, then called the "Star," had but a little more than 20,000 circulation daily. Today it has over 70,000 daily and in the city of Newark (as the A. B. C. figures show) it outsells its nearest competitor by about 10,000. From a losing venture five years ago it has become a pronounced financial success through its great influence as a newspaper and as an advertising medium.

tain the prices put into effect in August.

"Having demonstrated that the consumers and distributors would support a plan to reduce the cost of living, in December, the Sales Department at their annual meeting were told that the same principle would be applied to Scot-Tissue Towels and a further revision could be made on Scot-Tissue toilet paper, if sales could be doubled on these two products.

"Because of a most efficient mill equipped with efficient machinery, and best of all, a group of 100 percent loyal employees who are working hard to reduce costs, this great step was made possible. It has been successful because the plan has been sold to the distributors as a cooperative plan to reduce the cost of living; it is a practical answer to those who say that the cost of living on all products will be reduced when production is increased. In our case, costs were lowered and production was increased."

Keeping Up With The Times

A FACT A WEEK

When a paper had two editions a day, and suspended one because of inability to get enough paper, wouldn't it be reasonable to expect there would be enough drop in circulation to relieve the situation somewhat.

The Washington Times, however, with one edition a day now has a larger circulation than it previously had with two editions.

Evidence—and pretty emphatic evidence—of the growth of The Times habit in Washington.

The Washington Times
WASHINGTON, D. C.

Some Things A Salesman Should

Stop talking price. Service and quality are far more effective selling arguments.

Keep in mind the needs and desires of the customer and make all benefits derived from an order mutual.

Sell nothing that cannot be produced and delivered; make no promises that cannot be kept.

Be able to analyze, reason and decide customers' needs before trying to effect sales.

Have confidence in the house he represents and the service or goods it deals in; confidence in himself and confidence in his prospect.

See that his line is such as to render service, sell at a profit and give satisfaction.

Know that an order, to be a real order, must be sold right, taken right, made right, delivered right, look right, be right and collect right.—Oliver L. Wroughton, in "The Typothetae Bulletin."

WHERE GOOD WILL ENTERS

That sounds simple—almost too simple; but wait. There's more to it than that. Behind the Scott Paper Company's success is the story of the policy that made possible the cooperation that made possible the success. That's another secret which ADVERTISING & SELLING succeeded in uncovering by going to R. E. Tweed, Manager of Sales Promotion of the Richard A. Foley Advertising Agency of Philadelphia, which handles the Scott account.

"You can bet there is more to the story than Mr. Lamb's modesty will allow him to tell," said Mr. Tweedy. There are three important features, at least, that he has left out. First comes the perfect understanding between company and employees. Everyone on the Scott payroll has been woven into a big happy family. The men who steer the organization make it a point to know all the workmen personally. No wonder they get 100 percent loyalty from their employees.

"Then follows the company's frank, open policy with its sales force. At a Scot-Tissue Quota Club sales meeting you will find the executives and salesmen talking over costs, troubles, difficulties, good news, money in the bank, as these things are discussed in no other business organization. A Scot-Tissue salesman knows where he stands all the time.

"Last but not least, you must add in the close, cordial, enthusiastic relations between the company and its jobbers and distributors. The company realizes the important part the jobber plays in its business and endeavors to make him as near a

partner as it possibly can. In fact, its jobbing connection is more like a branch office.

"'Open covenants openly arrived at' between the company and its workmen, salesmen, jobbers and consumers—that's the rest of the secret of the success of the Scott Company's price reduction policy."

Painted Bulletin Advertising Association of America Establishes

The Painted Bulletin Advertising Association of America was launched at a meeting in New York on Friday, March 10, by a score or more of leading paint bulletin men. W. Rex Bell, of the Nordhem Service Co., formerly the G. G. O'Brien Company, of Pittsburgh, Pa., was elected president, and C. U. Philley, of St. Joseph, Mo., was chosen secretary-treasurer.

The slogan of the new organization is "Standardized Painted Bulletin Displays Throughout the United States." The new body is to be a clearing house for its members in all parts of the country, and for the immediate present an intensive educational campaign is to be conducted. The next meeting is to be held late in June or the first part of July. Selling organizations represented at the meeting included the O. J. Gude Company, the Ivan B. Nordhem Company, United Advertising Corporation, and others.

All interested in the new organization are to communicate with W. Rex Bell, of Pittsburgh, Pa.

An Electric Account for Nichols-Moore

The Adams-Bagnall Electric Company, manufacturers of fans, motors and reflectors, have recently placed their advertising account with The Nichols-Moore Company, general advertising agents, Cleveland.

Mrs. Humphrey Ward Dead

Mrs. Humphrey Ward, termed by Britons "Our Later George Eliot," and widely known for "Robert Elsmere" and other novels, is dead, of heart disease, in a London hospital.

Engineering Advertisers' Association Elects Officers

The first milestone of the Engineering Advertisers' Association, of Chicago, was passed on March 6 at the Auditorium Hotel, at which time the following officers were elected for the ensuing year:

A. H. Hopkins, advertising manager, C. F. Pease Co., president; J. H. Arnsheld, advertising manager, Fairbanks-Morse Co., vice-president; G. S. Hamilton, advertising manager, American Steam Conveyor Corporation, secretary; and E. I. Pratt, advertising manager, Kellogg Switchboard & Supply Co., treasurer.

The following directors were elected to serve two years: E. L. Gerstenberger, assistant general manager, Imperial Belting Co.; J. B. Patterson, district manager, P. H. & F. M. Roots Co., and G. H. Eddy, advertising manager, Green Engineering Co.

The directors who have another year to serve are: P. A. Powers, advertising manager, Benjamin Electric Mfg. Co.; H. W. Clarke, advertising manager, Chicago Pneumatic Tool Co., and J. C. Kingsley, secretary, G. M. Davis Regulator Co.

The retiring president, H. L. Delander, advertising manager, Crane Co., was elected ex-officio member of the Board of Directors, and the following standing committees were appointed—Publicity: H. L. Delander, Crane Co., chairman; K. J. Evans, Jos. T. Ryerson & Son, and A. R. Maujer, *Industrial Power*. Membership: H. W. Clarke, Chicago Pneumatic Tool Co., chairman; R. E. Juergens, Crane Packing Co., and H. E. Haase, Cameron Can Machinery Co. To increase production is the topic of the hour and the Engineering Advertisers' Association in its efforts to improve the methods of advertising and selling engineering products will accomplish an object worthy of attainment and vital to every one.

The present membership of the Association is one hundred. Any man engaged in advertising or selling engineering products is eligible to membership.

Junior Editors Discuss the Front Cover Ad

Letting the young idea "shoot" made up the program of the New York Editorial Conference and Luncheon for March held at the Automobile Club, 247 West Fifty-fourth street, New York, on March 19. The discussion following the luncheon was placed entirely in the hands of the juniors on the various editorial staffs represented, and the topic, especially pertinent, was—"If I Were Editor."

R. K. Tomlin, Jr., of the *Engineering News-Record* led out on "Advance Planning of Issues" and E. C. Donegan, of the *Dry Goods Economist* followed with a talk on "Service, Accuracy, Timeliness, and Preparation of Copy." Mr. Tomlin's plea for the editorial use of the front cover drew scattered fire from the 150 men and women present and much of the discussion that followed was concerned with this old point of controversy between the editorial and the business staffs. The decision declared a draw.

C. W. Foss, of *Railway Age*, acted as critic, and S. H. Ditchett, of the *Dry Goods Economist*, vice-chairman of the Conference, presided.

Steward Will Manage Rayfield Carburetor Advertising

F. B. Steward has been appointed advertising manager of the Benke & Kropf

Mfg. Co., Chicago, makers of Rayfield carburetors. Steward was formerly advertising manager of the McDougall Co., Frankfort, Ind., and previously for more than six years was in the advertising department of the Presto-O-Lite Co., Indianapolis.

Publishers of "La Hacienda" Move Eastern Office

The W. F. Wendt Publishing Co., publishers of *La Hacienda*, *American Blacksmith*, *Auto & Tractor Shop*, have moved their Eastern office in New York City from 52 Broadway to 8-12 West 40th st. H. M. Porter is the advertising and eastern manager of the company.

Chicago Agency Changes Title

The advertising agency of Erwin & Wasey, located in the Garland Building, Chicago, is now to be known as Erwin, Wasey & Company.

Clifford Bleyer's Father to Run Agency

Colonel Charles E. Bleyer, whose son Clifford Bleyer, president of the Clifford Bleyer Advertising Agency of Chicago, was killed in Chicago recently, will take his son's place in the agency. Colonel Bleyer had retired from business, but upon the death of his son agreed to go back into business in order to protect the interests of his son's widow.



The First Step in Selling

--get your story across to as many possible customers as you can—as quickly as you can.

Posters

--reach all the people. The medium is seen by all outdoors

Posters

--Nordhem Service embraces every practical advantage and resource of the Poster as a National Medium.

Details upon request.

IVAN B. NORDHEM COMPANY
 Poster Advertising, Painted & Electrical Displays
 in the United States & Canada
 5 West 40th Street . . . New York City
 Bessmer Bldg. . . . Pittsburgh, Pa.

Letters from an Advertising Man to His Son

(Continued from page 10)

after hours, and then lock up a form, put it on the press and run off a few sheets, it will give you a lot of confidence in yourself when talking to printing salesmen.

If you take after your Dad at all, you will love the smell of the sheets as they come off the press. You'll revel in the atmosphere. The clatter of presses was always music to my ears. Some old-timers got along somehow without an intimate, first-hand knowledge of type faces,



border effects and engraving lore. They have to soak up a lot of this knowledge, but you'll find yourself better equipped if you know these things right at the jump off. I've seen too much good copy, in my time, butchered by unimaginative compositors. Only about one in

every three compositors is a practical ad-setter. I guess not that many—at least when they work without an intelligent lay-out and some suggestions as to faces and sizes of type to use.

A bunch of money that is now charged to "Corrections" can be saved by careful planning and definite instructions to the printer when the job is handed out. You can't always blame the poor printer if he isn't a mind-reader and, believe me, he has to be on some ad copy I've seen.

If you aren't pretty sure you've got the right dope on type, don't attempt to ask the printer to use 14 point type in a 28-line single column ad. Better send your copy without instructions to an expert ad-setter, until you know Old English from Cheltenham bold.

Don't be discouraged about your salary, or rather the lack of it. You're taking your Post-Graduate Course now, Bud, and getting paid for it. I'll make up the difference if the H. C. L. gets you. I know little old New York isn't the cheapest place in the world to live, but I hope you don't frequent the Gay White Way much, and are not thinking of getting married, at least not right away.

Mother sends her best and a new picture of Edith, who was over here the other evening, inquiring about you. Aunt Ellen says to keep your head cool, your heart warm and your hands busy.

Am sending you those books and magazines on advertising, you asked for. Don't expect promotion too soon, but keep looking and working for it. I'm beginning to look forward to the time when we'll add "and Son" to the firm now bearing only the name of your affectionate FATHER.

NOTE—Further letters of this fond father will appear in forthcoming issues of ADVERTISING & SELLING.

Milie Goes to James Agency

Frank A. Milie, formerly with Frank Seaman, has joined the contract and rate department of the H. E. James Advertising Agency, New York.

Cholmeley-Jones Will Stay As War Risk Bureau Head

According to a statement which has been made by Secretary of the Treasury Houston, R. G. Cholmeley-Jones, well-known advertising man who is director of the War Risk Bureau, will not resign his position as reported by a recent press dispatch from Washington. The newspaper reports to that effect, that the affairs of the Bureau were in a state of collapse. Secretary Houston said were "false and without the shadow of foundation."

When You Plan to "Cover" CANADA

REMEMBER:

54% of Canada's population is rural.

88% of Canada's farms are owner-operated.

60% of Canada's automobiles are owned by farmers.

Recognition of the volume and importance of farm trade in Canada is an essential of any well-balanced merchandising plan.

The Canadian farmer is wealthy, optimistic and confident. He is organized, a man of affairs, interested and influential in the political and business life of the country.

He represents tremendous buying power. His custom is of utmost importance to dealers and retailers of all commodities. Co-operation with Canadian dealers requires the careful cultivation of this trade.

The direct route to the farmer is through the farm press—

FARMERS' MAGAZINE

Canada's National Farm Magazine

reaches the cream of this country trade and influences the buying of 35,000 prosperous farm families whose buying power is away over average.

FARMERS' MAGAZINE gives value. It is splendidly edited, practical, instructive, entertaining, interesting to every member of the farm family. It gives the same quality in supercalendered paper, illustrations, color printing, as any

general magazine of the better class. The subscription rate is \$2.00 per year.

74% of expiring subscriptions in 1919 were automatically renewed—42% for a period of two years at full subscription price.

The prestige and influence of FARMERS' MAGAZINE will strengthen your sales appeal. It should stand first on your list of Canadian farm publications.

Circulation guaranteed for 1920 - 30,000

Press run March 15th issue..... 35,000

Bonus Circulation 5,000

Members of the A. B. C.

Let us send you complete details and sample copy

The MacLean Publishing Company, Ltd.
143-153 University Ave., Toronto, Canada

Lincoln "Daily Star" an A. N. P. A. Member

The Lincoln, Neb., *Daily Star*, has been elected to active membership in the American Newspaper Publishers' Association.

New Miller Falls Sales Manager

George U. Hatch, recently appointed general sales manager of the Millers Falls Company, Millers Falls, Mass., assumed his new duties March 1. His extensive experience in sales work fits him well for the new responsibilities which include both sales and advertising. Mr. Hatch was formerly sales superintendent of the Winchester Repeating Arms Company.

Tucker President of New Apel-Tucker Co.

Verne W. Tucker has been made president and general manager of the new Apel-Tucker Company, advertising artists, of Detroit, following the resignation of Henry J. Campbell. Mr. Tucker was vice-president for the last three years. Albert I. Apel will continue as secretary-treasurer and art director.

The International Magazine Agency

The International Magazine Agency has commenced business in Detroit and Windsor, Ont., just across the Detroit River. The concern, which has a capital of \$3,000, is acting as circulation agent of magazine and newspaper publishers in Michigan and Ontario, Canada.

Advertising Appropriation Doubled

The Northern Hemlock & Hardwood Manufacturers' Association has decided to double its 1919 advertising appropriation which was \$53,000. This move was made through the success in advertising "Old Faithful" hemlock and "Beautiful Birch." The advertising is carried on through a bureau of promotion headed by M. P. McCullough.

Parker General Manager of Sales

O. C. Parker, formerly general manager of the Bullock Tractor Company, has become associated with the Franklin Tractor Co., Greenville, Ohio, as general manager of sales. A new factory which the company is erecting at Greenville, Ohio, is now nearing completion.

Beckman Now In Charge of Motor Truck Advertising

James W. Beckman, former writer of publicity for the International Motor Co., New York, manufacturer of Mack Motor Trucks, has accepted a position as assistant sales manager of the O. Armleder Co., Cincinnati, Ohio, manufacturer of Armleder motor trucks. Mr. Beckman will also have charge of the advertising of Armleder motor trucks.

Knill-Burke Represent Maryland Papers

Knill-Burke, Inc., publishers' representatives of Chicago and New York, have been appointed national advertising manager of the Hagerstown, Md., *Morning Herald* and *Evening Mail*.

Kay Man Now With McJunkin

David Horwich, formerly with J. Roland Kay Company, Chicago, is now associated with the McJunkin Advertising Company, Chicago, as a member of their copy staff.

Philip Kobbe Co. Obtains Two New Accounts

The Philip Kobbe Co., New York, is now handling the advertising accounts of the Technical Products Corporation and of the Hercules Engineering Company.

Sales and Advertising Manager Goes With Newspaper

Douglas Jackson has left his position as manager of sales and advertising for the Jackson Hardware Co., Bardolph, Ill., and has become a member of the advertising staff of the Peoria, Ill., *Journal-Transcript*.

Colgate & Company Accused

Charging violation of the Sherman anti-trust law, an indictment containing fifty-six counts has been returned by a Fed-

eral Grand Jury at Trenton, N. J., against Colgate & Company, of Jersey City, N. J., manufacturers of toilet preparations. The indictment claims the company illegally fixed resale prices of its products to wholesalers and jobbers.

The company was indicted in 1918 for fixing resale prices, but because of a technicality a demurrer to the indictment was sustained on the ground it did not charge that the company made any price fixing agreements.

The grand jury's action recently quotes alleged correspondence between the company and its selling agents and dealers in its products.

Colgate & Co., in a statement given out after the indictment was issued, denied price fixing agreements were made with dealers.

Circulation—Plus

Audited figures are only one element of newspaper circulation—the cold, hard matter-of-fact statement of concrete, determinable quantity.

Behind the figures is another element—a human element—that cannot be reduced to numbers.

That element—a driving, pulsing force that vitalizes circulation figures—is reader confidence and reader influence. It is a newspaper's reputation and prestige. It is the cumulative effect of years of constructive work in building up an active, responsive reader following.

Circulation value cannot be gauged by figures alone. For one newspaper, circulation means so many copies sold—nothing more, nothing less. For another it means direct and influential appeal to a great body of human beings, keenly responsive to every line of news or advertising published in their favorite paper.

The circulation of The Chicago Daily News for the month of February, 1920, was 395,981. 94% of this was concentrated directly in Chicago and suburbs, exceeding by nearly 100,000 the circulation of any other Chicago daily paper in this all-important territory.

These are the cold, provable figures.

Back of them, vitalizing them, stands the 44-year record of clean-cut business methods, fair play, and the high ideals of newspaper-building that has established The Daily News as a nationally recognized institution and created for it a reader loyalty and respect unsurpassed by any American newspaper.

It is not circulation alone, but the reader influence behind that circulation that makes

THE DAILY NEWS

FIRST in Chicago

"Spread Out!"

The history of thousands of American businesses is that they began by doing business in the territory near their factories and ended by doing a national business.

And that is the ambition cherished by nearly all business men who have not yet achieved national distribution.

It is getting easier of accomplishment every year. The country is more closely knitted together. That tendency was progressing rapidly before the war, and the war gave it a great impetus.

Never was America so truly a nation! You seldom hear the Mason and Dixon line mentioned any more. And the hard and fast distinction between East and West is disappearing.

A business that can be successful in one territory, can, by the same methods, extend its success every-

SPENCER, IND.
FarmLife

It's Easy Now

where. There are many brands of all sorts of utilities that are known in every household in all parts of the country. They are equally appreciated everywhere.

Farm Life, the All American farm paper, is the medium best adapted to this modern business situation for the reason that it has the most national of farm paper circulations, paralleling the distribution of American farms and American farm income.

It is the paper for the business man who finds his nearby market saturated and incapable of further development, and for all those far-sighted men with man-sized ideas, who are not going to be satisfied short of national success.

THE FARM LIFE PUBLISHING COMPANY

JOHN M. BRANHAM COMPANY

Advertising Representatives

New York

Chicago

Detroit

Atlanta

St. Louis

SPENCER, IND.

Farm Life

The Men and Women Who Make Our Mediums

JOHN P. WALLACE

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers
By CHESLA C. SHERLOCK

LOOKING at a bicycle, one would not immediately see a connection between it and the beginning of a successful publishing career, especially if the bicycle was of the type so common twenty-five years ago.

John P. Wallace, co-publisher and advertising manager of Wallace's Farmer of Des Moines, Iowa, used to ride one of these high-altitude bicycles and what is more it had everything to do with the starting of Wallace's Farmer.

Twenty-five years ago, at Ames, Iowa, he was confronted with the necessity of leaving college and going to work. His brother was connected with a little dairy paper in that town as editor and part owner and John had been putting in odd hours keeping the advertising records for it.

It is only natural, then, that he should turn to the dairy paper, when in need of a job.

"How much salary do you want?" they asked.

"One hundred and twenty-five dollars a month and expenses," he replied. "Or,"—and here is the "joker," as the lawyers would say—"I'll take sixty dollars a month and an option on one-third of your stock."

Not having an over-supply of capital, they engaged Mr. Wallace on the latter basis. Right here you have Point Number One in the success of John Wallace. It is the keynote point. He knows what he wants in this world, definitely, certainly and without question. And knowing what he wants, he has half of the battle won.

He entered into the work with a will. He was to solicit advertising at the rate of \$12 per inch per year. It was necessary for him to visit business men, manufacturers, stock raisers and dairymen. But he had no funds to furnish transportation. Most youngsters would have demanded expense money then and there, or they would have moved on to greener pastures.

John Wallace had a bicycle and he used it. He got on it and

Biking for Business

EVERYBODY has a friend who used to make long pilgrimages, although the feat now seems impossible, on those high-wheeled bicycles of years gone by. But here is a man who began his business career with one of the infernal contraptions as his only vehicle.

John P. Wallace, evidently, is a man who will take a chance and the article reveals that he did, more than once. And out of his success grew one of the nation's most effective farm journals.

THE EDITOR.

started out on a "business trip." Advertising has been solicited and won in many different ways, but I doubt whether any advertising man ever before had started out on a business trip with a bicycle as the sole means of transportation.

"One night I got into a town rather late," he said, reminiscently. "I had a time raising any one. Finally, somebody across the street from where I was knocking, stuck a head out of the window and asked: 'What does thee want?'"

BICYCLING FOR BIG BUSINESS

"I replied that I wanted lodging for the night. The good old Quaker found room for me. I went to bed. It was one of those old-fashioned feather beds. When I got in, all I could see was the ceiling.

"In the middle of the night I woke up and heard it raining. I turned over with a grunt and in the morning, when I got up, I found that it was snowing—and here I was, seven miles from a railroad, with only my bicycle for transportation."

But John Wallace did a good business on that trip just the same. Do not lose sight of that fact. And a short time later he made his first trip to Chicago. In one week he wrote \$2,500 worth of advertising contracts.

"I thought my fortune was made then and there," he said, with a chuckle.

The Wallace family has been

prominent in the agricultural field for more than a quarter of a century. John's brother, it will be remembered, was editor of the dairy paper which later grew into Wallace's Farmer. His father, the kindly, beloved old Scotchman, Henry Wallace, had been editor of the Iowa Homestead for a number of years.

Henry Wallace left the Iowa Homestead, bought another third interest, and the three of them cast their fortunes together. From that day to this, the entire interests of the Wallace family have been centered in agricultural journalism.

"We couldn't have fitted ourselves better for the work," he said, "had we deliberately planned it. We had all lived on the farm. My brother had been through Ames College and was made Professor of Dairying, and I had been at Ames, too, before I took up work on the paper."

Those of you who know anything about agricultural journalism know of Henry Wallace and the place he has won for himself in the hearts of all who think and plan and work concerning the welfare of the people who live in rural communities.

It was Henry Wallace who gave Wallace's Farmer its famous motto: "Good Farming, Clear Thinking, Right Living." Had he done nothing else, he would have set a high goal for others to follow.

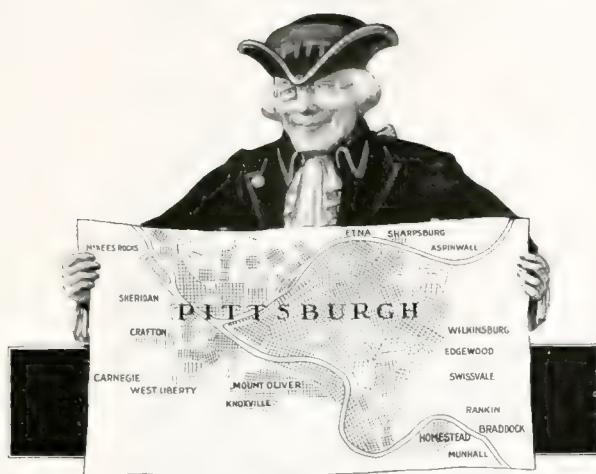
Talking to John Wallace, about Wallace's Farmer, and his own experiences, the first thing that strikes you is his willingness to submerge himself and to accept the moulding influence of his father.

Des Moines is full of public-spirited citizens—chock full of them. Out of this great collection of public boosters, John Wallace stands to the very forefront.

For years he has been a great influence in the Young Men's Christian Association. I do not recall his title but I do happen to know that he is a leader down there. At the time the war broke out the Young Men's Christian Association was \$120,000 in debt. John Wallace wanted to put on a campaign for contributions among the people of Des Moines and wipe out that debt.

His business associates and acquaintances were worried. They tried to discourage him. They advised putting it off. But John Wallace is not built that way, as I have hinted before.

"The Young Men's Christian Association is a public institution and the people of Des Moines are its stockholders," he said. "The log-



The Richest Field Most Easily Reached

GREATER Pittsburgh, with her 1,500,000 people and greatest per capita earnings and assessed value of real estate of any city, is an unexcelled market most easily reached with the Pittsburgh Post and Sun Combination.

In the changed status of Pittsburgh Newspapers, the Pittsburgh Post and the Pittsburgh Sun lead with a combined non-duplicated circulation of 140,000 at only 20c per line—the lowest cost per line per thousand of any medium in the field.

By advertising in the Post and the Sun you reach Pittsburgh's discriminating people and ultimately influence the buying habits of the entire district.

PITTSBURGH POST AND SUN COMBINATION

*Gives 140,000 Pittsburgh Worth-While Circulation at
a rate of 20c. Best space buy in the field.*

CONE, LORENZEN AND WOODMAN, Publishers Representatives
NEW YORK CHICAGO KANSAS CITY DETROIT



JOHN P. WALLACE

ical place to go for funds to wipe out an indebtedness is to the stockholders, isn't it?"

The campaign was put on. Friends of the Young Men's Christian Association were organized into teams to canvass the city. So thorough was the plan that not a single citizen was to escape. Noon-day luncheons at the "Y." were features of this stunt. The teams met, reported and indulged in the keen rivalry of an effort to collect the most money. Well, they got their \$120,000 in six days!

That isn't all. During the war there were many campaigns, and in every one of them, all of which went over the top, the organization that John Wallace had created in the first drive was employed.

What sort of a person is John P. Wallace personally?

Well, he's an easy fellow to meet; plain, unassuming, jovial, good-natured. There is none of that

studied quality of reserve about him, although I imagine that he has a lot of things up his sleeve that don't belong to you or me.

He works with his coat off and his sleeves rolled up, the year around. I mentioned that the Wallaces are Scotch. Need it be added that they are among the best golfers West of the Mississippi? He has a son who is dangerously near state champion out in Iowa—or is the lad his nephew? We have an awful time keeping the Wallaces straight out here in Des Moines. That is, telling which is which. No danger along the other line!

He is the sort of a man you'd call on if you had a hard job to get done and wanted to be absolutely sure that it would go through. If John Wallace ever undertakes such a job for you, just lie down to pleasant dreams or go fishing, for there will be not the slightest doubt that he'll do it.

Printing Exhibition May 5 to June 1

The American Institute of Graphic Arts announces an exhibition of printing at the Galleries of the National Arts Club in Gramercy Park, New York, from May 5 to June 1. The purpose of the exhibition is to assemble a representative collection of contemporary American printing definitely indicating the standards attained by the printing art in this country. Included in the exhibit will be books, catalogues, booklets, circulars, stationery, calendars, labels, wrappers, display cards, cards, folders, posters (typographic), prints (typographic), color printing and advertisements. The board of judges will award gold, silver and bronze medals to exhibits in each class according to merit, and the American Institute Gold Medal will be awarded to the most important specimen in the exhibition.

Graphic Art from everywhere in North America is invited, and should be submitted before April 15. To defray in part the expenses of the exhibition entry fees will be charged for exhibits accepted and displayed, five dollars for the first specimen, and two dollars and a half for each additional specimen. An important feature of the showing will be a section devoted to the history of printing. A catalogue giving the names of all the exhibitors, a list of prizes and prize winners, will be issued, and arrangements to have the printing exhibit displayed in other cities throughout the country are anticipated. The headquarters of the exhibit committee are at 119 East 10th street, New York, and O. W. Jaquish, Jr., is secretary.

Restaurateurs to Advertise

Proprietors of famous eating houses in New York City, which had no difficulty whatsoever to exist in the days before prohibition, have come to the conclusion that advertising, cooperative and individual, is the solution of the grave problems of making ends meet.

At a big meeting of the New York Society of Restaurateurs it was decided to formulate a policy of pooling all advertising interests and embark upon a campaign of some sort to be determined after conferences with experts in the publicity field.

Restaurant advertising in the Metropolis has in the past been done in a haphazard manner, with one or two leading establishments putting forth some really interesting and appealing copy, but, strange to relate, the others making little or no effort to follow the example.

Wooden Shoes for Milady?

The news floats in from somewhere in trade circles that an effort is being launched in the Netherlands to put wooden shoes into popularity in America. It is stated that with leather shoes at from \$20 to \$50 a pair the wooden products offer a sure even if not luxurious solution of the problem. The Dutch manufacturers are said to be on the point of attempting to invade the American field with their sales and advertising forces.

The idea appeals to the imagination. But the sabots do not appeal to the feet.

Hoffman Is New York A. B. C. Manager

The Audit Bureau of Circulations announces the appointment of W. F. Hoffman as New York manager of the bureau to take the place of L. J. Delaney who resigned.

WHEN EVERY PUBLISHER has a complete and efficient system of records and knows positively the facts regarding the circulation of his paper—

And when every publisher is willing to give these facts to advertisers without dissimulation—

It will be because every publisher is a member of the Audit Bureau of Circulations.

But all publishers have not an efficient system of records and all are not guileless.

To protect themselves against unfair competition and to inform advertisers in regard to their business methods, “above board” publishers join the Audit Bureau of Circulations. Advertisers know that no unfair publication can qualify for membership.

Every straightforward paper may belong to the A. B. C.

Most of them do belong.

ADVERTISING & SELLING is one of them.

Photographic Testimony Which Shows on "the Face of It" the Big Success of the Spring Gambol Held by the League of Advertising Women



More than four hundred persons attended the Annual Banquet and Dance of the League of Advertising Women held at the Hotel Astor on the eve of St. Patrick, March 16. This year the affair was designated the Spring Gambol, but to read of the excellent entertainment alone is sufficient to tell that there was very little gamble.

Where would you advertise a food product?

TWENTY years ago Mrs. Henry Smith bought the family foods without consulting anyone. To-day—with dozens of different brands to choose from—every single member of Mrs. Smith's family has a voice in their selection.

If Henry doesn't like the coffee, he suggests another brand he's read about. Twelve-year-old William wants to taste the Grapelade he's seen advertised. And Margaret, looking up from a magazine some evening, tells her mother about a new brand of evaporated milk that's better than the sort they're using.

That's why so many food advertisers are concentrating to-day on popular *general* publications—magazines which are read by everyone in the family.

The Christian Herald is just such a magazine. In three hundred thousand prosperous American homes it carries its appeal to mother, father, children.

This explains why last year more space was used by thirty-one nationally known food advertisers in the Christian Herald than in *any other general magazine*—bar one.

56,758 lines of food advertising in 1919—or over sixteen per cent of its total advertising—that was the Christian Herald's record.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*
NEW YORK

Spring Gambol of League of Advertising Women Voted a Huge Success

The Annual Banquet and Dance of the League of Advertising Women, which was designated this year as a Spring Gambol, was held at the Hotel Astor on Tuesday evening, March 16. It was as representative a gathering of advertising men and women as could well be imagined. There were over four hundred people crowded into the North and East Ballrooms and the President, Miss Jane J. Martin, advertising manager of The Sperry & Hutchinson Company, prophesied that hereafter these affairs, because of the large attendance, will have to be held in the Grand Ballroom.

The entertainment was high class in every sense as well as unique. The famous Russian Dancer, Roshanara, gave an interpretation of an East Indian Spring Dance and several of her pupils interpreted the Assyrian Dance and that of the Magic Slipper. Evan Davies, of The Olorono Company, gave his famous imitations of Harry Lauder and the Virginian Judge.

Miss Edna Ferber, the author of several books, her character of Mrs. McChesney being well known to all advertising people—made a plea for American authors. Monsieur Febré, of the Metropolitan Opera Company, rendered a famous aria from one of the operas. Mr. Figaro, of the Old Masters' Studio, made several cartoons of some of the advertising people present.

Altogether the affair was voted a tremendous success and, as is usual with the affairs of the League of Advertising Women, all felt they were in the atmosphere of real friendliness and good comradeship. Miss Martin claims that there are two affairs at which every advertising man and his wife and every advertising woman—and her husband—must be seen. They are, she says, the society events of the Advertising World—viz., The Sphinx Ladies' Night and the Annual Banquet of the League of Advertising Women.

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY

New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands.

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

**Commercial, Automobile, Investors or
any classification wanted**

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

Writing the Modern-Day Sales Letter

By CHARLES H. BAKER, Jr.

HUMANNESS is to the dictator what style is to the author. It is the putting of your personality and feeling into your letters. A letter may be a model of courtesy and clearness, yet be cold and unconvincing so far as lasting results, or unusual results are concerned. Quite often the largest sales are the direct result of some one small point or idea—acting upon the impulses of the buyer, influencing the buyer's company.

Read the experiences of the biggest salesmen of the country, whether they be bankers, insurance men, bond salesmen, or trained service men in the machine tool game. To them the saying of the deciding word is instinctive—a lightning flash of intuition; whether it clinches an immediate sale or injects the germ of thought necessary to make that sale possible in the future; which last method is being used by many of the best. You can call this faculty "instinct," or a "hunch;" but whatever it is it can be developed to a remarkable degree and is not always born in a man.

The average dictator has of course no means of knowing the individual hobbies or characteristics of his reader, other than what he has gleaned from letters. Even should he know some of them he cannot always bring them into the written words of a business letter, for obvious reasons. A salesman can talk fishing, baseball and poker, but such discussions do not often look very well down in black and white in a filing cabinet. The dictator then must follow the policy of not playing upon any especial characteristic of his reader and adopt a simple, friendly, human attitude toward him. If this be the case, offense never can be taken and good will result. Humanness is not a thing to be corralled by any set of rules, but is the result of training and common sense. Be natural and human with unexaggerated statements. Never try to write a "clever" letter, for if you do it will appear unnatural and forced, thereby losing in value; for humanness is the direct result of training, a sunny disposition and good digestion; expressing itself in pure, simple, non-slangy English.

SHOULD HAVE CLOSE-UP VIEW

A dictator who handles the correspondence of any sizeable accounts would find it a great help in analyzing the character of his most important readers if he would enlist the aid of the salesman who covers that district. It only takes a few words to describe a man's personality, yet it is seldom that this is done by the inside man, except perhaps where there has been a loud kick on the customer's part and the dictator is anxious to know whether it is bite or just bark.

This question of humanness in letters has not been held as worthy of much attention until recently. From personal experience I can say that it is one of the greatest helps that a salesman can receive from the dictators in his home office.

A letter that shows this friendly attitude strikes response in your good natured reader and helps break down the reserve of those somewhat more crusty. It is never a confession of weakness or an attitude of humility on the part of the writer to cater to a customer in this way, it is everyday citizenship.

Quite often the reply to a bid, or request for quotation, is either a form letter or a very dry series of facts and figures. Here is an unappreciated opportunity for the point in mind.

POINTS TO BE AVOIDED

There is one point that should be avoided in following out this principle—that of over-apology. If your company is responsible for a delay in shipment or a mistake in entering an order, a sincere apology is due of course; but in cases beyond your control be careful about the "we regret" and "we are sorry." For in restless times such as these—full of strikes, fires, and other conditions beyond control—such letters are apt to be somewhat frequent; and if many happen to go to a single concern in a short space of time, a very bad impression may be given. This may come in a variety of ways: that although you are not responsible for the occurrence perhaps, you wish to curry favor by words when delivery is what hurts; that you are a concern without enough backbone to appreci-

ate that such cases are beyond control; and finally some official in the customer's firm who is not familiar with all the details of the case in hand, upon seeing a group of profusely apologetic letters in your file folder and written on your company's letterheads, naturally thinks that where there is so much smoke there must be fire, and that there is something radically wrong with your policy or manufacturing ability—and therefore you are somewhat unreliable as a source of supply. These "apology letters" are luckily few in any concern, but nevertheless require thought.

Some of the ultra-modern letter writing reformers advocate carrying the point of friendly address a little too far for the dictated letter. They say, for instance, if you know the man you are writing to why not open your letter with "Dear Bill" or "Hello Bill"? For such a beginning they claim is certainly a step along the way toward creating the personal human atmosphere. This perhaps is true, but tends to defeat its own ends for this reason: If the letter deals with any question of importance, the chances are that Bill will not be the only person to read it. Also the chances are about even that this official is one higher up than Bill is. Will he view this familiarity in the same light as you do? Or will he consider both you and the policy of the concern behind you as being of a smart and somewhat flippant type, and not to be depended upon where serious business matters are being dealt with?

LOOKS LIKE FORWARDNESS

It tends to create an impression that you are trying to assume a familiarity which is not justified. It is a pretty safe plan to think well before adopting any oddities of form merely for the purpose of attracting attention, that is in dictated business correspondence.

These are the main objections to an idea that does not accomplish any definite or certain advantage, nor satisfy a long-felt want in the writing of dictated business letters. It is the contents of a letter which impresses its individuality more than any other thing. The "Hello, Bill," even if used, is only a formality just as you would say "how-dye-do" to a person on the street. Here your accompanying smile brings the results not what you say, and in a letter you cannot smile. It is also weak to lead off with a "Dear Bill" and then break the news that his order won't be shipped for five months yet.

Gibson Said to Have Paid \$900,000 for "Life"

Charles Dana Gibson, the artist, who early this week purchased the controlling interest in *Life*, the humorous weekly, is said to have paid \$900,000. G. B. Richardson and George Utassy will be associated with Mr. Gibson when he takes active charge on April 1, of the publication to which he sold his first drawing thirty-four years ago for \$4. Mr. Gibson purchased the magazine from the widow of John A. Mitchell, former editor of *Life*, who died in June, 1918. Andrew Miller, secretary and treasurer of the publication and a large owner of its stock, died on December 31, of last year. *Life* was established in 1885.

Cockrell Placed on Advertising Counselors' Staff

The McGraw-Hill Co., Inc., announces the appointment of F. M. Cockrell to the Advertising Counselors' Staff. He will give particular attention to the problems of advertising agencies in handling technical accounts and coordinating the advertising in business and professional papers with that in general mediums.

Mr. Cockrell has been with the McGraw-Hill Company for the past four years, having been manager of the Chicago service department, Cleveland manager of *Electrical World* and *Electrical Merchandising*, and more recently in New York making analytical studies of the electrical industry. He is an electrical engineer and was previously connected with the Westinghouse Electrical & Manufacturing Company.

A. B. C. Takes Important Steps

At a meeting of the board of directors of the Audit Bureau of Circulations, held in New York last week, it was advocated in order to save paper that all members of the A. B. C. carry no subscriber in arrears more than six months. A more complete classification and analysis of circulation was determined upon by having the publisher answer several more questions in his report. The directors made an appropriation for the maintenance of special field workers. In addition to the visits made by the A. B. C. auditors, other representatives will make special calls in publishers' territory.


Open Shop for Engravers Upheld by Court

The open shop was upheld by the full bench of the Supreme Court of Massachusetts at Boston, when it ordered a permanent injunction to issue against photoengravers' local and international unions restraining them from interfering with the business of Wright & Co. and the Folsom Engraving Company. Refusal of the companies to comply with a union demand to conduct their shops on a closed basis had resulted in a strike declaration.

Direct Mail Advertisers Lease Building

Kuhl & Bent, direct mail advertising company of Chicago, now located at 732 Sherman street, have leased a four-story building at Market and Washington streets and will establish their agency in that location as soon as necessary building changes have been made.

"Gotham for Art Work"



Our new telephone numbers are

Madison Square
8517
8518

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN, Managing Artist

Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.

Illinois Papers Form Syndicate

Three papers owned by L. C. Copley, the *Aurora Beacon-News*, the *Elgin Courier*, and the *Joliet Herald News*, all evening weekday and Sunday morning papers, have formed a syndicate which will be known as "The Northern Illinois Group of Daily Newspapers."

A. M. Snook, who has been president and manager of the *Aurora Beacon-News* for a dozen years, and for the past four years general manager of that paper and the *Elgin Courier*, will be general manager of the "Northern Illinois Group." The advertising will be handled in departments, each under one general head.

J. K. Groom will manage the national advertising department; Chas. W. Hoefler, the local display, and Frank L. Lee, is to be in charge of the classified department. Charles D. Chaffee will manage the circulation of the three papers, and the general office of the company will be with the *Beacon-News* at Aurora, Ill.

The syndicate began with the purchase of the old *Aurora Beacon* which absorbed the *Aurora News*. Then the *Elgin Courier* was acquired. The *Joliet News* and *Joliet Herald* were now bought, and the two consolidated. Later the *Beacon-News* and the *Elgin Courier* were syndicated and now with the *Joliet* papers they are under one management.

A. A. of A. A. to Have Meeting on Labor

The New York Council of the American Association of Advertising Agencies will hold a meeting at the McAlpin, Friday, April 2, at 12 o'clock, which will be devoted to addresses on labor. Orders for tickets, \$2.00 each, should reach Wm. T. Mullally, secretary, 108 Broadway, New York, before March 31.

Sperry & Hutchinson Co. Move

The home office of the Sperry & Hutchinson Co., 2 West 45th street, New York, will be located after Monday, March 20, at 114 Fifth avenue. This means that headquarters of the president of the League of Advertising Women, Miss Jane J. Martin, the well-known advertising manager, also changes to the latter address.

Frank Is Advertising Manager, Dubbelbilt Clothes

J. A. Frank, formerly with the American Lithographic Co., is now the advertising manager of Dubbelbilt Boys' Clothes, Inc., New York. Mr. Frank succeeded Miss Florence G. Kramer, who acted as manager of the advertising department Street & Finney are handling the company's national advertising.

Meyer Becomes Rankin Space Buyer

Joseph A. Meyer, who is now entering upon his fourteenth year in the space buying department of the William H. Rankin Co., Chicago, has been appointed manager to succeed Frank B. Beath who died recently. He will have complete charge of buying space in newspapers, magazines, farm papers, trade papers and theatre programs. Under Mr. Meyer, Mr. Gesler will have charge of the newspaper division and Mr. Nothacker of the magazine department.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT,

Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD, New York

National professional monthly established 1801. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 84x12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8x11 1/4; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 10,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley, Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,000 copies. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA,

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG,

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 12,800; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ. "More Peeps."

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER, with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matter of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The Dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS, Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

Former Manager of "Southern Ruralist" Dies

O. Blodgett, for many years manager of the Ruralist Press, publishers of the *Southern Ruralist*, one of the largest farm publications in the South, died recently at his home in Atlanta. He was forty-five years of age, death being caused by influenza. He was manager of the Byrd Printing & Publishing Company at the time of his death, having assumed that position only the first of the present year. A great deal of the success of the Ruralist Press is due to the management of Mr. Blodgett. He was with the company from the time of its establishment, his service covering a period of seven years.

Truth in Fabrics Bills Cause Flurry in Wool Trade

Congressional pre-occupation with the so-called "Truth in Fabrics" Bills now before the House Committee on Interstate and Foreign Commerce, has caused a flurry of alarm in the wool trade which will be especially affected by the passage of any of the measures now under consideration, aimed at the penalization of persons "causing to be applied any false description to any goods, wares, merchandise or other things."

The bills which have been introduced are of two separate classes—the Rogers, Barkley and Kreider bills, which do not provide for compulsory markings and the French and Rainey measures which would make proper markings of cloth compulsory on manufacturers. The chief purpose of all bills is to prevent the representation of fabrics made of shoddy as made of virgin wool.

Opposition to the bills, which is led by the National Association of Wool Manufacturers, is based chiefly on the argument that such a measure would place a premium on fabrics of virgin wool no matter how inferior their quality and decrease the demand for better fabrics in which worked wool is employed.

The Rogers bill, which is receiving most attention, provides penalties of a fine of not exceeding \$1,000 or imprisonment for not more than two years for persons misrepresenting goods.

Rufus French Leaves "McClures" to Devote Time to Agency Work

Rufus French, who during recent months has been doing special research work for the advertising department of *McClure's Magazine*, has relinquished his connection to devote his time to his agency organization, Rufus French, Inc.

Shoe Men Plan Publicity

One hundred representatives of the retail and wholesale shoe dealers in attendance at a meeting at the Hotel Astor on Tuesday, adopted a resolution to take the public into their confidence through the medium of publicity.

Various groups reported in favor of the proposal to institute at once an intensive publicity campaign. It was announced that details of the campaign would be threshed out in each of the allied branches and reports quickly made, giving views and submitting methods. Each group will name a member of the Ways and Means Committee, which will be charged with financing the campaign.

Assistant to Account Executive

PROMINENT New York advertising agency. We want a young man of say 26—30 years, aggressive but well balanced, tactful but forceful, poised and alert, big enough to assume increasing responsibilities and to thrive under them. He should be acquainted with advertising methods, familiar with mechanical phases of advertising and preferably should have had experience in an agency handling national advertising. He should have education and background that will enable him to express himself in person and by letter. If you fill the specifications, address: J. W. R., Box 40, Postal Station "F," N. Y. C.

ARTIST

Large manufacturing corporation in the Middle West is in need of an artist for its house organ—a man who has had experience in magazine work, story illustrating, and cover designs. A thorough knowledge of photographic layout work is desirable. This is a splendid opportunity. If you are interested, write at once, stating qualifications and salary wanted. Also submit samples of work. Box number 271, care ADVERTISING & SELLING.

We specialize in house to house distributing of
Advertising Literature and Advertising Samples
 We solicit your account
JAMES T. CASSIDY
 206 No. Front St., PHILADELPHIA, PA.
 Write for our paper "FACTS"

In every large institution **THE SALES MANAGER** Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.
 25c a copy—\$3 a year
The William Edward Ross Service, Inc.
 1414 Sun Bldg., New York City, N. Y.

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B & B SIGN Co., INC.
 341-347 Fifth Ave. N.Y.
 Advertising Signs Window Displays
 Counter Display Cases

POSTAGE
 The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.
POSTAGE, Room 297, Metropolitan Building, New York

Calendar of Coming Events

April 6-8—Annual Meeting, The Manufacturing Perfumers' Association of the United States, Hotel Biltmore, New York.

April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Philadelphia.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

Letters From Our Friends

Can You Help Mr. Richardson?

THE HOUSE BEAUTIFUL
 Boston, Mass.

ADVERTISING & SELLING, INC.,
 471 Fourth Avenue,
 New York, N. Y.

ATTENTION OF CIRCULATION DEPARTMENT
 Gentlemen:

A month or so ago ADVERTISING & SELLING had an interesting article concerning the campaign of Bramhall, Deane Company. Kindly forward a copy of that edition to Mr. R. H. Babbitt, the Weir Stove Company, Taunton, Mass., and also one to the writer at the address above.

Very sincerely yours,
 THE HOUSE BEAUTIFUL
 H. H. RICHARDSON,
 New England Representative.

Mr. Smith Reads the Whole Paper With Interest

H. W. JOHNS-MANVILLE CO.
 New York.

EDITOR, ADVERTISING & SELLING.
 Answering your letter of January 23, will say it is just impossible for me to add anything more to a schedule which is already so overcrowded that I hardly know how I am going to keep up with it for the next few months. Then I also think I ought to say that the things I do not know about advertising would make a very much more interesting article than the things I do know.

I have read Mr. Ogden Armour's article and indeed the whole paper with interest. It is splendid and you are doing good work. Keep it up.

Very sincerely yours,
 FRED B. SMITH,
 Assistant President.

Sees a Big Gain in "A. & S." Favor

PACKARD MOTOR COMPANY
 OF PITTSBURGH

EDITOR, ADVERTISING & SELLING:
 March 17, 1920.

I don't know who is to be congratulated more, you or ADVERTISING & SELLING. But, be that as it may, I want to take this opportunity of wishing you the very best wishes in your new position. The injection of new blood into ADVERTISING & SELLING has lifted it fully four or five hundred percent in the estimation of advertising men and I know you will see that its present position is not only maintained but substantially increased.

Yours very truly,
 PACKARD MOTOR CO., OF PITTSBURGH
 F. A. D. SEELYE,
 Advertising Manager.

For Year Around Advertising

THE NATIONAL FARM POWER
 315 Fourth Avenue, New York, N. Y.

March 12, 1920.

EDITOR, ADVERTISING & SELLING:
 I have read with interest your letter of March 6, and also the article on the subject of "Summer Advertising in the Farm Papers" that appears in your March 6 number.

I think that you are unquestionably on the right track in this article and it corroborates the argument that we have been ourselves advancing for a number of years. The mere fact that there is not so much business in the farm papers in the summer, does not indicate that the farmers are not reading the papers then, but simply that the seasonable advertising, covering planting and cultivating operations and also the operations of the late fall on both implements and machinery, as well as seeds, fertilizers, etc., are all out of the paper during the summer months.

This really leaves a better opportunity for the general advertiser as he gets more attention, since he has less competition. We know the farmer reads in the summer, because if by any accident the paper got delayed in reaching him, we get innumerable complaints right away.

Cordially yours,
 THOMAS A. BARRETT,
 Treasurer,
 Orange Judd Co.

Greetings From Distant Africa

O. H. FREWIN,
 "The Bright, Prompt Printer."
 Proprietor, *The Middelburg Observer* and
The Witbank News.
 Middelburg, Transvaal, South Africa.

EDITOR, ADVERTISING & SELLING:
 Will you kindly instruct your Circulation Manager to send along ADVERTISING & SELLING in one parcel once per month instead of weekly? When they are sent singly I don't get half of them. I only get a copy now and again—I don't know where they go to.

ADVERTISING & SELLING is quite the best magazine I have struck yet in its line.
 Wishing you a happy and prosperous New Year.

Yours faithfully,
 O. H. FREWIN.

Newspaper Man Telephone Publicity Director

John L. Spellman, a Chicago newspaper man, has been appointed publicity director for the Chicago Telephone Company, succeeding Clifford Arrick, who has become vice-president of the National City Bank of Chicago.

"GIBBONS KNOWS CANADA"

A Personal Message to the Sales Manager's Baby

THE
Borden
SALES COMPANY, INC.

The Borden Company, Sole Owner, Established 1857



Cable Address: Borden's, New York
Telephone Cables:
A. B. C. 106 and 108, Eastern, A-1
Premium and Western Union

Address with enclosed list
of the Borden
Indicating the name of the
company to be contacted

New York
100 Hudson Street
February 15, 1920

To the
Sales Manager's Baby
Everywhere, U. S. A.

Dear Baby:

This is a secret letter to you - a letter which
Mother and Dad are not supposed to see - so we are going to
be very frank in what we say.

First; you are entitled to a "good" deal. You have
a right to be happy, to be nourished in a way that will make
you healthy and strong. You don't want to grow up and be a
namby pamby. In the summer-time you want to go swimming, and
climb trees, and have a good time generally. In the winter,
you want to get out of doors, into the snow and the wind, and
coast, and skate and do everything any other red-blooded
youngster does. You smile, so we know we have fathomed your
baby dreams, exposed the air castles you have built for the
time when you are a big boy or girl, as the case may be.

Second; the foregoing being true, you should insist
that Dad buys for Mother those foods which nourished him way
back in the 80's. He may not like to admit it, baby, but we
fed him and we should feed you. You have as much right to be
well fed as Dad had. This is a time when everybody is yelling
for their rights. Do the same thing. Grab your spoon, pound
your Alphabet plate and insist that you be fed Borden's Eagle
Brand milk. Then your dreams will come true.

Are we right? Ask Dad. He "OUGHT" to know.

Yours for health,
The Borden Company

Send for
booklets:

"The Message of
the Months,"

"Baby's
Biography"

Free for the
asking.

For three generations more robust young Americans have been raised on
Eagle Brand Condensed Milk than on all other foods combined.
American mothers have made it the standard in cases where Nature's
nourishment is deficient in quantity or quality.

Eagle Brand Condensed Milk, composed of pure milk and refined sugar, is whole-
some—economical—uniform in all seasons and all localities.

In hermetically sealed cans—grocers everywhere—and druggists.

THE BORDEN COMPANY

ESTABLISHED 1857

Borden Building

New York



Thos. Usack & Co.

**The
Mark
Of
Efficient
Service**

Advertising & Selling

Public Library,
Kansas City, Mo.



BUILDING A COMPLETE
SALES CAMPAIGN
FOR A
TECHNICAL PRODUCT

THE MISSION OF
SPECIALTIES
IN ADVERTISING

GOHAM
STUDIOS

Public Library,
Kansas City, Mo.

Foldwell

TRADE MARK



"There! That Circular Is *Right!*"

"That is exactly what I want—a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration."

Circulars are invested with an extra selling force when made of Foldwell Coated Book. For Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity, forcibly expressed in Foldwell, are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will *stay there till it has finished with your prospect.*

Our Booklet "Paper As a Factor in Modern Merchandising" on request.

CHICAGO PAPER CO., Manufacturers. 831 S. Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
29 Lafayette Street, New York, N. Y.
Whithead & Alliger Company,
8 Thomas Street, New York, N. Y.
John Carter & Company,
Boston, Mass.
D. L. Ward Company,
Philadelphia, Pa.
The Alling & Cory Company,
Pittsburgh, Pa.
The Alling & Cory Company,
Buffalo, N. Y.
The Alling & Cory Company,
Rochester, N. Y.
Chope Stevens Paper Company,
Detroit, Mich.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.

Cincinnati Cordage & Paper Co.,
Dayton, Ohio.
The Commerce Paper Company,
40 St. Clair Street, Toledo, Ohio.
Allman Christiansen Paper Co.,
Milwaukee, Wis.
Acme Paper Company,
St. Louis, Mo.
Kansas City Paper House,
Kansas City, Mo.
McClellan Paper Company,
Minneapolis, Minn.
St. Paul Paper Company,
St. Paul, Minn.
McClellan Paper Company,
Duluth, Minn.
Carpenter Paper Company,
Des Moines, Iowa.
Carpenter Paper Company,
Omaha, Nebr.

Carpenter Paper Company,
Salt Lake City, Utah.
Blake, Moffit & Towne,
San Francisco, Calif.
Blake, Moffit & Towne,
Los Angeles, Cal.
American Paper Company,
Seattle, Wash.
Tacoma Paper & Stationery Co.,
Tacoma, Wash.
Spokane Paper & Stationery Co.,
Spokane, Wash.
Blake McFall Company,
Portland, Oregon.
John Martin Paper Company, Inc.
Winnipeg, Ont., Canada.
Parsons & Whittemore,
299 Broadway, New York, N. Y.

What The South Wants To Buy

And Has The Cash To Pay For And Where The Cash Comes From

With the tremendous increase in her farm production, mining, lumbering and industrial activities, the South wants more automobiles, trucks, accessories, labor-saving agricultural and household equipment, package foods, and everything else for the farm, the home, the store—

And the cash is there to pay for it.

Her agricultural production last year was 6½ billion dollars—nearly half the nation's total of 15 billions.

Her mineral output more than 1 billion, 350 millions. Exports, 1 billion, 300 millions.

Bank deposits exceeding 4 billions; manufactured products more than 6 billions.

Where the South Stands in Nation's Total:

In addition to all that buying power, the South ranks in the nation's production to the extent of

100% of the cane sugar	18% of the hay
100% " " peanuts	100% " " bauxite
92% " " sweet potatoes	100% " " barytes
90% " " rice	100% " " fuller's earth
90% " " early vegetables	99% " " sulphur
66% " " grain sorghums	99% " " phosphate rock
45% " " peaches	90% " " aluminum
45% " " poultry	60% " " graphite
35% " " citrus fruits	50% " " natural gas
33% " " eggs	50% " " natural gas (gasoline)
30% " " apples	50% " " petroleum
25% " " butter	45% " " asphalt
25% " " sugar	43% " " lime
24% " " milk	33% " " pyrites
40% " " hogs	33% " " talc and soapstone
35% " " cattle	12% " " coal
20% " " wheat	24% " " lead and zinc
18% " " white potatoes	20% " " coke

These Help You Get In

These trade-pulling daily newspapers help you "get in" in the market and help move your goods when you do get in. They are read and believed in by the people who have the money and who will read your advertising and buy your wares.

Write them for any information regarding local conditions, marketing possibilities for your product, etc.

ALABAMA	KENTUCKY	Rock Hill Herald
Anniston Star	Lexington Herald	Spartanburg Herald
Birmingham-Age-Herald	Lexington Leader	Spartanburg Journal and
Birmingham Ledger	Louisville Courier-Journal	Carolina Spartan
Birmingham News	Louisville Herald	Sumter Item
Gadsden Journal	Louisville Times	Florence Times
Gadsden Times-Journal	Paducah Evening Sun	TENNESSEE
Gadsden Times-News	LOUISIANA	Chattanooga News
Montgomery Advertiser	Baton Rouge State Times	Chattanooga Times
Mobile Item	Lake Charles Amer'n Press	Clarksville Leaf-Chronicle
Mobile Register	Monroe News-Star	Jackson Sun
ARKANSAS	New Orleans Daily States	Knoxville Journal &
Fort Smith Times-Record	New Orleans Item	Tribune
Little Rock Ark. Democrat	New Orleans Times-Picayune	Knoxville Sentinel
Helena, The World	Alexandria Town Talk	Memphis Commercial
Jonesboro Daily Tribune	MISSISSIPPI	Appeal
FLORIDA	Jackson News	Memphis News-Scimitar
Gainesville Sun	Meridian Star	Nashville Banner
Jacksonville Times-Union	Vicksburg Post	TEXAS
Miami Herald	NORTH CAROLINA	Beaumont Enterprise
Orlando Reporter-Star	Asheville Citizen	Corpus Christi Caller
Palm Beach Post	Charlotte News	Corsicana Sun
Pensacola Journal	Charlotte Observer	Dallas News & Journal
St. Augustine Record	Concord Tribune	Dallas Times-Herald
St. Petersburg Independent	Greensboro Daily News	El Paso Herald
Tampa Times	Hickory Record	El Paso Times
Tampa Tribune	Kingston Free Press	Fort Worth Record
Daytona News	Raleigh News and Observer	Fort Worth Star-Telegram
GEORGIA	Raleigh Times	Gainesville Register
Augusta Herald	Rocky Mount Telegram	Galveston News
Atlanta Constitution	Salisbury Post	Hillsboro Mirror
Atlanta Georgian & Amer'n	Wilmington Dispatch	Houston Chronicle
Atlanta Journal	Wilmington Star	Houston Post
Americus Times-Recorder	Winston-Salem Journal	Paris News
Albany Herald	Winston-Salem Sentinel	Ranger Daily Times
Athens Herald	OKLAHOMA	San Antonio Light
Augustus Chronicle	Oklahoma City Oklahoman	Temple Telegram
Columbus Ledger	Muskogee Times-Democrat	Waco Times-Herald
Dublin Courier-Journal	SOUTH CAROLINA	Wichita Falls Record-News
Macon News	Anderson Daily Mail	Wichita-Fall Times
Macon Telegraph	Columbia Record	VIRGINIA
Savannah Morning News	Columbia State	Lynchburg News
Waycross Journal-Herald	Greenville News	Petersburg Progress
Moultrie Observer	Greenville Piedmont	Richmond News-Leader
Rome News	Greenwood Index-Journal	Roanoke Times
	Orangeburg Times-Democrat	



Write for this free book—
"The Great Southern Market"
for further information.

Southern Newspaper Publishers' Ass'n.

W. C. JOHNSON, Secretary

CHATTANOOGA

TENNESSEE



The Dealer Influence of PHOTOPLAY

is as great as that of any magazine published

SPACE selling has been so full of whing whang for the last few years that a good many people, including some dealers, have been swept far off their course. Any man that ever sold goods to the dealer person, any reader of Advertising & Selling who has read what the dealer himself says, has heard the dealer say "Create a demand."

Why keep kidding ourselves about this mysterious merchandising business? There isn't any permanently successful method of short-changing either the dealer, the consumer or the advertising business itself. The consumer is King, Queen and likewise Jack.

If this is true—and in the sense in which advertising has shown its healthy growth it is incontrovertible—then the Dealer Influence of PHOTOPLAY is as great as that of any magazine published, because PHOTOPLAY satisfies as no other periodical does the reading appetite of its people.

Until you use PHOTOPLAY you are losing touch with the filtered selection of the millions who comprise America's fifth industry.

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 25 WEST 45th ST.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

APRIL 3, 1920

Number 41

Why A Great Packing Concern Advertises

Institutional Ads Have Won Good Will for Swift & Company in the Face of a Very Complex Situation

By LOUIS F. SWIFT

President of Swift & Company

ADVERTISING is commonly thought of only in connection with selling commodities, but recently advertising space has been employed extensively to sell ideas. This type of advertising has been termed educational or institutional. Swift & Company has used both forms extensively during the last two years.

The institutional advertising of Swift & Company has had two objectives: first, to place the facts of our business before the public, in order to build good will; and, second, to counteract misrepresentation and propaganda directed against this industry. We have tried to make this advertising constructive and the greatest care has been taken to see that every statement agrees with the facts and does not misrepresent conditions.

We have been accused of ulterior motives in inaugurating such a widespread campaign as we have engaged in. Some have even accused us of trying to influence editorial opinion.

THE EDITOR AND THE AD

In fairness to the American press I wish to go on record here as saying that in placing our institutional advertising no consideration has been given to the editorial policy of the paper or magazine. Circulation and territory have been the only factors which have influenced us, for we have felt that our advertising has been needed equally in papers which are friendly and in those which are antagonistic to the packing industry.

It has been my experience that the average editor has been absolutely uninfluenced by the fact that we were

Aside From Sales

WHILE advertising is not often referred to as a weapon, yet as such it not infrequently has its uses. However, it is essentially a peace-time weapon and one that constructs. Many a giant industry has found it advisable in its lifetime to employ advertising as the writer of this article relates, for self-help.

And many such industries, failing to employ the one effective means at hand, have known the serious consequences of such omission.

The advertising referred to by Mr. Swift was in conjunction with the company's sales campaigns, and of a different nature—more educational or institutional in form.

It is interesting to have set forth so clearly the "inside point of view" of such campaigns and the thoughts thus expressed ought to prove beneficial to manufacturers and advertisers generally.

—THE EDITOR.

or were not advertising in his paper, except, of course, as his opinion might be affected by the facts presented in the advertisements. On the other hand, many editors with whom we have advertised have almost leaned backwards—have been less outspoken in favor of the packers, than they would have been had they not been afraid that their readers might feel that they had been unduly influenced by the financial returns from the space occupied by our advertisements.

So much for policy. Has the policy paid?

To the casual observer, noting our recent compromise agreement with the Attorney General, it might seem

we had failed. But the casual observer hasn't his finger on the pulse of public opinion as we have. Public opinion has changed in a way which it is difficult to describe in concrete terms. Perhaps I approach it when I say that the consumer is now realizing that there are two sides to the packing question and that there is danger of the American public's "biting off its nose to spite its face." Citing fact after fact in our advertisements, substantiated in many cases by government figures, we have brought fair-minded editors from the viewpoint where they were seeing in the findings of the Federal Trade Commission proof positive of monopoly and collusion, to a realization that, while many assertions were made, practically no conclusive evidence was given to support these assertions.

THE PUBLIC AND THE AD

At the same time we have sought to develop, step by step, the services rendered by the large packers and the economic necessity for large, centralized organizations.

Our campaign has started the public asking two questions: Are the packing houses guilty of monopoly as the Federal Trade Commission charges; is not their continued existence an economic necessity to American progress and welfare? Our two objectives have been captured and institutional advertising has been our heavy artillery in this fight for public good will. We have tested it in a critical period and have found that it comes up to our expectations.



LOUIS F. SWIFT

At the same time, there are obstacles that institutional advertising will not batter down—obstacles that will come down of their own accord later. Among these I count the blind fear in the public mind aroused by our handling so many lines of food products.

Since our success is dependent upon public good will, and since that fear did exist and represented public opinion that was strong for the moment, we felt it better to make the compromise with the Attorney General as a concession, although we might have convinced the American consumer that our business in side lines was to his interest, and although we had no doubt at any time that a favorable verdict would have been given us if we had gone into court.

We do not feel that the need for educational advertising has passed. As long as baiting big business continues to be a favorite and profitable sport for political aspirants, paid advertising space will be the most effective way of getting the facts of

big business before the public.

The advertising of ideas and institutions is still in its infancy, and I look for a marked increase in this type of publicity in the future.

Advertising Characters Basis for Play —"Bronx Express" Features Eight Well known Trade Figures

The advertising characters associated with Pluto Water, Wrigley's Chewing Gum, Murad Cigarettes, Smith Brothers Cough Drops, Aunt Jemima Pancakes, Tuxedo Smoking Tobacco, Nestle's Food and Arrow Collars have been adopted by a playwright for the basis of a three-act comedy called "Bronx Express." The play which was presented in Yiddish at the Jewish Art Theatre in the Madison Square Garden, New York, has just finished a successful run.

The very original plot is founded on a dream of a factory worker who falls asleep in a Bronx express train after meeting an old acquaintance. The seeds of discontent are placed in the mind of the button maker by his friend who tries to "show off" as rich. The friend tells of life on Broadway, of the millions made in advertising, and then asks the poor man what he has derived from his twenty-five years of labor. Asleep shortly afterwards on the car seat, the

worker dreams that he leaves his home and family to go to Broadway where the rich people such as Mr. Pluto live.

There he meets the devil who invites him to have a drink, the Wrigley twins with their three flavors, the Smith Brothers coughing since 1847, Mr. Tuxedo with his eyes blindfolded, the affected Mr. Arrow and his tight collar, Aunt Jemima raving over her economical, convenient pancakes, Nestle's baby without a mother, and Miss Murad. The latter, who is a vampire, supposedly in love with Mr. Arrow, prevents Mr. Hungerbright, the button maker, from returning to his family, and finally marries him. The striking results which are caused by the marriage are staged in Atlantic City, and finally, screaming that he is about to be hung for bigamy, the poor man awakens from his dream, as the train reaches Bronx Park, far past his station. He meets his children who have gone to the park to pick flowers for the 25th anniversary of his marriage, and swearing by the moral that the dream taught him, he rides home happily.

St. Louis Advertisers Pledge \$5,000 for Three Years to Carry On Vigilance Work of A. A. C. W.

A movement has been inaugurated in St. Louis to raise at least \$5,000 a year for three years for the support of the work of the National Vigilance Committee of the Associated Advertising Clubs, under the leadership of John Ring, Jr., vice-president of the association; M. E. Holderness, president of the Advertising Club, of St. Louis, and other members of the St. Louis Club.

More than \$1,500 in memberships was pledged, at a recent meeting in St. Louis at the Planters' Hotel, by business men of that city, who heard an address by Richard H. Lee, special counsel for the National Vigilance Committee. Representatives from eight other firms announced that they would take memberships, the exact amounts to be reported after consultation with other executives.

Names of the firms which will pay the sums pledged each year for three years, and those which will announce their pledges later, follow: International Fur Exchange, \$333.33; F. B. Chamberlain & Co., \$250; Blanton & Co., \$83.33; William R. Warner & Co., \$125; Roberts, Johnson & Rand, \$333.33; Richard Hudnut, \$125; Mark C. Steinberg & Co., \$83; Laclede-Christy Clay Products Co., \$166.66; Majestic Manufacturing Co., \$100; Meyer Bros. Drug Co., \$83.33; A. H. Lewis Co., \$83.33; Mississippi Valley Trust Co., Francis Bros. & Co., Certainteed Products Co., and Hamilton Brown Shoe Company.

Colonel Philip B. Fouke, of the International Fur Exchange, who called the meeting and was host to the business men who attended the luncheon, appointed the following committee to complete the raising of the quota for St. Louis: Mr. Holderness, Mr. Ring, Carl F. G. Meyer, Meyer Bros. Drug Co., P. S. Russell, Packard Motor Co., Missouri; W. E. Baird, Robert, Johnson & Rand, and Fuqua Turner, secretary of the Advertising Club of St. Louis.

Building a Complete Campaign to Sell a Technical Product

How the Ideas Were Conceived and Used by the Lincoln Electric Co.

By R. H. GRISWOLD

IN order to understand the advertising of Lincoln motors as carried on by The Lincoln Electric Co., it is necessary to know some of the underlying facts about their business.

This firm specializes in the manufacture of induction motors of the larger sizes from one-half horse-power to five hundred horse-power. That is, motors of the type which are usually used for shop and similar requirements.

The business of the company has been built up largely by the substantial method of securing a trial of some of their motors in large manufacturing plants and depending on the satisfaction given by the equipment to produce future orders and to gradually enlarge the list of satisfied customers.

The electric motor field is a somewhat peculiar one, in that there are several very large electrical companies making motors as part of their business, and who on account of their extremely large line of apparatus have very well-known names. There are also many smaller manufacturers and a number of jobbers who simply have motors made for them, under their own name plates. The consequences are that any of the smaller manufacturers are likely to be regarded as merely jobbers.

The Lincoln sales plan consists in selling motors, to a large extent, to manufacturers of large machinery, such as elevators, pumps, hoists, machine tools, etc. This plan was adopted for several reasons.

In the first place, not enough care has been used in getting exactly the right size motor for a machine, with the result that motors have been too large and power has been wasted.

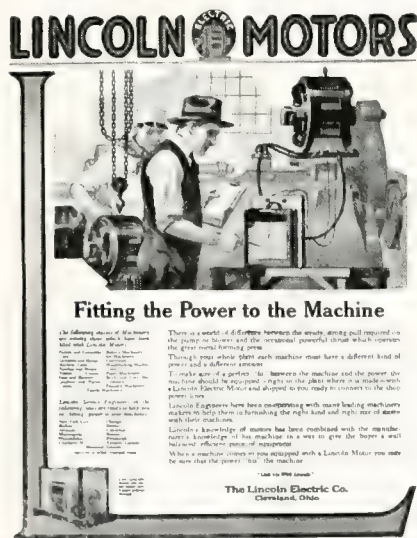
In the second place, the logical way to buy a motor is to buy it with the machine which it is to drive. The two pieces of equipment are absolutely interrelated and by buying them together the buyer centralizes the responsibility for the good operation of the tool in one place.

It also permits the manufacturer of the machine to fit his machine at the time it leaves the shop, with a

motor which he knows to be satisfactory. Since any machinery manufacturer has to apply a number of motors in a year, it pays the company to have men who are specialists in motor application make a thorough study of each machinery manufacturer's requirements, which could not be done if it were simply a case of applying a motor to one, individual machine in somebody's shop.

WHAT THE ADVERTISING CAMPAIGN UNDERTOOK TO ACCOMPLISH

With these fundamental facts in mind, the company's advertising



Art and technicality linked up

campaign was undertaken to do the following things:

1. To create a general consciousness of the fact that there is an electric motor called the "Lincoln Motor."
2. To overcome the resistance which had been encountered by Lincoln salesmen, because a buyer would immediately ask, "Who is Lincoln?"
3. To create a feeling of acquaintance which would make the machinery buyer feel satisfied if his machine came to him equipped with a Lincoln Motor.
4. To influence the machinery manufacturer's organization so that a Lincoln Motor would be regarded by them as a standard motor.

In the first place all the idea of

creating direct inquiries from the advertising was abandoned, for the reason that very few business men write inquiries in response to an advertisement and if inquiries are made the measure of a campaign, the most important things which advertising can do are likely to be overlooked.

This company feels that often a technical product is bought largely because the buyer has a feeling of familiarity with the name of the product. Careful investigation developed that engineers buying very technical products could not give any very definite reasons for the purchase of the particular kinds of equipment which they bought, except that they felt familiar with the name of the company and felt sure of its reliability.

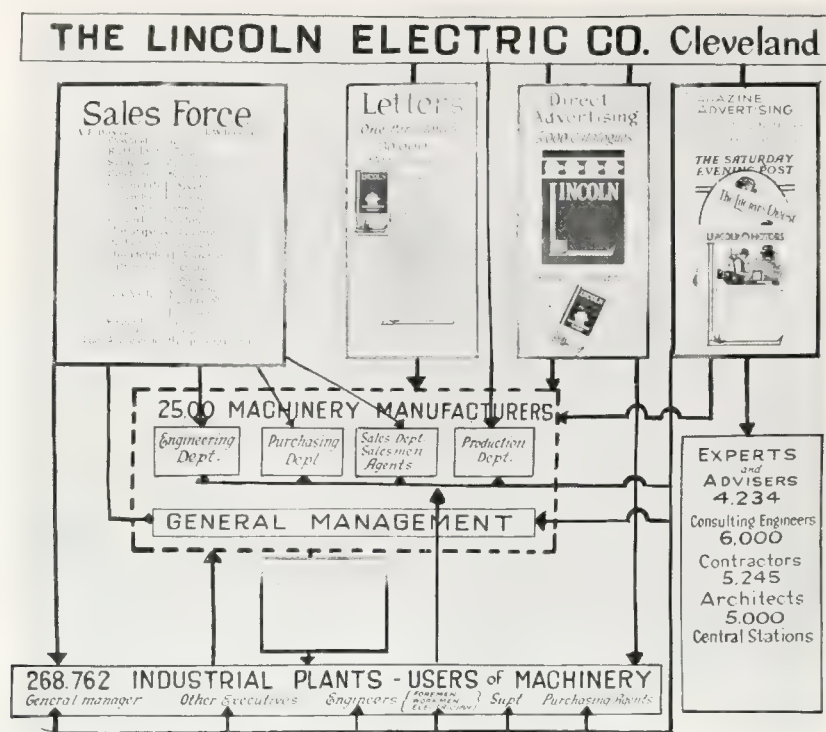
In preparing for the campaign, it was realized that nine out of ten who saw an advertisement featuring electric motors would naturally think of one of the two or three big companies, unless something very distinctive in the way of an advertisement was standardized upon.

Fortunately, some years before this, The Lincoln Electric Co. had exhibited at various conventions an electric motor operating under water, and this had already become quite well known in the electrical trade. It was decided to make this a feature of every motor advertisement, not because anybody would expect a motor to actually run a machine under water, but because this test did put across the idea of the general reliability of these motors in a forceful way, and because it furnished a memory hook on which to hang the Lincoln motor in the mind of the buyer.

It was further decided to use a large "L" in the border of each advertisement, as this had been a feature of the advertising that had been done by the company in a smaller way for some years previous.

THE BIG IDEA

The main idea back of the copy has been to feature the idea of "fitting the motor to the machine," and this has been consistently carried



How the Lincoln Company visualized its campaign

out in each advertisement that has been published, playing up the advantage of buying machine and motor together so that each may be fitted to the other and suited to the particular work that has to be performed.

The various mediums which have been used to accomplish the result can best be understood by referring to the chart of the present year's campaign, which is reproduced herewith. A brief consideration of each of the pieces of advertising and literature illustrated here, will serve to show how the campaign is hooked up together and how each is planned to effect a definite result.

The chart shows the chief factors who have to be influenced in the sale of electric motors, and they are as follows:

(a) The Lincoln Electric Co., manufacturers of electric motors.

(b) 2,500 machinery manufacturers with the various members of their organization, such as purchasing agents, engineers, salesmen, etc., who must be convinced before they will use electric motors on their machinery.

(c) 268,762 Industrial Plants who are users of machinery, together with the various executives, workmen, etc., in their organizations.

(d) The experts and outside advisers, such as consulting engineers, contractors, architects and central stations, all of whom influence and advise on the purchase of electric motors.

SALES FORCE IMPORTANT

The sales force has always been regarded and featured as an important part of the Lincoln adver-

tising, because it has been the use of the advertising by the salesmen and its thorough appreciation by them, which has made possible any result from the expenditure. In each of the fourteen branch offices the salesmen are thoroughly conversant with the advertising plans, able to explain them to prospective machinery buyers or to other people who are to buy Lincoln Motors for resale to their customers.

DIRECT LETTERS A FEATURE

Direct letters have always been a feature of Lincoln advertising. These letters are mailed chiefly to manufacturers of motor-driven machinery. An average of six to twelve letters a year are issued to each of 2,500 machinery manufacturers. Every letter is aimed to make a definite point and not indulge in generalities. The following is an example of letters which have produced a large percentage of response from machinery manufacturers:

"To Machinery Manufacturers:

"Your branch offices and agents are frequently up against a problem of motor drive for your machines.

"Would they not like to have an experienced man to consult with right on the ground? This is just the service Lincoln branch managers can provide.

"If you will send us a list of your branches or agents, we will have our men in these various cities get in touch with your representatives.

"Other machinery manufacturers have done this and feel it is a mutual advantage."

MOTOR BULLETINS POPULARIZED

A point in which the Lincoln campaign has departed decidedly from tradition is in the issuance of their *Motor Bulletin*. From time immemorial in the electrical industry, bulletins on the subject of motors have been extremely technical, replete with such mouth-filling phrases as "polyphase," "synchronous," "torque," "power factor," etc. These phrases in themselves, it was felt, led the average man who actually buys motors to regard them as a fearful and wonderful mystery. The Lincoln bulletin, therefore, is a plain, interesting story of what an electric motor is and what it is calculated to do and can be understood by any man with even a common school education.

It features a number of illustrations showing Lincoln Motors in well-known plants and especially emphasizes the advantage of "buying power with the machine."

As is usual in advertising campaigns, considerable money is spent for small envelope enclosures which agents and others use in such quantities.

MAGAZINE ADVERTISING THE KEYSTONE

The keystone of the Lincoln Motor campaign has been and probably always will be the magazine advertising. Without reflecting in the least upon other methods of advertising, it can be said that upon this has fallen the responsibility of putting over the idea for the campaign.

The mere fact of their constant appearance in publications of large and influential circulation such as *The Saturday Evening Post* and *The Literary Digest* and a large number of the leading business publications, has carried the idea that the advertiser is a responsible concern, making a dependable product.

There is absolutely nothing unique in the use of advertising for this purpose; in fact, it is the main thing for which advertising is used by every intelligent advertiser.

The Lincoln Electric Co. feel that the great necessities of an advertising campaign are:

First, the establishment of a consistent selling plan, and;

Second, the repeated hammering home of the chief point of that campaign in every piece of advertising;

Third, the list of papers used from time to time by The Lincoln Electric Co. are in the popular field,

(Continued on page 38)

Ads Added to "Sales Talk" to Sell the Church

How the Interchurch World Movement Is Supplementing Sermons by Paid Advertisements

By C. S. CLARK

Director of Advertising and Distribution

THE church, which, in single instances, has been timidly, hesitatingly, and with a meticulous regard to its dignity, indorsing the business man's tenet, "it pays to advertise," has at last incorporated the tried and proven maxim into its faith and become—by way of the Interchurch World Movement—an advertiser on a notable scale. Ads are being used to supplement the "sales talk" of the pulpit in the distribution of Christian ideals.

For the first time in history, the gigantic task of the church is being brought before the public through the medium of paid advertising. Christianity, as a faith, has reaped the benefits of publicity carried out in every conceivable direction through every possible channel. Christianity, as an organization of churches and denominations, has depended too largely upon the spoken word for the propagation of knowledge of its purposes and the expression of its needs. It has reached its own groups, perhaps, but it has not gone out into the highways and the by-ways to tell the people its own story, as its missionaries have gone out into the highways and by-ways to the uttermost ends of the earth to tell the story of their faith—which they have "sold," by the way, through the advertising of its ideals and its history in the columns of a book—the Book of Books.

REACHING THE AVERAGE MAN

The average man's feeling toward the church is a good deal like his feeling about the express company. He does not see the vast, efficient organization which handles express so rapidly and at such a comparatively small cost. He knows nothing of the part that the express companies have played in the development of the country's economic life. All he sees is one local expressman, whom he does not like very much, and who, perhaps, once smashed his trunk.

In the same way, the average man sees only one little church which may be unpainted and filled with people whom he does not particularly like, and ministered to by a rather mediocre pastor. On this basis he judges the whole church and condemns it, seeing nothing of what lies behind.

About Mr. Clark

C. S. CLARK, Director of Advertising for the Interchurch World Movement has had wide experience in handling national advertising.

During the entire period of the war he was engaged in welfare work and, as executive secretary at Washington, D. C., was in direct charge of the last three Money and Membership Campaigns of the American Red Cross.

This experience enables him to speak with authority on the larger issues of advertising so readers will note with unusual interest his statement that the Church "has set its seal of endorsement on the high pretensions of advertising in general by making advertising an aid and ally of first importance in the great task of re-establishing the power of the pulpit."—THE EDITOR.

The advertising of the Interchurch World Movement is intended to change all that. As a result of this cooperative effort of the churches of North America to gain greater efficiency by elimination of waste and duplication of effort, he who runs



The very appropriate Easter campaign art

may read and he who reads may know, hereafter, what he, as a member of the body politic owes in the way of practical, concrete benefits to the church.

There has been no one hitherto to tell "in the streets of Ascalon" how

America owes its whole educational system to the church. Now the streets of Ascalon and Ascalon's newspaper and magazine columns are carrying the inspiring picture of the Colonial "dominie" seated at his desk seeing visions of a stately college campus, adumbrated by the artist in faint outlines above his head.

WHO GAVE THE COLLEGES?

The copy accompanying this picture bears the headline: "Who Gave America Her Colleges?" It reads:—

"Ask the question at Harvard. You will learn that its founder was John Harvard, a minister of Jesus Christ.

"Ask at William and Mary, the second college in America. James Blair founded it, a minister of Jesus Christ.

"Ask at Yale. It, too, was founded by a group of Christian ministers.

"The men who brought Christianity to America brought education to America.

"The colleges are the children of the church.

"Even today one-half of the 450,000 college students of America are in denominational institutions—founded and supported by the Church of Christ."

If the modern church-neglecting citizen has forgotten or never learned that to Christ's teachings, transmitted through the ages by the Church, is due the position of women in the modern world and the dignity of childhood, he is going to be reminded by paid advertising copy, prepared by the Interchurch World Movement. This, accompanying a picture—here reproduced—of a girl at a church door—a girl whose face would grace both a church window and a magazine cover, which cannot be said of all of those that do grace magazine covers—bears the head: "He Found Them Slaves; He Made Them Companions." It reads:

"At a well by the side of the road the Master stopped to rest. It was summer and the way was hot.

"And there He uttered one of the most precious messages of His whole ministry. To a great congregation? No. To a group of ten or twenty men? No. To an audience of one—

—a woman.

"The house of two women—Mary and Martha—was His favorite retreat.

"Almost His last words from the Cross were for a woman's comfort; and to a woman He revealed Himself on that first Easter morning.

"Women in the ancient world had been sometimes slaves; seldom better than servants.



Who Gave America Her Colleges?

ASK the question at Harvard. You will learn that its founder was John Harvard, a minister of Jesus Christ.

Ask at William and Mary, the second college in America. James Blair founded it, a minister of Jesus Christ.

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The men who brought Christianity to America brought education to America.

The colleges are the children of the church.

Even today one half of the 450,000 college students of America are in denominational institutions—founded and supported by the Church of Christ.

One great part of the program of the denominations cooperating in the Interchurch World Movement has to do with the strengthening of the Christian schools and colleges of America.

Surely every man and woman who wants the America of the future to be a better America will want to help.

When your church asks your help in the great campaign week of April 24th—May 2nd, give—and give from your heart as well as from your pocketbook.

The INTERCHURCH World Movement
of North America

The Evangelical Denominations Cooperating in the Service of Jesus Christ

45 WEST 14th STREET, NEW YORK CITY



Strong, interest compelling atmosphere induced by the artist

"But he gave them the proud title of Companion. All their splendid progress had its beginning in the reverence that He showed the women who were His friends.

"Down through the ages His Church has been the custodian of His reverence for women."

Isn't that strong Easter copy?

USING TIMELY COPY

On Washington's birthday, Interchurch World Movement paid advertisements called men's attention to the outstanding fact that it was Washington's faith that made him great and that the world is suffering today for nothing as much as its need of faith like Washington's.

The preliminary advertising campaign of the Interchurch World Movement in the daily newspapers began in February with a series of four quarter pages of copy in 174 morning and evening newspapers in 67 of the country's largest cities.

Running through April, there will be a series of educational advertisements in every daily and weekly newspaper throughout the United States, except in a number of Southern States where there will be no campaign at present. The magazine and poster copy is being used as a national background for the local newspaper advertising.

All this copy is entirely educational and makes no direct appeal for funds. "Give from your heart as well as from your pocket book," is emphasized in every advertisement. The actual funds that are to be raised in this movement are to be collected through church and community committees organized very much along the lines that have been followed in Liberty Loan and Red Cross campaigns. Incidentally, we estimate that the cost of raising these funds will not be more than three per cent of

the amount obtained and that the sum expended for advertising will total about one-third of one per cent of that amount.

In connection with the campaign, a series of prepared advertisements will be furnished to local committees and pastors, the cost of such advertising to be underwritten by churchmen, patriotic citizens and business firms, in much the same manner as advertising was underwritten for patriotic purposes during the war.

THE CHURCH AND THE AD

This campaign is important to the advertising man because it signifies that the Church, going beyond the mere approval of church advertising, has set its seal of endorsement on the high pretensions of advertising in general, by making advertising an aid and an ally of first importance in the great task of reestablishing the power of the pulpit, increasing enthusiasm for religion and keeping the pews of the country occupied.

Furthermore, it sets the standard for church advertising—copy that is dignified, frankly spiritual and strong in its appeal to the imagination—art which reinforces that tone and appeal. Artists like C. B. Falls, H. Fuhr, Denman Fink, Jessie Wilcox Smith and Leon M. Bracker, who have been enlisted to paint subjects suitable for poster reproduction, have exerted themselves to supply us with an unusual class of work.

As announced in the January 24 issue of *ADVERTISING & SELLING*, this country-wide campaign is being handled by the Joseph R. Richards Company and Barton, Durstine & Osborn, between whom the work has been divided.



On Washington's Birthday
Let Us Remember Washington's Faith

These illustrations, prepared by the Interchurch World Movement, are being used in the campaign for the raising of funds for the movement. They are being used in the campaign for the raising of funds for the movement. They are being used in the campaign for the raising of funds for the movement.

The INTERCHURCH World Movement
of North America

The Evangelical Denominations Cooperating in the Service of Jesus Christ

45 WEST 14th STREET, NEW YORK CITY

Some of the earlier Interchurch copy



Managers Department
"Telegraphic Address"
"Ryeatdown"
Philadelphia
Bell
and
Noyes

Ritz-Carlton Hotel
Broad and Walnut Streets
Philadelphia, Pa.

December 24, 1919.

Mr. J. Mitchel Thorsen,
Business Manager,
Cosmopolitan Magazine,
New York City, N. Y.

Dear Mr. Thorsen:-

While standing at our News-stand a few days ago, and looking over the array of magazines displayed, the thought came to me that I would like to know which magazine had the largest sale in this hotel, and immediately the attendant informed me that it was the "Cosmopolitan".

The patrons of this hotel include the highest type of International travelers.

Being a reader of your magazine for a number of years and noting your general progressiveness and the high type of fiction you invariably carry, it must be gratifying to you to know that in addition to securing a very large circulation, you have been successful in attracting the highest class of readers.

Wishing you continued success,

I remain

Very truly yours,
W. B. Ryeatdown
Director,
RITZ-CARLTON HOTEL.

**Nearly Everybody
Worth While
Reads**

Cosmopolitan

A Campaign That Made The Cow Cackle

The Particulars of An Experience With Indirect Advertising Which Yielded Gratifying Direct Results

By N. C. TOMPKINS

Advertising Manager Creamery Package Mfg. Co.

IT is an old adage in the advertising trade that the reason why the hen's egg has crowded the duck's by-product off the market and the ménu is that the rooster's lady advertises her egg by her cackle. But who ever heard of a cow cackling?

Here is a Chicago firm that is making the cow cackle by helping the country's dairy industry to come into its own in the country's advertising space, and is incidentally demonstrating a kind of indirect advertising that produces direct returns.

The Creamery Package Manufacturing Company, distributors of milk and cream handling machinery, cheese making apparatus, refrigerating systems and other supplies in demand by the dairy industry, concluded long ago it would pay that industry to advertise heavily—something the dairymen themselves never had found out. That was the first step. The second came with the decision that if dairymen never had advertised to any extent it was due chiefly to their lack of knowledge of how to advertise and to their lack of time to prepare good advertising copy. After that came the realization that, in showing the dairyman how to reach the purchasing public through the printed word, the firm would be serving itself as well as its customers. A grateful customer is ever a good customer.

A GREAT INDUSTRY UNCOVERED

We began by telling the dairymen that, because of their failure to advertise, people outside of their industry—the fourth greatest in the country in point of size—have learned nothing about their problems. We showed them how, as a result of this ignorance, nine out of ten persons are firmly convinced that milk and butter are too high when, as a matter of fact, dairy products have increased less than 100 per cent in price during the last four years, while, in the same period, some food products and clothing have jumped more than 300 per cent. We convinced them that this hostile attitude on the part of the public was hurting the entire industry and the farmer who stands behind the industry.

STRIKING AT THE SOLUTION

Then, to help correct this condition

and benefit the dairy industry as a whole, without any expectation of profits except of the most indirect sort, we furnished a free advertising newspaper plate service that was intended to make the cackle of the cow heard throughout the land. "Drink Lots of Milk and Keep Healthy," "Growing Children Need Milk for Health, Growth and Strength," "Butter Is Healthy," "Serve Ice Cream as a Dessert," where some of our titles on the short, snappy, well illustrated plates of copy we sent out. That copy was educational. For example, we showed that milk and foods made from it were the only sources of what scientists call "Vitamines," substances that are absolutely essential to the growth and health of children. Our matter was three columns on ten inches in size.

HELP FOR THE DEALER

Arrangements were made to supply either matrices or stereotypes to those manufacturers and distributors of dairy foods who wanted to do newspaper advertising. These ads were ready for insertion with the exception of supplying the name and address. Announcement of the free service was made through the *Creamery Package Bulletin*, a monthly house organ, and the various daily papers, and proofs were put into the hands of our salesmen. In a short time hundreds of requests for the plates were received and they were sent to customers and non-customers without discrimination.

Early returns came in the form of commendatory letters. Then, one day, we got a request from a customer in Indiana to send a salesman. He said that three weeks' use of our advertising plates had increased his milk distribution from 75 to 300 gallons of milk a day and that, as a consequence, his pasteurizing plant had become too small. Of course our salesman landed a larger pasteurizing plant and sold him additional machinery. I could cite any number of similar cases that followed in quick succession.

Soon one of our salesmen wrote in that he was using the free advertising service as an entering wedge with people whom he never had been able to interest before, or with dealers

who had drifted away from us because of some fancied slight. He said it worked every time and you may be sure we were not slow in passing the tip along to the other 150 salesmen.

So the direct results of our indirect advertising continue to pour in. Checking up the visits of our salesmen to firms who are using the free advertising service, we have not noted as yet one such firm that has failed to yield an order, usually of comfortable size. By "making the cow cackle" we have not only assisted the milk dealer, the butter maker, the cheese maker and the ice cream maker to tell his story to the consuming public and thus benefitted ourselves, but we have gained a host of new customers and strengthened our ties with many old ones.

John G. Jones Addresses Ad Club on Salesmanship

John G. Jones, vice-president and Director of Sales and Advertising of the Alexander Hamilton Institute, gave an interesting and decidedly inspirational talk on "The Salesman and His Relation to Modern Business" at the weekly luncheon of the New York Advertising Club, Wednesday, March 24.

"The salesman is one of the most important factors in the building of big industry—which the United States is building bigger and bigger every day," Mr. Jones told his audience. "He is a factor in the economic growth of the nation and only by assuming the responsibility entailed, can he make a success."

In his introductory remarks, Mr. Jones announced that he was going to talk about "the Siamese twins of business—advertising and selling."

Ray Arnold Will Head New Merchandising Department of Critchfield & Co. in Minneapolis

Ray Arnold, one of the most widely known merchandising experts of the Northwest, has joined Critchfield & Company as head of the new merchandising department of their Northwest office in Minneapolis. Mr. Arnold has been associated with the H. J. Heinz Company, Washburn Crosby Company, and the Leland Agency. He is particularly fitted for his new position by reason of his knowledge of business conditions and requirements of that section of the country.

Critchfield & Company have long been represented in the Northwest with their Minneapolis offices and have a large number of important accounts there. Their new department in that office was necessitated by the addition of so many clients through their intensive work along practical merchandising lines.

MERE QUANTITY OF CIRCULATION IS A HANDICAP

**Both to the maker of the medium
and the advertiser buying space in it**

It can be demonstrated by a vast fund of experience along many lines of business that there comes a point in development where further increase is not profitable in results to manufacturer or customer.

In nearly every case the newspapers with very large circulations represent a spreading out for circulation that is not fully as profitable to the user of space as is intensive local cover, and which latter costs much less to carry.

Newspaper advertising is most effective as it represents localized effort over the signature of a local dealer.

Newspaper circulation beyond the usual retail shopping district surrounding a city grows less valuable to the advertiser the further away you go, and adds heavier overhead to the cost of maintaining the service the advertisers must pay for.

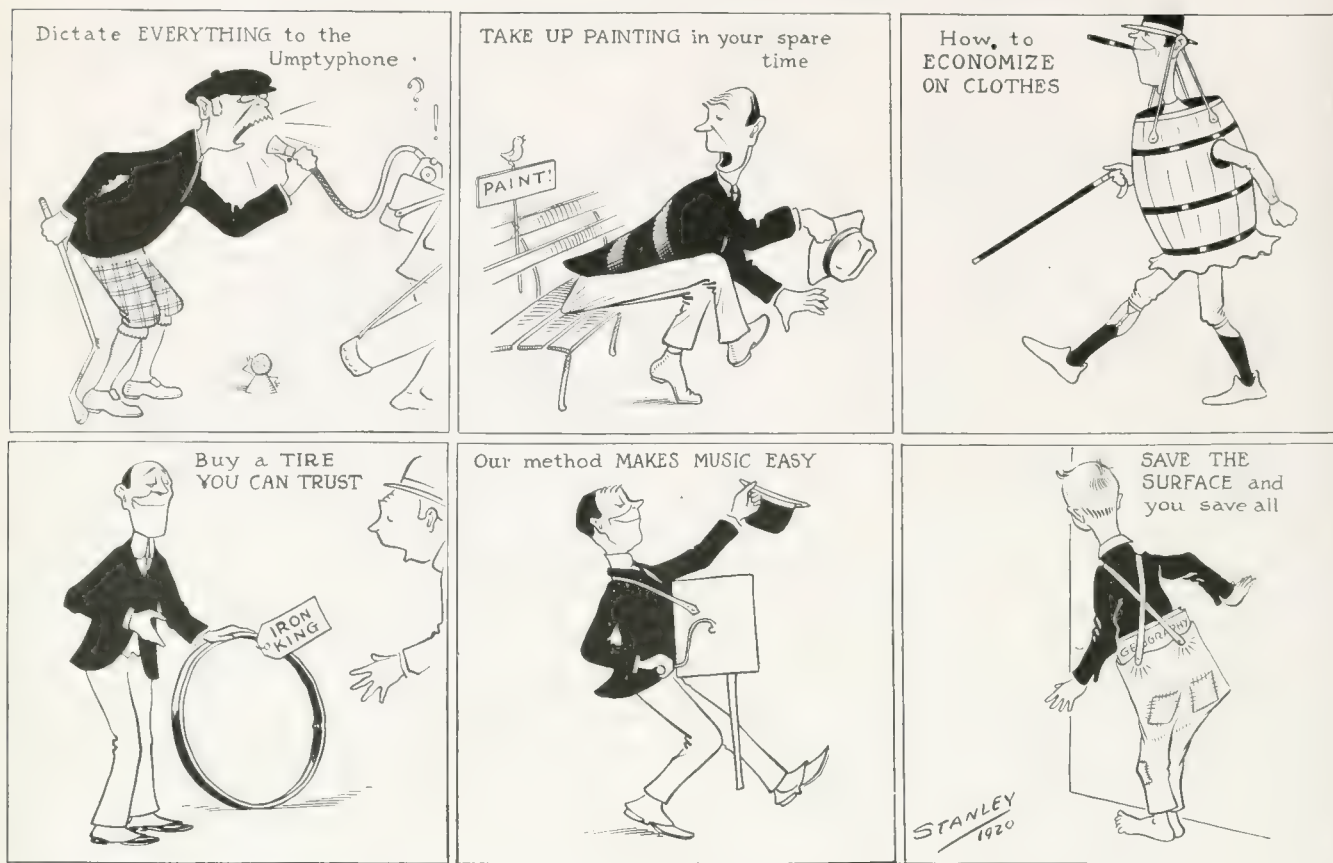
THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, Publisher

94 PER CENT
WITHIN 15 MILES

What If We Took Our Advertised Slogans Literally?



Artist Stanley, of ADVERTISING & SELLING staff, hints at some of the results

W. J. MacInnes Enters Chicago Agency Service

Wm. J. MacInnes, sales manager of the New York *Evening Journal*, has resigned to enter the McCutcheon-Gerson Service advertising agency in Chicago, effective April 1st. During the war Mr. MacInnes was director of advertising and publicity for the U. S. Division of Films and War Expositions and latterly Chief of the Advertising Section of the U. S. Department of Labor. For the past year he has conducted the American Section of *The Advertising World* of London and, in this capacity, has brought to the United States several large advertising accounts from Great Britain. Mr. MacInnes' association in advertising circles has been over a period of years, he being at one time advertising director of the General Motors.

McCutcheon-Gerson Service are now handling a number of national accounts, have selected as advertising agents for the Wabash Railroad, and will conduct the campaign for the Federation of School Teachers.

Egmont Ruschke With Re-Organized E. T. Howard Co.

Egmont Ruschke, former advertising and publicity manager of the Cosmopolitan Book Corporation, is now vice-president and account executive of the recently reorganized E. T. Howard Company, Inc., 117 West 46th street, New York.

The agency, which has identified itself conspicuously by its continuous handling of the Waterman fountain pen account, since it was introduced forty years ago,

is one of the oldest advertising firms, having been established in 1880. Other accounts handled by the E. T. Howard Co. are: Manon Lescaut, Chain Shirt Shops, Java Face Powder, Haas Brothers, Boni-Liveright and Gordon & Dilworth.

"Good Housekeeping" Promotion Manager Withdraws

Arnold W. Rosenthal, well known as a former Pittsburgh advertising man and the founder of the advertising agency originally known as Rauh & Rosenthal, has announced his resignation as promotion manager of *Good Housekeeping* magazine. Mr. Rosenthal is going into business for himself as a publisher's consultant at 210 West 44th St., New York, to handle the circulation, advertising and editorial promotion of a number of national publications. In this capacity he will retain *Good Housekeeping* as a client.

Advertising Manager of U. S. Army in New Position

Major Moses King, Jr., recently in charge of the publicity department, United States Army, Recruiting Branch, has joined the staff of Hendrick's *Commercial Register* of the United States for Buyers and Sellers, as office executive and will have immediate charge of compilation and circulation.

New Christian Science Editors Named

Trustees of the Christian Science Publishing Society have announced that Frederick Dixon has been given temporary appointment as editor and Gustavus Paine

as associate editor of *The Christian Science Journal* and *The Christian Science Sentinel*. The former editors resigned about three weeks ago on account of a controversy between the trustees and the Mother Church. Ten Christian Science Churches of the fourteen in Manhattan and Brooklyn have voted to exclude the publications.

"Chicago Tribune" Woman, Advertising Manager

Miss Mary Mack, who has been a member of the copy and art service department of the *Chicago Tribune*, has been appointed advertising manager of Charles A. Stevens & Bros., Chicago, succeeding Evan Leslie Ellis.

Jack Hilder Resigns

Jack Hilder, former editor of *Harper's Bazaar*, who has been advertising manager of the Cosmopolitan Book Corporation, has resigned from that concern to devote himself entirely to literary activities.

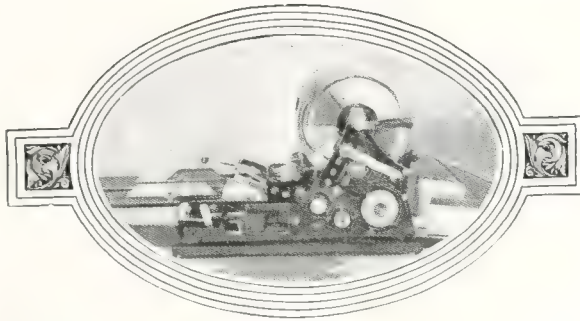
Former Advertising Man H. S. Motors Sales Manager

C. W. Butterfield, for the past four years connected with the Dyneto Electric Corporation, Syracuse, as sales and service manager, has been appointed sales manager of the Herschell-Spillman Motors Co., North Tonawanda, N. Y. Mr. Butterfield, who was at one time associated with the Brown-Lipe Chapin Co., Syracuse, and the J. Walter Thompson Co., in Detroit, has had a number of years' experience in sales and promotion work.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



Mimeograph and Collier's

The A. B. Dick Company,
makers of the Edison-Dick
Mimeograph, are using more
space in Collier's than in any
other general publication.

“Watch Collier's”

The Men and Women Who Make Our Mediums

ARTHUR SULLIVANT HOFFMAN

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By RUSSELL E. SMITH

WHEN a magazine editor gets so close to his readers that he opens more mail daily per circulation total than any other in America; when he is "called in" on the human problems of his readers, ranging from betrothals to burials; when the fiction he chooses is used by a New York City educator to supplement text books for his life class in geography—the man who for ten years has held his office and his medium up to that point is well worth telling about. He is the subject of this article: Arthur Sullivant Hoffman.

He started life as a teacher—that is, after he had gotten through such trifling matters as being born, raised and educated—and he probably will finish as one. He discovered early that he could teach more people and to a better purpose, perhaps, in some other way than within the circumscribed four walls of a school room, and became a Chautauquan; assisted in editing their magazine, *The Chautauquan*, for a year and rapidly progressed by stages through the sacred sanctums of the *Smart Set*, *Watson's*, *Transatlantic Tales* and *The Delineator*. He also halted by the way to own partly and run a newspaper in Troy, Ohio.

In 1910, however, he set sail as skipper of the good ship, *Adventure*, and, the owners having given him a free hand at the helm, he has steadily voyaged on, with his loads of good things in fiction. The ports he has entered and cleared have been many and varied.

Hoffman has made *Adventure* what it is mainly by—to shift the metaphor a bit—being a good tailor. He cut it to fit. He had learned that there was a pretty well defined audience for real adventure stories, written by men who had "been there" and knew whereof they wrote, and he supplied the goods to the measure of his readers.

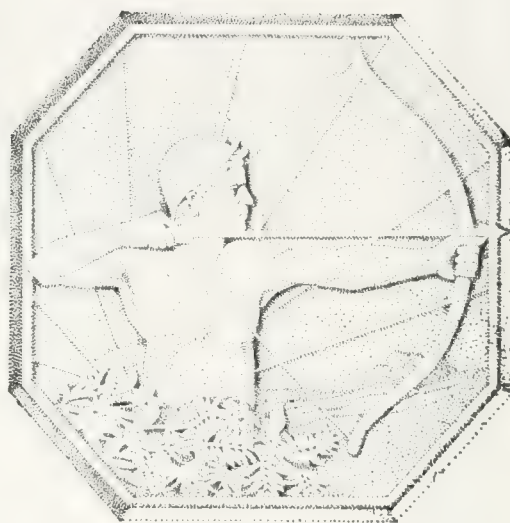
HIS READERS ALL FRIENDS

But what has contributed more than anything else to the success of *Adventure* and Hoffman has been his intense "humanness," that sacred

something that shines out from his letters and his person, urging friends, acquaintances and correspondents to trust him implicitly with all sorts of

personal affairs, which they call on him to settle. And they do not call in vain.

The things Hoffman knows about his readers and writers would fill a book many times the size of the bound volumes of *Adventure*, these ten years old. He gets closer to his readers and authors than many other editors today and to be able to do that, especially with the varied classes of readers of his publication, is to do something considerably worth while. When it is known that his readers range from cowboys to teachers, from sailors to soldiers, from hoboes



CHANGE of corporate name having been effected, The Blackman-Ross Company will hereafter be known as

THE BLACKMAN COMPANY

as originally incorporated May 14, 1908.

The business of the Company will be continued at the present address until the building at 116-122 West 42nd Street is completed, when we will move to new quarters on the fourteenth and fifteenth floors.

The Blackman

ADVERTISING

to highbrows, it is saying a "mouthful" when we declare that Hoffman is "with them."

A man must be many kinds of a man; a square man and a sympathetic man, to be able to do all that; to give his time to it and never to "lay down" on a request or a favor or a good turn to his large and ever-growing family.

A reader in Florida wants to know what the chances are of employment or adventure or hunting in a far off outpost of the Malay Peninsula. Hoffman's "Ask *Adventure*" department tells him all about it. Another

in China wants to settle in Maine or shoot ducks in Texas. Again he takes his troubles to *Adventure* and they are settled for him. From all the world across come requests, pleas, questions; all for the man behind the desk in the Butterick Building to sift and reply to, to advise and help. Get that "help"? The helping hand is Hoffman's only one, when it comes to these far-wandering friends of *Adventure*.

Hoffman just gathered up his personality and plumped it right down on the clean white pages of his magazine. Not half-heartedly but whol-

ly did he do this; frankly and openly he told his readers what was what and told them to come to HIM. People like people; they would much rather pick up a magazine that had a "human" in it and back of it—that was human all the way through—than just a batch of paper with black marks on it. Results in circulation, circulation that is a profit whether there is any advertising or not—seem to tell whether Hoffman was the right sort or not.

He is not the sort of person the average outsider thinks an editor is. He lets down the bars and refuses to allow the idea to gain credence that an editor is a sort of superior being behind carefully shuttered windows and barred doors, with secretaries who guard him from contact with rude human beings. Anybody can get to this editor regardless; he won't stay long if he hasn't anything to say, but he gets in, anyhow. Hoffman shows his readers about behind the scenes and tells them what makes the wheels go around. He not only does that; he gets their advice and FOLLOWS it. His magazine is founded on what his readers want. Supplying the demand is his rule of editing. "Our magazine" is what the readers call it.

SOME ORIGINAL IDEAS

As to the humanness that Hoffman puts into the magazine; that is an easy thing to do, although so many editors miss it somehow. Hoffman is able to because he REALLY LIKES his readers; and they like him. That's the whole secret. By his personality he has made *Adventure* much more than a fiction magazine; it has become a trade journal, a real magazine of SERVICE to the readers of the world and the unofficial organ of an unorganized organization with a membership running into the hundreds of thousands. The original American Legion was founded by Hoffman through the Camp Fire department of the magazine, where adventurers and likers of their adventures meet informally twice a month, rise up and say "howdy" to their friends and tell of their lives and experiences. It was later turned over to the government and reorganized into its present state. Hoffman picked its name.

Hoffman had his struggles, as do all of us with a new proposition, but so far as getting and holding its clientele was concerned it "went" from the start. His first struggle was to get across his idea of using covers for the magazine that were not like

THE MANAGEMENT continues in the hands of O. H. BLACKMAN, J. K. FRASER, M. L. WILSON, F. J. HERMES as Directors, assisted as formerly, by the following Executives:

ACCOUNT EXECUTIVES

A. W. Diller Frank H. Rowe
R. J. Compton, Jr.

DEPARTMENT EXECUTIVES

Copy: Ray Giles
Art: Will Schaefer
 George Welp
Typography: Carleton G. Gaubert
Mechanical Production:
 Frederick G. Wolf
Commercial Research:
 B. W. Randolph
Domestic Science & Test Kitchen:
 Miss Swain
 Miss Birdsall
Rates & Contracts: L. T. Bush
Traffic: C. S. Kipp
Office Manager: H. A. Collins

WESTERN OFFICE: *Cleveland, Ohio*

Walker Evans, Jr., *Manager*

Company **New York**
95 MADISON AVE



ARTHUR SULLIVANT HOFFMAN

the sort used on most of the magazines seen on the stands; he wanted to "scrap" the pretty girls and use plenty of white space, clean of type. It was objected that not to use the covers was waste of good advertising space. Finally the editor won his battle and the covers of *Adventure* since have been free of summer girls and focused to strong figures on a clean background where the eye could get the one thing wanted put over and nothing else.

Another cover ambition of his was to use a black background—a black cover, in fact, with a figure superimposed. Of course that almost busted up the party! Glooms were prognosticated, but Hoffman got his black covers and, as before, they made a hit and have been much used since. Magazine readers, I am sure, owe Hoffman a vote of thanks for saving them from the old time girl covers—on HIS magazines, at any rate.

Hoffman insists that being allowed to make the editing of *Adventure* a one man job is what has made it a conspicuous success and in a class by

itself. Of course, he says, it would have been just as much of a success if that one man had been some one else, but then, it happened to be Hoffman, and that is all that concerns us.

Hoffman is a great hand at listening and taking advice. He knows that such a course is necessary to success. But he also believes and insists upon making the final decisions and shaping his course on the chart of life himself; he recognizes that this may result in mistakes but that the final results will be better than if several had a hand in it, with no one man able to make good on it because of the others.

GIVEN A FREE HAND

It was because Mr. Gammon, when he became president of the firm publishing *Adventure*, gave Hoffman a free rein, that its standing of today was made possible. A skipper can do little unless given more or less leeway—the more the better the sailings.

Since getting *Adventure* well on its way Hoffman has been given another and somewhat similar job to do. He

has started a new magazine—*Romance*, on its way. *Romance* is to be to lovers and lovers of romance what *Adventure* has been to lovers and lovers of adventure, if Hoffman has his way—and in the light of his career the public may hold high hope.

On its covers Hoffman is at his old trick of getting something new in the color line; he is using a panel or picture at the side of the cover and all the rest left plain space except for authors' names.

Another reason for Hoffman's success is his uprearing Americanism. This quality is perhaps best gleaned from his own words to his writers during America's participation in the European war.

"Whenever you find a real chance in a story for *Adventure* put patriotism in it. Don't preach, teach or sermonize. Don't sacrifice a story in order to get patriotism into it. But when you see a real opportunity to plant the germ of it in a story or, better still, to write a story around it, please seize that opportunity.

"I don't mean Fourth of July patriotism, the wild waving of the Flag, the claim that we are the noblest, etc., because we are the noblest, etc. Nor only the kind of patriotism that war brings forth. Least of all do I mean the lying, distorted bunk we get out of our school histories.

"I mean the patriotism that is obligation, service, duty, loyalty, that is found in both peace and war, that puts country before self and serves without reward. By "country" I mean less a geographical division than the principles the country embodies and stands for, perhaps less the nation as a unit than the people who compose that unit. I mean the even-eyed, relentless patriotism that sees only a Benedict Arnold in the Congressman whose vote on his country's affairs is swayed by personal or political reasons, in the Army officer whose personal interests or personal likes and dislikes determine which war-tool he recommends; in the city or county official who, even in minor matters, serves any interest or cause whatsoever other than the public welfare. The name of Benedict Arnold has been accursed for more than a century, yet the money he received for betraying his country was fully as honorable as is the "pork" grabbed by a present-day Congressman for himself or his constituents; or the fifty-cent piece grafted by a deputy county clerk. Of the two, Benedict Ar-

(Continued on page 44)

A \$100,000 Book Advertisement That Utterly Discredits the Old and Very Respectable Maxim to the Contrary

BY T. J. BUTTIKOFER

Now, there is another adage about minding one's own business — nevertheless I joined the party to see what was exciting such unusual interest as it passed from hand to hand. It was this letter:

Very truly yours,
The REVIEW OF
REVIEWS CO.
L. R. COLLIER, Sales
Mgr. of Mail Selling.

To which Mr. Col-

"We have not changed our opinion of magazines for book advertising at all," continued Mr. Collier. "Our tests show, however, that

newspapers offer us a practically new book market—fully as large as the magazines. The same people may read both the magazines and the newspapers, but some seem to be more responsive to newspaper advertising than the magazines, and vice versa."

With regard to the use of color in book advertising Mr. Collier told me that a three column black and white advertisement which appeared in a large number of newspapers and magazines, as well as the American Weekly had been rated as one of their best producing advertisements. The order cost from this copy in black and white in the American Weekly was 11%. Later a full color page in the American produced orders at a cost as low as 7½%.

"But," concluded Mr. Collier, "an interview on our book advertising will be utterly incomplete unless you see Mrs. Woodward who wrote this \$100,000 advertisement, and is the originator of the type of book advertising we are doing, and which, in fact, marks a distinct change of policy in book advertising."

* * *

Inasmuch as Helen Woodward, whom I saw at the Harry Porter Company, has probably sold more books than anyone else in America, I believe her comments which follow are worth very careful study.

"When we began to advertise O. Henry we naturally picked out so-called literary magazines, but we have learned in the course of years that our big sale is not only from these magazines. We have discovered dozens of media of which the publishers of new books know nothing at all.

"This means—simply that there are several

[illegible]

THIS color page in the American Weekly produced one hundred thousand dollars worth of direct orders. The Review of Reviews Company, which does the largest mail-order book business in America, says that this is the greatest volume of direct orders ever produced by any book advertisement in any newspaper.

Two and a half million families read the American Weekly.
If you want to see *The Color of Their Money—Use Color!*
—A. J. K.

million people in this country ready to buy books if someone tells them about them in the right way. To this there comes at once this sort of an objection from many publishers. 'James Smith sold 30,000 copies of his last book, therefore we can spend perhaps \$2,000 on advertising his new book, altogether; otherwise, we cannot get our money back.

"There is no question that as a rule it would be impossible to get any real money back on a single book. But if an author has a popular appeal I will venture to say that it is quite possible to increase that 30,000 to 100,000 or even 200,000.

"To do this the publisher would naturally have to be certain that James Smith was going to stay with him as an author; in other words he would have systematically to advertise James Smith as though James Smith were a fine pair of gloves, with the idea of his building up a permanent demand for James Smith.

"In all my experience in the advertising of other kinds of business I have never found any advertiser who approaches the sale of goods by advertising as the publisher does. Suppose we have a new soap to put on the market. Do you think for one moment that we would pick out simply two or three newspapers in New York, two in Chicago, one in Boston and one in Philadelphia, put two or three advertisements in each and sit back and say, 'Now, let's see how many pieces of soap we are going to sell.' Suppose at the end of three weeks we found that we had sold 1,000 cakes of soap and perhaps in the course of the next years we sold two or three hundred more. We haven't much margin. We made perhaps \$500, so let's spend \$100 on a new kind of soap.

"Of course this is

a far-fetched case. But the publisher puts out a new book, and as I said above, he advertises in two or three newspapers in New York, perhaps one in Chicago, one in Boston and one in Philadelphia and sits back. Except for literary reviews this money is practically wasted. But don't forget that these reviews are read only by people who are interested in reading books and are in the habit of buying books.

"The vast millions of people in this country who read newspapers or magazines, but never read a review, will buy books if they are told how."

"We have proved this on books sold on installments. If you can

sell an author like Robert Louis Stevenson in popular style you can certainly sell a new thriller by a popular writer of today

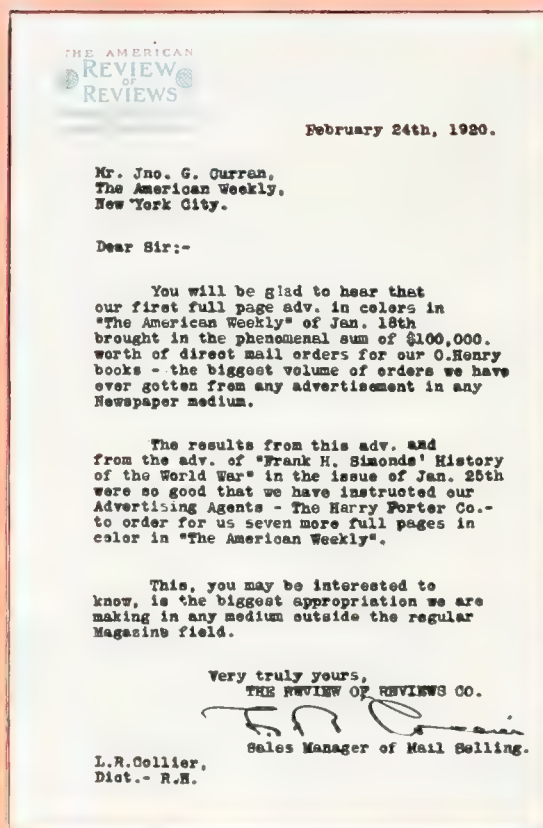
"The trouble with the publisher's is that he insists, as a rule, on advertising as though he were producing literature. And most books published today have no relation to literature. There should be no attempt made to sell the average book to literary people. They should be sold for what they are—entertainment and a few pleasant evenings, a good story—a good cry or two and a good laugh or two, and only on this basis should they be sold.

"In other words, it seems to me that there is a possibility for the publisher to build up a huge clientele for at least some of his writers if he would approach his product as a manufacturer would, and merchandise it and advertise in similar fashion.

"My suggestions, therefore, are three. First, that the publisher advertise books for what is in them rather than according to some literary measure of forty years ago; second, that publishers appeal to a new public; and third, that publishers invest in an author with the same foresight which a soap manufacturer might invest in soap."

The American Weekly which produced this \$100,000 worth of book orders from a single advertisement, is naturally the best medium for any and all kinds of advertising. Two and a half million families look for it every Sunday as the principle feature of the seven great Hearst Sunday newspapers.

A color page in the American Weekly is in itself a complete national advertising campaign.



WHEN an effective advertisement appears in more than two and one half million homes it is almost certain to bring phenomenal returns.

The American Weekly

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

What You Can Do With Specialties

Some Actual Experiences With This Advertising Medium That Make Its Users Enthusiastic

An Authorized Interview by Allan Duane With

J. B. SHORT

General Sales Manager, Whitehead & Hoag Company

THERE are many things to be said about the specialty as an advertising medium. Among its attractive features are its directness, its exclusiveness, its permanent value to the man who receives it, its wide scope for artistic and utilitarian development, and its timely possibilities. But to the man interested in any one other medium or set of media, all these things simply offer opportunities for argument, and, while I may slam over what seem to unanswerable points, you may disregard them through prejudice or overcome me by sheer power of oratory.

That is one good reason why I dropped the argumentative attitude when the subject of advertising specialties came up and proceeded to gather actual incidents which would carry more weight than even well supported opinions.

Results count, first, last and all the time. And there are plenty of results to show. Take the case of a Wisconsin bank that decided to use a specialty and had a coin made up in the form of an advertisement which would be redeemed for 50 cents on a new account. This bank distributed 5,000 of these coins among the factories and mills of the city, and so far has opened some 250 new accounts totaling a deposit of \$3,695. The bankers are so well pleased, incidentally, that they expect to duplicate the stunt in the schools of the town.

Another bank has succeeded in securing the accounts of practically all of the school teachers in its city of 350,000 population through the use of blotters. The blotters always have been very fine in design and color and they have been used consistently and generously with the result that the bank lists, as I said, practically every account opened by teachers in that town. And this in spite of the fact that the bank only pays 3 per cent interest as compared to the 4 per cent of the other banks!

One of the country's largest packers furnishes another splendid example of faith in specialties based on pure experience. For at least 10 years, this house has been using novelties with highly satisfactory returns. One of its stunts is to dis-

What Experience Tells

IN this article Mr. Short, who knows his ground well, has striven to "stick to cases" for the benefit of such advertisers and sellers as desire to avail themselves of that cardinal principle of efficient promotion, the records—available information—from which every departure is made.

We believe there is material in this article which no advertiser can afford to miss.—THE EDITOR.

tribute hundreds of thousands of surprise tags at state fairs. These things are worn all over the place by the visitors and produce walking billboards for the product. More, they are taken home and the kids wear them to school, perpetuating the good work.

EACH HELPS THE REMAINDER

Another stunt this packer uses is the enclosure of a novelty advertising one product in the package of another of his commodities. It has been found that the common and logical result is the increase in sales of the entire line where only a few units have been going well.

Up in New York state there is a firm manufacturing sleds and wagons. The very novel application of the novelty in this case is simply the making up of a lot of banks to be given away to children so they can save their dimes for a wagon or sled. The banks are of the type which can't be opened with anything short of an axe and the idea is to have the kids write in and tell when the thing is full. Then the company returns a key with a letter telling them where to go for the cart or sleigh.

Before the banks were out a month the firm started getting letters and letters are being received day after day from the list of 10,000 original bank owners, asking how to open them and where to get the wagons. One of the letters that came in recently came from a youngster in Panama.

The wide variety of uses to which specialties may be put is emphasized by the idea worked out by an automobile parts manufacturer not so long ago. At the New York show he

had a booth labeled, "The Old Timers' Club," which consisted of men who had been in the automotive industry for five years or more. A suitable emblem was made up and, starting with a half dozen of their own men who could qualify, these fellows mixed around and got about 5,000 others to register with this organization.

The point is that they registered, got a badge and talked to others about it. And they not only advertised the company extensively, but they voluntarily gathered together a MAILING LIST OF INVALUABLE CHARACTER.

Still speaking about the wide variety of ends to which specialties can be adapted, I might mention the practice of a nationally known root beer producer who has organized a "fraternity" of soda dispensers and drug clerks. A watch fob has been designed with the monogram, in Greek, reading: "In this sign conquer thirst." A grip has been evolved and when the salesman enters a store, he shakes hands with the soda clerk, gives him the grip, shows him the fob—just lets him in on the fraternity. The entire idea is the building of good will and winning the heart of the man who handles your goods.

PUT "BUTTONS" ON BREAD

Then, for further illustration, there is the case of the big baker in the Pacific northwest who utilized the flexibility and timeliness of specialty advertising to advantage. The celluloid button, incidentally, is as old as the hills for advertising purposes, but this baker had a lot of buttons made up during the war with reproductions of the leading Allied generals. It was announced that on a certain date these buttons would be placed on each loaf of bread sold and the company testifies that after the campaign started the results were highly satisfactory.

Many grocers who never had handled the line before took it on; the demand for the bread was greatly increased because hundreds of people who had never tasted it tried it for the first time and then kept on buying it—and, as a matter of fact, the business not only jumped during the

drive, but stayed at the increased figures after it was over while showing even further increases now that the campaign has definitely stopped. Of course the product had something to do with that condition.

Another fine example of timeliness is presented by a bank on the Pacific Coast. When the women of America flocked to the Red Cross to work, they found that a table knife was admirable for the job of winding bandages. Later some one discovered that a letter opener was even better. Immediately the bank "got hep" and notified the women of the city that they could have those "bandage winders" for the mere trouble of asking. The stunt brought hundreds of the best women of the city to that bank and resulted in the opening of many new accounts with them by virtue of the closer contact and better understanding the little bit of generosity brought about.

In Pennsylvania there is another concern—undoubtedly the largest manufacturer of milling machinery in the country—that has been convinced of the power of specialty advertising to such an extent that, with the exception of trade paper work, it relies upon that line entirely for sales promotion schemes and finds, after years' of experience, that it is well able to take care of the job.

SPECIALTIES IN SOUTH AMERICA

In foreign work we find a large phonograph manufacturer using novelties in South America, getting a circulation of several hundred thousand through the theatres there at practically no expense except that of manufacture. From another angle we see the extensive use of the registered key tag, used to identify lost keys, by a knitting yarn manufacturer who stamps his dealer's name on the back of each tag and has found that the stunt works admirably toward building good will for his retailers.

In other lines we observe the success of a fraternal insurance company that has used calendar cards and fobs and other novelties in a big way, producing exceptional returns in the way of new members, while a dental supply house uses novelties to reach dentists in their territory with splendid results. The theory of this house is that it must impress its name on the minds of prospects so firmly that when the need comes for anything in that line, the logical thought will be the Blank Supply Company and no other.

Another manufacturer, with a radically different field, is meeting with

great success in distributing buttons to children. He sells children's shoes, and his dealers make formal announcements of the dates when these buttons will be given out. They never fail to bring many children and parents to the store and the personal contact plus the gift, even though it be small, plays a big part in building good will. Another shoe manufacturer has met with singular success in having his salesmen supply dealers with mirrors upon which his own name can be imprinted. He gives these away, of course, to customers, and a great many of them are used satisfactorily.

\$500 THAT WON BIG TRADE

And I might continue endlessly about the advertisers who have used and are using specialties and novelties with highly satisfactory results. Before I stop you ought to know about the case of the knitting mill that decided to make a drive for new customers. This advertiser had a novelty produced and wrote a letter to go with it. The little parcel was addressed to plants where this mill's thread never had been used, and the whole campaign cost less than \$500.

In two weeks from the date of mailing, more than \$10,000 worth of new business had come in, directly

MOTOR TRUCK

Have you investigated the possibilities of the metal working industries?

The Iron Age goes every week straight to the desks of executives most vitally interested in the problem of transportation and its costs.

Manufacturers of the following trucks are using this medium regularly to build sales:

**Paige
Federal
White**

**Stewart
G. M. C.
Mutual** (using trade papers only)

Why not write for an outline of the service
The Iron Age is prepared to render you?

THE IRON AGE

The World's Greatest Industrial Paper

239 West 39th Street, New York City

Charter Member A.B.C. and A.B.P.



From Maker

traceable to the novelty that had been set out. I am not yet able to say what the completed returns finally mounted to.

This recital however, as brief as it is, will serve the purpose of submitting not only some ideas on the manner and methods of using novelty advertising and specialty ideas, but will also serve to present some genuine evidence of the effectiveness of this particular medium.

The men who use this media intelligently are satisfied with the returns it pulls. And they use it, primarily, because they first have been convinced of the possibilities of its accomplishment and then they pro-

ceeded to witness the accomplishment.

There isn't much more to say about specialty advertising!

Franklin Automobile Advertises in Newspapers and Magazines for Funds

The H. H. Franklin Manufacturing Company of Syracuse, which is the holding company owning all capital stock of the Franklin Automobile Company, has been, and is now, floating an issue of several million dollars of 7% cumulative preferred stock by methods which are a departure from accustomed lines.

Instead of having the stock underwritten by a financial house, the company has chosen to sell direct to the public throughout the United States by means of newspaper and magazine advertising and direct

mail. There is no other form of solicitation.

The company is using a list of leading newspapers in the country and running advertisements varying from 600 lines down, and is also using quarter, half and full pages in various weekly and monthly magazines.

Busy Man Helped by A. & S.

THE GLOBE
73 DEY STREET, NEW YORK

March 17, 1920.

Editor, ADVERTISING & SELLING:

I am glad to enclose herewith check for my subscription and at the same time to compliment you upon the progress that your good publication is making. I see some things in it that even in these remarkably busy times are abundantly worth the reading.

Sincerely yours,

RICHARD S. WOOD,

Pure Food Dept.

Penn Safety Razor Account for M. V. Kelley Co.

The New York office of the Martin V. Kelley Company has obtained the advertising account of the Penn Safety Razor.

Ingersoll Watches to Celebrate 25th Anniversary With An Unusual Advertising Campaign

By way of celebrating the 25th anniversary of Robert H. Ingersoll & Bro., the company has had its advertising department plan an unusual campaign. It will tell the history of telling time from the stone ages down through the centuries to the present time. It will show that it would be almost impossible for the world to get along without time pieces.

"Boys' Life" Will Exclude Fur Advertisements

The editorial board of *Boys' Life* has considered the criticism of the Boy Scouts of America and have decided that it is inadvisable to accept fur advertisements. The Scouts claim that the fur advertisements which have appeared in the magazine encourage trapping, and this is a violation of the sixth scout law which aims to conserve wild life.

Hamilton Appointed Advertising Director of "The Independent"

J. Stuart Hamilton, formerly eastern advertising manager of the *Independent*, has been appointed advertising director of that magazine. Mr. Hamilton announces that Carroll J. Swan has been made New England advertising manager and Cole & Freer are to act as western advertising managers.

Roberts With the James Agency

William Roberts, formerly with the *Red Cross Magazine*, and who served on the other side as a Y. M. C. A. secretary, has become a member of the James Advertising Agency in New York.

Finds A. & S. Very Helpful

KALAMAZOO LOOSE LEAF
BINDER CO.

EDITOR, ADVERTISING & SELLING:

Let me state that we have been subscribers to ADVERTISING & SELLING since its inception, and have found it very helpful, especially the information in its columns has proven very helpful to the assistants in this department, as well as myself, and I really think that if you would publish more articles written down to the assistant and the smaller advertiser, the magazine will become more popular, for even the man who "knows everything" likes to review occasionally.

Yours very truly,

C. D. PROCTOR,
Advertising Department.

MANUFACTURERS

The Iron Age is the Direct-to-Consumer Route over which sales messages may be sent to the men who buy trucks in the metal working industries, such as manufacturers of:

Sewing Machines, Typewriting Machines, Adding Machines, Vending Machines, Engines, Pumps, Machine Tools, Chucks, Mechanics' Hand Tools, Vises, Wrenches, Drills, Reamers, Edge Tools, Saws, Cutlery, Files, Other Small Tools, Hardware Articles, Drawer Pulls, Metal Wares and Parts, Metal Ornaments and Trimmings, Electrical Specialties, Instruments, Phonographs, Telephones, Automobile Parts and Fixtures, Metal Household Utensils, Plates, Table Ware, Metal Dishes, Metal Buttons, Metal Stampings, Buckles, Springs, Ball and Roller Bearings, Screw Machine Products, Wire Products, Screws, Chains, Nuts, Bolts, Rivets, Nails, Tacks, Pins, Shovels, Rakes, Hoes, etc.

THE IRON AGE
Established 1855 New York

SERVICE

To User

NEW YORK THE IRON AGE ESTABLISHED 1855

Why Advertising Men Change Jobs

It Is Not Temperament, But the Ambition to Progress, in Most Cases, Declares One of Them Who Has Studied the Species

By ROY B. SIMPSON

"THE only class of professional men who change employment more frequently than advertising men are barbers," said the president of a large employment agency during a recent interview with the writer.

We had spent considerable time and money in advertising for a man to fill a responsible position. The voluminous correspondence which resulted failed to locate the type of man we wanted. Then we appealed to the employment concern, which placed before us the "abstracts" of all their applicants for advertising jobs.

Only three men out of the thirty applicants had held any position for more than two years. Of the three exceptions one man changed jobs only twice, another was seeking to break into advertising for the first time and the third had been in the employ of a wholesale house for ten years as advertising manager. This man wanted a job where he could really grow. All the others wanted to "better their condition."

When we remarked upon the fact that twenty-seven apparently good men were unable to hold a job longer than two years, the employment manager made the statement in the opening paragraph of this article. He said further that "advertising men are so temperamental and nervous that they are not satisfied to tie themselves down to any undertaking for a long period of time." We promptly disagreed with him.

Now, then, the purpose of this article is to defend advertising managers as a class. I can do this with perfect good grace, because I was an advertising manager for about fifteen years. Many of my best and most sincere friends are advertising managers. In discussing their problems they have taken off the lid. I know why some of them have changed jobs.

In this article I will also defend several employers who have been successful in building up huge enterprises. They are keenly interested in their advertising. Some of them know more about how their business should be advertised than any of the several advertising managers they have hired and fired.

Excelsior!

ADVERTISING workers generally owe the writer of this illuminating article a high place in their estimation for the able manner in which he has set forth some of the basic reasons for what seems to an outsider the unseemly number of times they shift from position to position. He states the slogan of ad-men as "Onward and Upward!"

Mr. Simpson, President of the Simpson Advertising Service, of St. Louis, Mo., is, in a complimentary sense, an Old-timer, and he knows men's minds pretty thoroughly, as he sets forth.

But what has been YOUR REASON? There are many angles to such a discussion.—THE EDITOR.

There are three reasons why an advertising manager should change employers. These reasons are egotism, incompetence and ambition. Let us discuss them briefly:

THE EGOTIST

Some of the younger advertising managers have been inclined to become chesty over an unusually successful campaign. The company as a whole is properly organized. The manufacturing department is producing better goods than ever before. The goods are attractively packed and the prices are right.

The financial department has provided the necessary capital for carrying on the business. The sales organization is keyed up to beat all previous records. The board of directors is in absolute harmony and the whole organization has approved the advertising campaign.

The advertising manager, in cooperation with his agency, is spreading the gospel of that institution throughout the land and this energetic head of the advertising department considers himself the bumping post between his organization and the public. He does good work and is very enthusiastic about it.

Finally the season closes with a sales convention and a general banquet. In his enthusiasm the advertising manager gleefully boasts to the men: "Well, boys, our advertising sure had the punch in it, didn't it? Our campaign put it across."

This attitude is all wrong and it gets the advertising manager in bad

with the sales manager and the men on the road. They get a little bit peeved and some of the more sensitive men begin to call the advertising manager a blow-hard.

The advertising alone would not have put this business across. It was the coordination of ideals and the complete cooperation of all the units in that business that made it successful. Therefore, the egotism, or over-enthusiasm of the advertising manager has placed him in a false light before his associates and very soon he finds himself in an atmosphere so unpleasant that his resignation quickly follows.

Perhaps he will go to his next job singing praises about his great achievements in his previous connection. In this way he acquires the bad habit of over-enthusiasm which is too often mistaken for egotism.

THE INCOMPETENT

Occasionally, you will find an advertising manager who is level-headed to the point of burying himself in his own work, willing to rise or fall on his record. He does no bragging about himself, but he is in an organization which succeeds in spite of him. The business is so well balanced that an inexperienced advertising manager, with the cooperation of a good agency, will make good.

But there comes a time when the incompetence of the advertising man will stand out like a sore thumb. The company may make a big record and decide to expand. There is a change of policy and the advertising manager is not big enough for the job. Therefore he must give up his place to a better man.

In seeking a new connection, this advertising manager offers his previous record as his best recommendation. The fact that he was advertising manager last year for so and so, who did such a wonderful business, commends him for the new job, and it is very often the case that the new employer does not go so far as he should in obtaining information as to the applicant's ability.

Our friend may get the new job, but he will hold it only a short time because he is not thoroughly trained in modern merchandising methods.

He should make a fresh start, determined really to learn how to be a business man.

In nearly every issue of the advertising magazines you will see news notes of resignations of advertising men and appointments of others to new positions. The investigation of several cases proves that the great majority of high-grade advertising men change jobs for one or all three of the following reasons:

To increase their knowledge of advertising and salesmanship;

To get a position that carries greater power and prestige;

To earn more money.

A case in point is that of a young man who started as assistant advertising manager with a small shoe house. After holding the job for three years he knew more than the head of the department about the advertising policies of the company. He was generally liked by the officials and the salesmen, but the man who occupied the manager's chair was a nephew of the president and there was no way to get him out. Therefore the young assistant applied for and obtained the position of advertising manager with a competing shoe house.

The increased responsibilities and the closer personal contact with the heads of the business enabled this man to acquire a liberal training in good business methods. He could have held the job all his life had he wished, but the opportunity was limited and he made another change, this time with a very progressive motor car manufacturer, where he applied himself diligently to acquiring knowledge about the manufacture as well as the sale of motor cars. Two years later he became sales manager for a still larger automobile manufacturer and today he is holding this position with great credit to himself and his company.

WHEN THE MANAGERS CLASH

Another type is the man who is doing good work. He is strong with the officers and the men on the road. He unconsciously reveals his ambition to rise higher in his company and the logical step upward is the sales manager's job. The sales manager regards advertising as a means of making sales, therefore he is the advertising manager's boss. Rivalry between the two men usually costs one of them their job. The advertising manager is the one to go.

Still another type of the ambitious man is the fellow who looks far ahead into the future. He makes his start in the advertising department

of a wideawake corporation and by degrees rises to the position of advertising manager or sales manager. It is often the case that such a man will hold down both jobs.

Then he sees the great need in the advertising agency field for men who have been practically trained in business, and to fit himself for this wider field of advertising work he changes positions to acquire a broader knowledge of many different lines.

The fundamentals of salesmanship are the same no matter whether a man is selling chewing gum, clothing, or automobiles, but the successful advertising agency man should

have a practical working knowledge of several lines before he can render efficient service to the clients of an advertising agency.

The natural and ultimate field of endeavor for a successful advertising manager is advertising agency work, and it is gratifying to note that a number of men who have won success as managers of sales and advertising with great corporations have identified themselves with an advertising agency.

MEGAPHONE USERS "GOING OUT"

The day of the loud-mouthed, braggart, self-important advertising

"In Philadelphia nearly everybody reads The Bulletin."

More data about Philadelphia

"The City of Homes" stands **FIRST** in the U. S. in the number of dwellings owned by their occupants.

Half a million Philadelphians are share holders in about 1,200 Building and Loan Associations.

More than 400,000 dwellings shelter, and about 16,000 manufacturing places employ, about 700,000 male and 300,000 female workers.

48,000 store-keepers provide distribution through wholesale and retail channels.

Over three million people live in the Philadelphia metropolitan district.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody" reads—

The Bulletin

Net paid average
for February

481,791

Copies
a day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by "The Bulletin."

manager is rapidly passing. We cannot deny that that type of man existed in considerable numbers a few years ago, but there was no place in red-blooded organizations for them. They have either corrected their faults, or they are now in other lines of business.

The advertising manager of today first must be soundly trained in business. He must know something more than type faces, mediums, pictures, plates and printing. He should be able to take a territory and make good as a salesman. He should know how the goods are made and sold.

There are a lot of other things a modern advertising man should know, but I have briefly stated the fundamental requirements before he can become the competent head of a very important department.

In conclusion, let me say in defence of employers, that the chief executive of a successful organization will not let a good man go. We should have no patience with an employee who claimed that he was too big for his job, or that the company would not pay him what he was worth, or that the sales manager was jealous of him.

EFFICIENCY DETERMINES PROGRESS

Modern business demands efficient workers. Therefore, the advertising man who is really efficient may be sure of a salary that fits his ability and, if he is making good, no one in the organization is going to be jealous of him. The advertising manager who works with the sales manager like a good teammate is going to win the good will of the men on the road as well as the officers and employees inside the organization.

We cannot agree with the employment manager that advertising men change jobs because they are temperamental. The great rank and file of advertising managers are real fellows. They are efficient units in successful organizations. They have sense enough to know their true value and they accept their employers' appraisal on the value of their services.

Finally, advertising managers who formerly considered themselves oracles have had a change of heart. They now realize that no man can lift himself by his own boot straps. Self-made men exist only in fiction. We are what we are by the grace of God and the cooperation of a multitude of folk who have been backing us to win.

William C. Freeman Withdraws

William C. Freeman, recently general manager of the Guardian Advertising Corporation, and too well known to need introduction, withdrew from his position on March 20. As yet Mr. Freeman has not made plans of any definite nature

Frank E. Garnett Marries

Frank Ernest Garnett, president and editor of the *Rochester Times-Union and Advertiser*, vice-president of the *Elmira Star-Gazette*, and owner of the *Ithaca Journal-News*, was married to Miss Caroline Werner, daughter of the late Judge of the Court of Appeals, William E. Werner and Mrs. Werner, in Rochester, on Thursday of last week. Mr. Garnett, who is an alumnus of Cornell, is a former president of the New York Press Association.

Raisin Growers' Advertising Plans

An extensive advertising campaign, nation wide in its scope, will be carried out by the California Associated Raisin Company. The sum of \$271,000 of the total appropriation of \$450,000 called for in the

budget prepared by Sales Manager Holgate Thomas, will be diverted to advertising, beginning June 1.

The budget provides for expenses in connection with promotional work, window displays and similar schemes to keep the California raisin before the public. The company will employ regularly eighteen expert salesmen, and during part of the season will have from seventy-five to eighty men engaged in field work.

Tractor Co. Selects Memphis Agency

After investigating advertising agencies for some time, the Mobile Tractor Co., Mobile, Ala., are arranging for a national advertising campaign through the Lake & Dunham Advertising Co., Memphis, Tenn.

Can Copy Appeals Be Gauged in Advance?

MILLIONS of dollars are spent every week on copy appeals which have never been definitely gauged in value—with no definite check on whether or not the best selling appeal is being made. What this policy of going-it-blind may mean to the yearly sales totals is almost staggering to think of.

Some idea of what it can mean, however, may be gained when we look at the wide difference in results between different copy appeals used in mail order selling.

One advertisement prepared last year for one of our clients has produced, to date, over \$300,000 in direct business—incidentally, at a selling cost less than the average salesman's commission. The best advertisement on this proposition prepared up to that time and circulated in the same media would have produced less than \$100,000 in sales.

Yet for one advertisement to pull three times the results of another advertisement—under the same conditions, in the same media, and on the same proposition—is not in the least unusual. We have seen one advertisement outsell another in the ratio of ten to one.

As a result of our experience in handling the advertising of over sixty direct result accounts where every sale is traced to its source, we have been able to draw a definite line—in advance—between appeals that "make good" and those which merely "look good."

"Army" Drops Drama for 1920 Campaign

Advance information of the second annual nation-wide campaign for funds which the Salvation Army will initiate in the first week of May reveals that this organization, in laying down its modus operandi, has made an interesting re-evaluation of the psychological factors entering into the success or failure of a "drive."

This has been necessitated by the changed conditions that have come about with the end of the war.

"With the country fast getting back to a peace basis and business, industry and the professions again running in their customary channels, the former all-engrossing financial campaign for a worthy and patriotic purpose has been cast into the discard," writes Elmore Leffingwell, publicity director, for the Salvationists. "The

country has been generous to a fault, and the public desires nothing so much as a measurable let-up in the series of appeals that have been dimmed into its ears for months past. People expect to be requested to contribute to certain established causes, both national and local; they only ask to be spared the furor, din and pyrotechnics of the overworked 'drive.'"

The 1920 appeal of the Army will be one largely of local emphasis. Provincial campaign and publicity directors will have charge of the program laid down by national headquarters. Little dependence will be placed on volunteer workers, but much is expected from old-fashioned "personal solicitation" by the rank and file of the "Army."

Taking into consideration the present high levels of printing and posting costs, national headquarters has decided to eliminate the use of the poster in the 1920 ap-

peal, and confine its efforts along this line to window cards and "snipes." Mats and boiler plate will be used to carry the Army's message to the newspapers.

Recognizing that no substitute for the wartime doughnut exists to stand for peacetime work and catch the popular fancy, the Salvationists will not attempt to dramatize the Army for the 1920 campaign, but will rely on old, well-defined principles of publicity and solicitation to sell its ideals to the public, placing the chief emphasis on the organization's peculiar social, civic and spiritual value as an every-day peace-time factor in our national life.

Panama-Pacific Exposition Shows \$1,250,000 Profit

The balance sheet of the Panama-Pacific Exposition Company, which wound up its financial affairs last week after five years, shows gross assets of an original value of approximately \$1,250,000. To close books in five years is a new record in exposition finances. The books of the Chicago World's Fair were closed 24 years after the fair, and those of the St. Louis Fair, after a lapse of 17 years, are said to be not yet balanced.

"Advertising, How and Now" to be Keynote of A. A. C. W. Convention Program

"Advertising, How and Now" will be the keynote of the program of the A. A. C. W. Convention at Indianapolis, June 6-10. An outline of the program prepared by Jessie H. Neal, and his committee, shows that everything is to be down to "brass tacks."

"Home Sector" to Discontinue

The *Home Sector*, the weekly magazine which was established last year by the Butterick Publishing Co., in the interests of former soldiers, will make its last appearance with the issue of April 17. It is understood that the reason is purely a business one. The magazine has been conducted by the former editorial staff of the A. E. F.'s newspaper, *The Stars & Stripes*.

Sam Taylor Will Manage Agency

Sam Taylor, former editor and publisher of *Rider and Driver*, has been appointed general manager of the Guardian Advertising Corporation, New York, to succeed William C. Freeman.

By E. Walter Osborne

In last week's issue of *ADVERTISING & SELLING* an article concerning the Eagle Shirt campaign, written by E. Walter Osborne, a contributing editor, was credited to Walter M. Stein, Sales and Advertising Manager of Jacob Miller Sons & Co., of Philadelphia. Mr. Stein merely furnished the information regarding the very interesting campaign.

Joseph Richards Co. Increases Staff

The Joseph Richards Co., Inc., New York, has recently added to its service department R. L. Burdick, Vincent Clausen and Theodore E. Damm. Mr. Burdick has been with Murray, Howe & Co. and the American Book Company, and Mr. Clausen was formerly with Murray, Howe & Co. and the Ronald Press. Since his return from service Mr. Damm has been in the trade research department of Fuller & Smith, Cleveland. While in the service Mr. Damm started and managed the *Ameroc News*, published by the American Army of Occupation.

IT makes no difference whether the reader of an advertisement orders by mail or goes to the dealer for the merchandise advertised.

The method of purchase is only a detail. In either case the copy must make the right appeal or it makes only a fraction of the sales it should. In both instances the buying motive to be aroused is exactly the same.

The mail order advertiser has definite figures of results from various appeals to guide him. Why shouldn't the general advertiser profit by the things the mail order advertiser has learned?

In doing this it is not necessary to sacrifice one iota of "class." Your copy can create just as much atmosphere as it does today. Neither is it necessary that yours be a small town or "middle-class" proposition. We have proved that the most fashionable sections of New York and Chicago will order by mail—when the right appeal is made—just as they patronize the stores that make the right appeal. We have written copy that brought back average orders of \$1,000 each from rated business men.

And the same principle of appeal that brings results by mail will bring equally good results through the dealer.

* * * * *

WITHOUT the slightest obligation we should be glad to send you the Tested Appeal In Advertising, a little book which shows how the advertising of those who sell through dealers can be made to do better selling work and more of it.

Merely make the request on your business letter head.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD



The Right Paper For Your Business Will Increase Your Returns Up to 25%

A big advertiser—a customer of ours increased the results from his direct advertising between twenty and twenty-five percent because he used a paper that increased the sales producing value of his circulars and broadsides.

The analysis we will make of your direct advertising will help you select the papers which will influence more business for you.

SEND ONE PIECE OR A COMPLETE CAMPAIGN

Circulars—Booklets—Mailing Cards—Letter-heads—House Organs—Folders—Enclosures—whatever you use can be made more effective if printed on paper of the right color, finish and texture.

This service is free but exceptionally profitable—act to-day, you incur no obligation whatever.

RESEARCH LABORATORIES

SEAMAN PAPER COMPANY

1162—208 South La Salle Street
CHICAGO, ILLINOIS

Influencing Business with the right paper

How The Specialty Field Has Widened

By LEWELLYN PRATT

Of Lewellyn Pratt Special Advertising Service

MODERN advertising as we know it today in newspaper and magazine full-page copy is usually considered to have come into existence about 1870. The Advertising Specialty came to be recognized generally as a powerful supplementary medium five or ten years later. One of the earliest specialties was a jute school bag used by a bank to carry its message by the school into the home. The advertisement was printed upon the sides of the bag and, like some other strong advertising, it was not altogether a thing of beauty.

The printer who was asked to find a way to print on this rough hemp thought he saw a chance for some more orders after he had made a success of his first venture, so he got out a few samples and gave them to some traveling salesmen to carry with them as a side line on their journeys about the country.

In short order this printer was inundated with commissions for advertising school bags and in less than a year he had to go to his bank and

borrow money to import some of the material from Manila. He had exhausted the entire supply on hand in this country.

That printer soon gave up his newspaper and print shop and started one of the great advertising specialty establishments. This was sometime in the late eighteen-eighties. The plant he started is one of the largest in the business today and his little town has become famous the world over as an advertising specialty manufacturing center.

HOW THE FIELD WIDENED

Another pioneer specialty was the yard-stick, so popular in retail stores and sometimes found useful by school teachers for chastising unruly scholars. Following that came the muslin cap, the humane horse net for fly time; the baseball bat and the horse fiddle, so-called because of the raucous sound it made, the joy of the small boy.

The calendar as an advertising medium followed soon thereafter. The art calendar in those days consisted

of a black halftone reproduction on cardboard of some popular painting with a very plain, unattractive calendar pad attached. With the advent of the three-color halftone process calendar production began to grow leaps and bounds. Today there are half a dozen great companies, each doing a million dollars and more a year in calendars for advertising, besides a host of printers and other small manufacturers of this staple advertising utility.

The first leather specialties used for advertising were the coin purse, cigar case and pocket comb-holder. These were followed by the diary, the bill-fold and hundreds of other leather articles ranging from a few cents each to several dollars apiece.

In these days of ingenious specialty salesmen and specialty manufacturers devising new articles of utility daily and seemingly anticipating every possible use, it is sometimes forgotten that the first specialties were made by printers and others in kindred lines of endeavor, solely in response to a demand on the part of

ADVERTISING SPECIALTIES

DEFINITION: Articles of Utility.
Used to carry an Advertising Message.

Sell the right
SPECIALTY to the right
BUSINESS for the right
PEOPLE

Show the Advertiser
WHY, HOW and **WHEN**

SPECIALTY	BUSINESS	PEOPLE	WHY	HOW	WHEN
CALENDARS Art Daily Business' Desk Monthly Mailing Pocket LEATHER For Gifts CELLULOID For Gift and Straight Advertising MISCELLANEOUS Steel Brass Iron Aluminum Glass Cardboard Paper Wood Cloth Cutlery Thermometers	BANKS INSURANCE REAL ESTATE PUBLIC UTILITIES PUBLISHERS HOTELS RESTAURANTS THEATRES LAUNDRIES FUEL LUMBER MANUFACTURERS WHOLESALESAERS AND RETAIL DEALERS IN Food Products Soft Drinks Cigars & Tobacco Clothing Shoes Household Goods Proprietary Articles Cutlery Cleansers Polishes Stationery Musical Instruments Automobiles & Vehicles Auto & Vehicle Accessories Oils Paints Varnishes Jewelry Millinery Confectionery Sporting Goods Watches & Clocks	MEN Farmers Business Professional Mechanics Clerks Laborers Students WOMEN Housewives Business & Professional Domestic Servants Clerks Students CHILDREN	To create Good Will and supplement Educational advertising in publications, catalogues, direct by mail, etc. Manufacturer to Manufacturer to promote Good Will and for straight advertising Manufacturer to Dealer to create Good Will for Firm and Goods. (a) Manufacturer to Dealer to introduce salesmen. (b) Used by Salesman in appreciation and as reminders Manufacturer to Consumer (a) direct (b) through Salesmen (c) through dealers for Good Will and straight advertising Wholesale and Retail Dealers to Consumers for Good Will and straight advertising	When possible making specialty fit the business of the advertiser or the business or occupation of the recipient Example: Footrule to Carpenters; Smokers article given by Cigar Manufacturer or Dealer. 1. Given out personally 2. Distributed by mail or express. 3. As prizes for Orders 4. In the package or case with the goods. 5. As Toys or Games. 6. By a co-operative plan the manufacturer and dealer sharing expense of distribution to consumers. Sent with answers to inquiries from periodical and other advertising.	AT: Business Conventions Reunions Expositions For Special Sales. As Prizes Holiday Gifts and Greetings. For Anniversaries With Mail Matter.

This diagram is intended to show the scientific use of the advertising specialty and novelty

the advertiser. This is probably the only branch of advertising in which the solicitor followed, instead of creating, the demand.

At any rate, the business grew like Butler's guinea-pigs without any plan or forethought upon the part of those who have eventually given their lives to what must be conceded to be one of the most fascinating of all the branches of advertising—fascinating because unlike the salesman of magazine, newspaper or billboard space, the specialty man may use any material, any article, any size or any color in which he may wish to produce his advertising medium, the one imperative requisite being that it will be welcome to him who receives it, for, like all other advertising and more than in any other kind, the advertising specialty leans upon, promotes and is part and parcel of good will.

Unlike the magazine and some other advertising mediums, makers of advertising specialties have not found it necessary to locate in large cities and for that reason the size and importance of these plants is not as well understood as are the great printing and publishing houses, the majority of which are located in Philadelphia, Chicago, Boston and New York.

SOME ILLUMINATING FACTS

Only three or four of the larger specialty houses are located in the more populous centers of the country. Towns like Red Oak, Ia.; Joliet, Ill., and Coshocton, Ohio, have always been important centers for this branch of advertising. Started in these smaller cities and town, often by accident, the advantages of cheaper ground rent and less restless labor, have tended to keep some of these large factories where they have started. All of them maintain numerous city offices and their sales forces aggregate hundreds of alert, aggressive men who have learned that specialties may be used as a powerful supplement and tie-up to so-called general advertising.

Advertising agencies, who rarely buy specialties for their clients and solicitors for newspapers, magazines and billboards, would be considerably surprised if they knew the sums going into metal store displays and calendar specialties in these first months after the war.

Sixteen years ago, the advertising specialty manufacturers organized the National Association of Advertising Specialty Manufacturers with headquarters in Chicago. The President this year is Charles R. Fred-

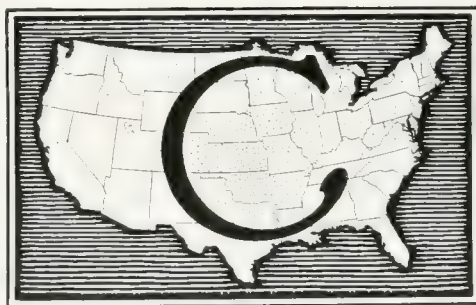
erickson, President of the American Art Works and one of the ablest and most popular executives in the business. The very efficient secretary is Miss Elizabeth White. This association holds a convention in Chicago every year, has legislative and other trade committees, looking after the association's interests constantly. With the formation of a National Advertising Commission of the Associated Advertising Clubs of the World, the Advertising Specialty Association came in as one of the charter members. Its present representatives on the commission are Herbert H. Biglow, C. H. Sudler and Henry B. Hardenburg.

Campaign Against Poster "Sniping"

Through its Anti-Litter Bureau the Merchant's Association is conducting a campaign to suppress "sniping," which is the term used to describe the pasting of theatrical dodgers elsewhere than upon authorized billboards. Expressions from Sam H. Harris, Marc Klaw, other theatrical men and the Producing Managers' Association, show them to be in sympathy with the movement which aims to have advertising bills pasted only on the regular billboards.

Lake Heads Sanford Sales

J. M. Lake has become associated with the Sanford Motor Truck Co., Syracuse, N. Y., in the capacity of general sales manager. Lake was formerly connected with the Chase Motor Truck Co's sales department. After his return from France, where he served with the Engineering Corps, he became associated with the publication field for a time.



The 16 Copper States
($\frac{1}{3}$ of United States)
produce $\frac{2}{3}$ of the
agricultural wealth
of the entire country



THE
CAPPER FARM PRESS
1,100,000 SUBSCRIBERS

Where the "Gentle Reader" Is Picked By Hand

Class Rule Wins in the Publishing
Business, Says One Who Knows

By R. F. DUYSTERS

THIS is my idea of how to build up a good subscription list. It originates out of the firm conviction that the success of a publication depends on the char-

acter of its readers, and the character of its readers depends solely on the kind of mailing list compiled.

There is much talk today of class rule, but whatever we may think

about that subject generally, we must acknowledge that class distinction is a fact in the publishing business. The successful publisher "hand-picks" his subscribers. The successful publisher of a class or trade paper would be guilty of the grossest hypocrisy if he did not follow the course he so diligently urges on his advertisers; namely, to concentrate on industrial fields and avoid waste.

My aim, as circulation manager for the publisher of a group of railway periodicals, is to go after the subscription of the man who can benefit from reading one of our papers, not to waste the time of my solicitors by sending them out broadcast.

The carrying out of this aim demands a particularly efficient list of prospects. Compiling such a list is not as easy as it would at first appear. Before attempting it, the circulation manager must familiarize himself thoroughly with the editorial contents of his newspaper. He must digest, absorb and keep well in mind the fundamental editorial policy of his paper. When he has done this, he can tell immediately by a look at a man's occupation whether or not he should be a subscriber—and whether he represents a buying power to the advertiser.

For instance, in our company we never receive a subscription from a conductor for the very simple reason that there does not exist in our entire prospect list the name of any conductor on any road in the United States. Our road forces have no such names and if such a subscription were to come in, the roadman who sent it would be reprimanded. A conductor would not find our papers of interest, nor does he represent a buying power to the advertiser.

HOME-MADE LIST BEST

Of Railway Age and the other four publications we issue each covers a distinct field in railroad activities and each has a certain class of readers. In our offices we have charts which show the class we desire and have on the lists of each publication.

These lists are not bought lists. You cannot depend on a bought list, which anyone can secure. If you go by Dun's, for example, you have not gone far enough. I know a buyer of pig iron and similar material who is a reader of Iron Age and his rating in Dun's is about \$35,000. He is worth many times that amount but keeps his rating low purposely.

Of the 2,670,000 farm families in the 16
Capper States, more than 1,100,000 are sub-
scribers to THE CAPPER FARM PRESS.

Thru THE CAPPER FARM PRESS you
reach more than 41% of the farmers who
produce $\frac{2}{3}$ of the Nation's agricultural
wealth.

These families—5½ million consumers—
constitute a market of stupendous possibil-
ities. And THE CAPPER FARM PRESS
is your most direct route to that market.
It has the respect and confidence of the
agricultural west. It is "home folks" to
these millions. By its distinctive system of
service it has established a close-up contact
with its readers that few papers possess.

Let our Research Bureau furnish you facts
—not guesses—about the possibilities in
this market for your specific product.

The CAPPER FARM PRESS

(MEMBER A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

CHICAGO.....109 N. Dearborn St.
NEW YORK.....501 Fifth Avenue
DETROIT.....Ford Building
KANSAS CITY.....Graphic Arts Bldg.
ST. LOUIS.....Chemical Bldg.
OMAHA.....Farnam Bldg.
OKLAHOMA CITY.....Farmers Nat'l Bank

A bought list is alright to start with but you have got to dig deeper—dig out the people you want—to get real circulation value. Our men make a complete report of their calls. They give us the address and occupation of a prospect whether

he becomes a subscriber or not. This name goes on our list and so we build for value.

There are many tricks in the trade. I know of a case where a building paper wanted to get a list of contractors who were actually doing work at a time when building operations were at a standstill. Its circulation manager got his list by writing to bankers in numerous towns to the effect that the publishers desired to get into touch with builders then active in their towns, and the intimation was that the publisher wanted to place before these contractors information that would increase their activity. One could not purchase for any price such a list as he was able to compile by this method.

Keeping Up With The Times

A FACT A WEEK

Even in a newspaper office like *The Times*, where the unusual is the usual, the receipt of a letter from Persia commending *The Washington Times* editorials is a subject of pleasant comment.

It seems that some of Mr. Brisbane's editorials were reprinted in an Arabic Review and there came to the attention of Ettesam Al Molk, who writes *The Times*:

"Mr. Brisbane expresses the highest ideas in such a clear way, and deals with such interesting things and features, that, 'Chacun a son gout,' as a French proverb says, I do consider him as the best writer of the present time. But for a person, who is intensely interested in another's sayings, reading two or three articles is not satisfactory, so * * * I have the great honour of sending you this letter and asking you four things:

"1. To send me some new issues of your newspaper;

"2. If Mr. Brisbane has written in private and independent books, to give me the address of the editors who have published his books;

"3. To inform me about the price of the collection of the issues of '*Washington Times*' of the past years if you have them;

"4. To give me the address of Mr. Brisbane.

"All my salaams to Mr. Brisbane. Yours very truly,

"ETTESSAM AL MOLK,
Sarcheshmea, 4 and 6,
Teheran, Persia.

"P.S. We desire expressly to get subscribed to your Newspaper."

The Washington Times

WASHINGTON, D. C.

Laying Out In Summer

By J. M. STEPHENSON

Here is another crack at the advertiser who "lays out" during the summer months and during any other dull period. Some of the writers quoted in the March 13 issue of *ADVERTISING & SELLING* rapped him pretty hard, but he deserves worse.

Why will the advertiser not realize that, from an investment point of view, the man who "lays out" during a season simply lessens the value of his past advertising?

He has been talking to 100,000 men during a busy season and has sold 10,000 of them. Is he going to allow the other 90,000 to forget all he has told them, allow his competitor to gain their attention and, in selling, reap the benefit of his already well laid ground work?

Many men are sold in their minds long before purchasing. One may be sold on a motor car and intend that a certain one will be the kind of car he will buy as soon as he gets around to it, but if the make is not kept before him, while the recital of the good points of another, are continually being dinned into his brain, he will begin to absorb the other copy, then compare and, when the first one's qualities are not before him, the second will win out.

In the local field the retail merchant has the same problem. He allows his advertising investment to depreciate because he does not continue the up-keep. The advertiser who does not keep advertising, busy season or dull, allows his name to be forgotten and, in time, it costs him much more to regain the patronage lost than it would to have carried on his investment.

What about the mailing list? The Simmons-Boardman Company uses both 1 cent and 2 cent postage in its mailing campaigns, but it is the rule always to use 2 cent, or first-class, postage on the first letter sent out to a new prospect. This is done to clean up the list and to weed out the incorrect addresses. We can then follow up these names with little or no waste.

The main point is to systematize—to concentrate. Select the kind of people who will be most interested in your paper and who will benefit most from what the paper contains. Then, train on these prospects your big guns in the shape of subscription solicitors, advertising and direct-by-mail campaigns. You cannot beat that game.

Clearing Dealers' Shelves

Recently a kitchen cabinet manufacturer, because of its alert dealers, was oversold at a low price for six months ahead. The manufacturer knew the dealers had hundreds of his cabinets stored and he knew, too, that he had to raise his price. He knew his dealers would not buy more cabinets at the new price until they had sold what they had in storage at the old price. What should he do?

The answer came to him quickly; he decided to advertise, not to sell new goods immediately, but to sell those his dealers had on hand.

He invested thousands of dollars in newspaper advertising, and he recovered the amount the following six months, selling his dealers new cabinets at the new price. The advertising he had done the previous six months gave his cabinet the consumer demand and preference it needed, carried along his business and made his dealers great boosters for his way of backing them up.

The moral is—it is always best to advertise when your dealer is stocked or overstocked on your goods even if those goods were put on his shelves at a price that eliminated profit to the manufacturer. The investment is in future business.

I. R. Parsons Now With Williams & Cunnygham

I. R. Parsons, formerly advertising manager for Carson, Pirie, Scott & Company of Chicago, is now with the William & Cunnygham Agency of that city. A. G. Smith, formerly with the Pitcher White Lead Company is also a late addition to the agency.

The Farm Journal

1,050,000 This Month



Country Bankers are Confident

Now and then some city banker admits wonder at the way business keeps on. Not so the country banker. He knows that farm prosperity is here to stay. Our several offices have on file copies of letters recently received

from representative bankers who understand the present farming situation. Knowing what they say will permit you to expand your sales efforts to present and future buyers.

The Farm Journal

15 E. 40th Street, New York City

Washington Square, Philadelphia

Mallers Bldg., Chicago, Ill.

Building Sales and Good Will

Useful Gifts That Fit Dealer and Consumer Needs, Make Friends in Advance of Actual Transactions Between Seller and Buyer

By CHARLES R. FREDERICKSON

WHEN I see the statement that \$500,000,000 is employed in a year in this country for advertising I am impressed with the fact that this is a staggering sum of money. Beyond that I get no information. It is simply impossible for me, with those figures alone, to create any picture of their equivalent in materials, labor, service and results. I want very much to say, as our friend Goldberg would, "But it doesn't mean anything."

Therefore, I feel that you who read this could get no intelligent conception of the relative importance of specialty advertising were I to say to you "it is estimated that one-tenth of the vast sum spent for publicity goes for specialty advertising." That statement wouldn't mean anything. It hasn't any background, anything on which you could base a picture of the creation and workings of the media for which the investment was made.

Perhaps the quickest way to create a picture which will bring with it the realization of the broad use of specialty advertising is to analyze a town or city—any town or city—and then multiply by the number of groups of population of equal number, which shall include all towns and cities of every size in the country.

THE DIVISIONS OF MEDIA

In a town, for instance, the population of which is 25,000, you will usually find about 400 business concerns. Out of this number there will be about 150 advertisers, and perhaps 40 of these will use newspaper space regularly or intermittently, also street car cards, circular letters and kindred advertising. The remaining 110, almost without exception, will confine their advertising appropriations to the direct and economical specialties. And frequently, too, the other concerns mentioned will use specialties in their plans, as well as a big proportion of the advertisers large enough to have their ventures in publicity called campaigns.

Visualize that condition in every group of equal population in the United States, no matter whether the towns run considerably smaller or greatly larger, and you will get a

fair idea of the place which specialty advertising occupies at this time in the development of the country's business.

Again, you can take the \$500,000,000, which in the figures suggest nothing to you, and after deducting the amount spent for specialty advertising create for yourself another enlightening picture. The cost of space in any publication nowadays is no

inconsequential sum. It runs as high as \$15,000 for a double page, single insertion. The cost of any medium or method which must cover vast territory, runs into big figures. When you divide the total expenditure for general publicity by the average general publicity appropriation, you are made to realize that, after all, not such a great number of businesses, as compared to the number actually functioning, can contribute. On the other hand, the individual expenditure for specialty advertising is a very modest sum. Viewed in contrast, it is a very small sum. Therefore, numerous concerns—many thousands of them—contribute to the investment of the country in specialty advertising.



The point I am trying to make is this: That specialty advertising is evidently proving the best for the greatest number if we are to judge by the number of its users.

SOLVING YOUR OWN PROBLEM

You may say that what the retail merchant, the banker, the insurance agent, and others of similar importance think of a form of advertising is of no assistance to you, a large advertiser, in the working out of plans which you hope may achieve the highest degree of success. I feel that contention is wrong.

The fact that these retail merchants, bankers, and others, use advertising specialties, and in many cases have used them exclusively al-

most for from ten to twenty years, speaks more eloquently of their value than anything I could possibly say. These men are closer to the buyer than is the wholesaler, manufacturer or the agency man. They meet the buyer day after day, eye to eye and hand to hand, over the counter where he comes to spend his money for something they have to sell. The conditions, no one can deny, could not be more ideal for analyzing the efforts to influence him. Theirs is no long range study. They know the humanness of the man with whom they are dealing. They can see in a moment the quick reaction to every effort they make. And they have learned that he is as often moved to become a regular patron or

purchaser by the dictates of his heart as by the dictates of his reason. Their aim is to get his GOOD WILL and friendship, and to create in him a feeling that his interests always will be of paramount importance. And it is because the little advertising specialty, or the beautiful art calendar, peculiarly and exclusively performs a service to bring about these results that they are so broadly used. They come in the nature frequently of a pleasant surprise; they find an intimate place about the person, desk or home; they begin at once a constant effort to bring about that happy psychological condition called "association of ideas," which is the aim of every ambitious advertising venture. And because of the circumstances of the giving of the article, of the intimacy of it, of the constancy of it, is there not a good chance of the ideal being quickly realized?

Do not assume from the above that specialty advertising is confined to the plans of the smaller advertisers of the country. It is not. It has entered into some of the largest and most successful campaigns this country ever has seen. And, as almost every exclusive advertising house in the country has, in the last two years, had to increase largely its factory space, the cards seem to say that more and more of these large advertisers are realizing the economy and directness of this media.

WHAT OF THE WASTE?

Waste in advertising is a much discussed subject. The natural tendency of the American nature is to go to the limit where money is concerned. The product placed on the market must have publicity, which means the public must be told of it even though only one-thousandth part of the public could use it. No recognition is given to the fact that in almost every case there is a limit to the sale of the product. Specialty advertising, by its very nature, takes note of that fact and works on that theory.

I can best show you how, by relating a typical experience. The buyer in this case was a company manufacturing rubber heels. It has a national market, but is not a national advertiser as the term is understood. This company might have spent a great deal of money in developing consumer demand and dealer cooperation. But it reasoned that the sale of its product was limited largely to the persons who visited shoe repair shops or retail shoe stores and the distribution of its product was lim-

A DEMAND for high-grade illustrations for the better character of booklet designing has necessitated our developing a special department for this work.

For your next booklet let us prepare your plan and dummy—the cost will be nominal.

ETHRIDGE ASSOCIATION of ARTISTS

New York Studios:
23-25 E. 26th Street

Chicago Studios:
140 N. Dearborn Street



ited to these two places of business. While an indirect program of advertising might have been successful its cost would have been high and the buying public possibly slow to respond to it. The director of advertising, after taking all facts and conditions into consideration, decided upon a direct to dealer and consumer method of publicity. He chose to eliminate any chance of his advertising falling on barren soil. He purchased 50,000 twelve-sheet calendars, fourteen inches wide by twenty inches high. A big-figured, easily-read calendar pad occupied about nine inches of the space. The advertising space at the top occupied the remaining portion of the sheet. Here different style heels were illustrated very effectively on an orange background. These fifty thousand calendars were sent to shoe stores and shoe repair shops, and they cost the rubber heel company, on an average, fifteen cents each, including distribution.

We can safely figure that each calendar is being seen every day by 25 persons. This is the equivalent of a total daily circulation of 1,250,000. Estimating 300 business days in the year, the full circulation of the calendar will figure something like three hundred and seventy-five millions.

A circulation of three hundred and seventy-five millions, at a cost of \$7,500, means a circulation of 50,000 for every dollar invested.

And don't overlook this highly important feature: Every individual seeing that advertising is interested at the moment in shoes and, in many cases, in shoe repairing.

The proprietor of the shoe repair shop, and his assistants, if any, are referring to that calendar frequently and will be influenced therefore to recommend the rubber heels advertised on numerous occasions when the subject of heels comes up. It is the same with the shoe dealer.

Insofar as waste is concerned, it is almost negligible.

MAKING SALES AT THEIR SOURCE

The advertiser has simply recognized the limitations that surround the sale of his product, and secured publicity that keeps within those limitations. It very constantly advertises his rubber heels for a long period of time.

The case of this advertiser is far from unusual. Many others whose distribution is as far-reaching are taking advantage of the economy of specialty advertising. They are analyzing conditions that enter into

marketing very closely and are not as eager to inform the public at large of the merits of their product as they are to inform the possible users only. It is not hard to understand why specialty advertising has unusual value when this close analysis is made.

Specialty advertising, in addition to having many valuable qualities in common with other forms of advertising, is alone in its ability to, unassisted, develop good will. And good will is a powerful influence to put to work.

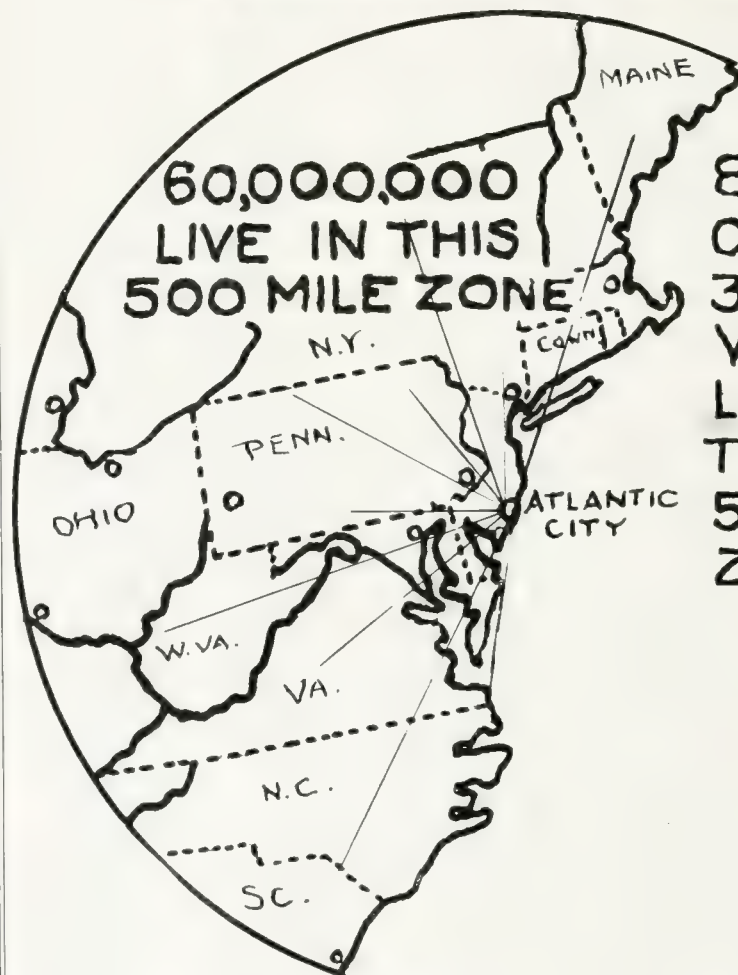
American Safety Razor Sales Manager Resigns

Maurice Robinson, formerly of the General Cigar Co., has resigned his position as sales manager of the American Safety Razor Co. Mr. Robinson, when the former companies amalgamated, was appointed to his position by George L. Storm, who was formerly president of the Tobacco Products Corporation, of the Sweets Corporation of America, and previously with the General Cigar Co.

Hogg Is Gregory Advertising Manager

William H. Hogg has been made advertising manager of the William R. Gregory Company, Woolworth Building, publishers of the *Bakers' Review*, *Refrigerating World* and *Feeding Stuff*.

Atlantic City



80%
OF THE
30 MILLION
VISITORS
LIVE IN
THIS
500 MILE
ZONE

A list of Newspapers suggested to be used in the 500-mile zone. The total circulation is nearly 2,000,000. It offers a definite newspaper campaign of approved media suitable for food advertising.

Boston Globe
Providence Journal
New York Tribune
New York Globe

Buffalo News
Philadelphia Public Ledger
Pittsburgh Dispatch
Washington Post

Green Acquires Large Interest in H. E. James Advertising Agency—Changes Are Made

Charles C. Green announces that he has acquired a very substantial interest in the H. E. James Advertising Agency, Inc., of 110 West 19th street, New York City, and, as president of the company, has taken over the complete business management. With the change in ownership, the corporate title will be the James Advertising Agency, Inc., and on or about April 10 the business will be moved to new and larger quarters, tenth floor, 450 Fourth avenue, New York. The agency was originally established in Philadelphia in 1913, but later moved to New York.

Mr. Green is president and treasurer and D. K. Colledge is secretary. Several additions to the staff have already been announced.

Mr. Green is a well-known creative advertising man and is better known to his wide circle of friends as "Charlie." Born at Kent, Ohio, he began his career as a printer's devil on a weekly newspaper. At 18 years of age he bought a drug store in his home town and has been an advertising and merchandising man ever since. Building window displays appealed to young Green. One of them attracting the attention of E. P. Mertz, of Washington, D. C., owner of a well-known proprietary article, he asked Green to come to Washington as advertising manager and in this capacity he travelled most of the United States and Canada investigating drug store and newspaper conditions.

He later organized Green's Capital Advertising Agency, which he disposed of when he went to Philadelphia as promotion and merchandising manager of *The*

North American. Mr. Green was connected with that publication for seven years. The department that he established was the pioneer in newspaper promotional work, developing systematic cooperation between the advertising department of the newspaper and its advertisers. *The North American* promotion department established a standard which has been followed by many publications. While on *The North American*, he organized and directed the National Anti-Sub-



CHARLES C. GREEN

Food Show

CLINCH your national advertising by appealing to the 60 million people, who live within a 500 mile radius of Atlantic City.

HEINZ "57 Varieties" Fame, maintains an entire Pier, at Atlantic City, to give to the 30 million visitors a visual demonstration of the uses and preparations of Heinz products.

THE International Food Show offers you the same opportunity to visualize your goods, at a fraction the cost, for three months on Garden Pier, Atlantic City.

FURTHERMORE—Mrs. Mary A. Wilson, internationally known Food Expert, will lecture twice daily on preparation of good things to eat, selecting her materials from the products exhibited.

BOOTH rental includes, free gas, electricity, water, projection of Industrial Films, guards, and one experienced DEMONSTRATOR personally trained by Mrs. Mary A. Wilson, FREE WITH EVERY BOOTH.

ONE half the space available is already reserved.

WE offer booths in this educational exhibit, ranging in price from \$2000 to \$3000, including all necessities.

Write or wire for reservations

International Food Shows Company

Benjamin S. Crosby, Pres.

341 Fifth Ave., New York City

Phone—Vanderbilt 4136

Electric Sign Space on Garden Pier Available

Good Housekeeping magazine also offers 350,000 circulation in this zone.

Baltimore News
Richmond News Leader
Raleigh News & Observer
Cleveland News Leader

Toledo Blade
Detroit News
Montreal Star
Toronto Globe

stitution League, composed of a large number of national advertisers in cooperation with publishers, to protect advertised merchandise from substitution.

His merchandising work attracted the attention of William R. Warner & Co., Inc., distributors of such well-known drug store merchandise as Sloan's Liniment, Sanatogen and Formamint. He served with this company as merchandising manager and later assumed the advertising direction of Richard Hudnut, perfumer. From this work he went to the H. E. James Advertising Agency, Inc.

Moscovics Now Promotion Manager of California Concern

George L. Moscovics, formerly advertising manager of the Mitchell Motors Company, of Racine, Wis., has accepted a position as promotion manager of the Frawley Motor Company, of San Francisco.

Elmer Apperson Dead

Elmer Apperson, of Kokomo, Ind., a pioneer automobile manufacturer, formerly president of the Apperson Motor Car Company, was stricken with apoplexy while watching an automobile race at the Los Angeles Speedway on Monday and died a few minutes later. He was 58 years old.

Joseph P. Day Appoints Advertising Manager

Arthur K. Mack, for several years real estate editor of the New York *Herald* and managing editor of *The Record and Guide*, this week was appointed manager of the advertising and publicity department of the Joseph P. Day organization.

Demand for Package Goods Increasing —Investigation by Harvard Research Bureau Shows More Branded Goods Being Sold

Some facts revealed by an investigation made by the Harvard Bureau of Business Research, showing how the sale of package and branded goods by grocers has increased since 1918, are contained in the following paragraphs reprinted from *The Popular Storekeeper*:

During the war there was a lot of talk about buying bulk goods and it was suggested that if people would buy their groceries in bulk instead of "fancy packages" there would be a great saving in the cost of things. Self-elected reformers and some of the Government Food Commissioners condemned the "ridiculous practice" of buying flour, sugar,

cereals, crackers, etc., in cartons instead of in bulk.

To ascertain to what extent people were influenced by this campaign the Harvard Bureau of Business Research made a careful and painstaking inquiry. The report of this investigation, which included a great many communities in different parts of this country, showed that prior to 1918 the stores sold 80 per cent of their flour in packages; since 1918 the percentage of flour sold in regular packages has materially increased, many stores handling no bulk flour.

Before the war 38 per cent of the grocers sold sugar only in bulk, since 1918 only 6 per cent of the stores sold bulk sugar exclusively. In the early part of the war only 15 per cent of the grocers sold package sugar exclusively,

but since 1918 over half the stores have sold nothing but package sugar. None of the grocers now sell breakfast foods entirely in bulk and nine-tenths of them said they could not sell anything but package goods in this line. Before the war 7 per cent of the grocers handled only bulk crackers; in 1918 there wasn't a single grocer who reported that he sold bulk crackers exclusively. Before the war 12 per cent of the storekeepers sold package crackers exclusively; since 1918 the reports show that 40 per cent handle no crackers except in packages.

Along with the increase in the quantity of package goods sold, there has been a large increase in the quantity of branded merchandise carried. Most of the grocers stated that there had been a growing tendency among their customers when ordering goods to specify the brands which they prefer. Before the war 15 percent of the grocers handled butter only in bulk. Since 1918 every store carried package butter and over three-quarters of them sold butter in packages exclusively.

Two National Advertisers in Law Suit

The Inland Machine Company, St. Louis, recently entered suit against the Wagner Electric Manufacturing Co., also of that city, for damages of \$72,000 in a controversy over the completion of a war contract.

Western Advertising Company Contracts for Bus Advertising

The Western Advertising Company has secured the franchise for the car card advertising in the newly started Missouri Motor Bus Line. Interests which are practically the same as those behind the agency operate the line under the name of the Hill Street Railway Advertising Company.

Oversold—Cancels All Advertising

The Koken Barber Supply Co., which makes K-D-K products, and is the largest concern of its kind in the country, has canceled all advertising, claiming to be already oversold for the year.

Ralph W. Thomas Dies

Ralph W. Thomas, fifty-eight years old, former state Senator and editor and proprietor of *The Suffolk Times*, died suddenly last week at his home in Greenpoint, L. I. He was a member of the New York bar, served as chief examiner on the State Board of Regents, and for more than twenty years was professor of public speaking and English in Colgate University. He served three terms as representative of the 37th District in the state Senate and two years as Commissioner in the State Tax Department.

Oldsmobile Appoints Sales Manager

Charles A. Tucker, well known in the automobile industry for the successful organization that he has built up as the Nebraska-Oldsmobile Co., at Omaha, has been called to the factory to assume charge of all Oldsmobile sales as general manager of the Olds Motor Works, Lansing, Mich. Mr. Tucker succeeds P. L. Emerson, who recently resigned.

Bowman Succeeds Weitechat

Arthur C. Bowman has been appointed city editor of the *Detroit Free Press*. He was formerly night city editor, and succeeds H. O. Weitechat, who resigned, to become editor of the Maxwell Motor Company house organ, published in Detroit.

Princess
for CATALOGS

Princess Cover Paper

BEAUTIFIES
& PRESERVES

A DEXTER
PRODUCT



A TRILATERAL PROPOSITION

THERE are three sides to the Cover Paper proposition which must be given careful consideration.

YOUR SIDE: Is it suitable for the purpose contemplated? Is it made in the size, weight and color you require? Is the price within your apportionment?

THE PRINTER'S SIDE: Is the stock one that prints, embosses and folds successfully? Is it carried by a nearby jobber? Is it a standardized paper that can be duplicated at any time, or merely sporadic production?

THE PROSPECT'S SIDE: Is it an expensive paper? Is the quality and stability of the firm reflected in the character of its printed matter? Is the cover going to "stay with" the catalog as long as the catalog is in use?

The satisfactory answer to most Cover Paper problems is "Dexter's Princess." You should have a Sample Book and an EXTRA house organ. Please write for these on your business stationery

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

Appointed General Manager of Saxon Motors

Harry L. Bill, formerly with the Win-ton Motor Car Company, of Cleveland, and the Chalmers Motor Company, De-troit, has been appointed vice-president and general manager of the Saxon Motor Car Corporation, Detroit.

Prentiss Sales and Advertising Man- ager of Johnson Co.

Don C. Prentiss, formerly assistant gen-eral sales manager of the Packard Motor Car Company, Detroit, is now general sales and advertising manager of the Will-iam R. Johnston Manufacturing Com-pany, Chicago.

Lewis-Hall Appoint Western Sales Manager

I. B. Meers has been appointed west-ern sales manager for the Lewis-Hall Motor Corporation, Detroit.

Contemplate Starting Newspaper in Grand Rapids

Plans for starting a daily newspa-per will be discussed at Grand Rapids, Mich., April 1, by Rev. Stephen Byron Dexter, superintendent of the Interna-tional Christian Truth Society, and Pro-fessor Samuel Volbeda, of Calvin The-ological School, before a gathering of churchmen from all parts of the country. The publication, it is expected, will fol-low the lines of the *Christian Science Monitor*.

Le Fevre Will Direct Tower Truck Sales

William G. LeFevre, for several years special representative of the Kelly-Spring-field Motor Truck Company, has resigned to become general sales manager of the Tower Motor Truck Company, of Green-ville, Mich.

Cudahy Heads Sinclair Refining Co.— Federal Advertising Agency to Handle Account

Joseph M. Cudahy, former president of the Cudahy Packing Company, has suc-ceeded W. H. Isom as president of the Sinclair Refining Company, the refining and marketing subsidiary of the Sinclair Consolidated Oil Corporation. Cudahy, who was vice-president of the Sinclair Refining Company, recently returned from France where he formed a company for the distribution of fuel oil.

The Federal Advertising Agency has been appointed to place the advertising of the company, and farm papers, trade papers, export publications and newspa-pers will be used. W. R. Patten is man-ager of advertising and publicity; H. F. Wilkins, vice-president and general man-ager; J. R. Murray, secretary, and J. Fletcher Farrell, is treasurer.

A House Organ Carries "Inspiration" to Consumers

The clothing firm of Henry Sonneborn & Company, makers of Styleplus clothes, are using *Inspiration*, the house organ of the Adpres, Baltimore, Md., edited by Jerome P. Fleischman, as a part of their good will advertising. *Inspiration* is a little ten-page monthly magazine that does not talk about Styleplus or any other brand of clothes, but preaches optimism, cheeriness, happiness, and contentment. It is being used by Henry Sonneborn & Company because these are the things that the firm wants to tie up with the name of Sonneborn in the consumer's mind.

"Brass Tacks"

Employers' Relations with Employees

Isn't This The Answer?

By WILLIAM H. RANKIN
President, Wm. H. Rankin Company

There are two kinds of efficiency in business organizations.

One kind is the product of voluntary co-operation; the other is the product of involuntary or passive co-operation.

One kind is *really* efficient; the other *seems* to be—until you get behind the scenes and scrutinize results.

One kind is the working process of an organization of thinking, willing, contented, interested people whose efforts are marked by initiative.

The other is the working process of an organization of machine-like precision, but also machine-like, if not dis-interested, effort.

In the Wm. H. Rankin Company there is room for only the one kind of efficiency.

Study this company's work; talk with its customers about results; and you will know that it is a workable sort of efficiency,—the sort of efficiency which, when translated in terms of work pro-duces the high character of service for which the Wm. H. Rankin Company is noted.

For example, it brings from this Company's customers letters, like the following, recently received from Mr. G. U. Radoye, Director of Advertising, The Haynes Automobile Co., Kokomo, Ind.

"The Haynes Automobile Co., is now entering upon its seventh year of asso-ciation with the Wm. H. Rankin Com-pany, we must say we feel that you fulfill to the highest possible degree the ideal relationship between the advertiser and the advertising agency.

"You are as much a part of our organization as our Sales or Advertis-ing Department, and every department of your business in New York or Chi-cago is headed by efficient men, anxious to handle our advertising and merchan-dising problems efficiently."

The efficiency of the Rankin Com-pany is the product of the voluntary co-operation of thinking, willing, con-tented, interested workers,—workers who are always brimming with enthus-iasm and initiative for the best interests of the Company and its customers.

Straws show which way the wind blows—and even such a relatively un-important thing to the outside world as a letter from one of this Company's employees shows the direction of indi-vidual interest.

The following letter was received just a few days after the first of the year, from a man in the Rankin Company's print shop. Read it—it is illuminating:

"I thank you very much for your New Year's card with its many good wishes.

"After receiving so many gifts and cards from your company, I feel it is my duty *for once* to express myself.

"After working over 1,000 nights in the printing office, I find it a real pleasure and an honor to be a member of your organization.

"The principals not only appreciate every individual's work and effort, but understand how to bring out the *very best* in each man.

"My New Year's resolution is to work harder than ever—every minute, every hour and every night.

"In this time of unrest and discon-tent, mutual distrust and recrimina-tions, you can be proud of not only having the best advertising organiza-tion, but a contented and united organization, where every member is thankful and happy.

"Thanking you for all your kind-ness, I am"

This letter breathes the very spirit of the Rankin organization.

It is the sort of spirit making for an efficiency that our customers are glad to get and we are proud to give.

And just as the writer of this letter implies when he says, "In this time of unrest and discontent, mutual distrust and recriminations, you can be proud of not only having the best advertising organization, but a contented and united organization, where every member is thankful and happy"—we are impelled to ask—

Isn't this the answer?

We are very glad to be enabled to offer to advertisers the services of an organization of this sort.

We should like to discuss with you how this organization could help you in your advertising and selling problems.

We have complete advertising organi-zations in both New York and Chicago, with branch offices in Washington, D. C., Los Angeles and San Francisco, making our service national in every respect.

Write, wire or telephone to the Wm. H. Rankin Company, 50 Madison Ave., New York City, N. Y., 'phone, Madison Square 1815.

Wm. H. Rankin Company

WILLIAM H. RANKIN, President
H. A. GROTH, Treasurer

WILBUR D. NESBIT, 1st Vice-Pres.
ROBT. E. RINEHART, 2nd Vice-Pres.

MYRON C. PERLEY, Secretary
Associated with Chas. F. Higham, Ltd., London, England

50 Madison Ave., New York—Telephone Madison 1815

CHICAGO • WASHINGTON • LOS ANGELES • SAN FRANCISCO

Established 1899

Building A Complete Technical Sales Campaign

(Continued from page 6)

as well as in the technical and trade fields.

AN ILLUMINATING CHART

The chart especially reveals some of the effects of the magazine advertising which are not at once apparent. For instance, the salesmen in approaching a machinery manufacturer naturally go to the engineering department, purchasing department and sales department. However, they are seldom able to see all of these men and there are other departments with whom the salesmen can never come in contact. The advertising has, as shown by the chart, reached in "through the lines," so to speak, and has gotten to every man in the machinery manufacturer's organization from the general manager down, and has implanted the idea of Lincoln motors in his mind regardless of whether he desired to receive it or not. What is of more importance, this advertising has gone out to the 268,000 plants which use machinery and has carried the idea that Lincoln motors are good motors to the minds of the general manager, engineers, purchasing agents, superintendents, electricians and even to the foreman and workmen themselves, who are not by any means the least important factor in the sale of motors.

Whether the machinery manufac-

turer is influenced direct by Lincoln advertising or not, he is bound to be influenced by the fact that the plants which use his machinery know Lincoln motors, speak favorably of them and often request that machines be furnished with them.

Still another effect of the magazine advertising is upon the outside experts, such as engineers, architects, etc., and there is evidence to the effect that these men have been converted not only by the advertising itself, but by the demands which come to them for information on Lincoln motors.

THE RESULTS

Now, as to the general results secured by Lincoln advertising. There has been no particular attempt to trace the actual results in specific sales from specific inquiries, but what has been watched more carefully is the general effect upon the sales and sales force and the effect upon the position of the company in the industry and the following are the facts regarding this.

The Lincoln Company is practically always counted as one of the several manufacturers of large motors from whom bids must be secured in order to have a complete showing. In other words, Lincoln motors are considered as one of the standard which in itself is the most vital thing.

The salesmen are no longer asked

"Who is Lincoln?" The buyer knows from the start what firm they represent and he has at least an idea of the responsibility of that firm, which formerly required five or six months of the salesmen's time to establish, if indeed, he could do it at all.

Many large manufacturers of machinery have standardized on Lincoln motors and in their own advertising feature the fact that their machines are equipped with motors which "fit the machine." Other manufacturers readily accept these motors as one of the standard motors and offer it to their customers as one of the few makes from which to choose.

There, of course, have been other effects from the advertising, such as would naturally be expected and effects with which every advertising man is familiar, such as the standardizing of selling efforts along certain lines—the high morale given to the sales force, etc.

There is just one rather unusual effect which may be of interest and that is the fact that advertising has lessened by a great deal the amount of repair service which the company has to render on its motors, regardless of the fact that there are many times as many motors in service as there were when the advertising commenced.

The facts of this seem to be that when trouble was experienced with a Lincoln motor, the workman at once jumped to the conclusion that it was the motor, because they did not happen to know that particular make of machine. Consequently, they would at once call an expert to find the trouble, without looking to see whether the motor had even been oiled.

Today it seems that when something goes wrong with a Lincoln Motor, the workman feels that it might possibly be a fault of his own and is more careful about reporting trouble until it is actually known to exist.

Another most interesting effect has been upon the sale of Lincoln Arc Welders, a special apparatus, made by the same company, but this is another story and space will not permit going into it at this time.

**Former Reo Advertising Manager
With "New Way"**

F. L. Waite has been made assistant sales manager in charge of advertising of the "New Way" Motor Co., Lansing, Mich. Waite until recently was advertising manager of the Reo Motor Car Co., which position he held for seven years.

INDIANAPOLIS

has highest retail per capita buying power in country. There's hardly a family in the city who doesn't read *every evening*

THE INDIANAPOLIS NEWS

First In America In 3c Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

WORLD'S ADVERTISING CONVENTION, JUNE 6 to 10

A Courteous City!

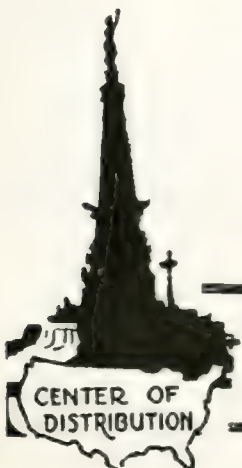
INDIANAPOLIS is not the largest city in the world. It may be only third in the hog packing industry. In automobile manufacture it is second, though first in quality car production. It may be only fifth in the publishing business. But it is a **courteous** city. They say "Thank you" in Indianapolis.

This is only natural. Indianapolis is the center of population. More cities of over 30,000 population can be reached in a night's ride from Indianapolis than from any other city in the country. Indianapolis is a **selling** city. It has the selling idea. It is therefore courteous.

Come to the World's Advertising Convention of Associated Advertising Clubs of the World at Indianapolis, June 6 to 10. You can find out about Indianapolis and its possibilities. You can also find out a lot of things about advertising and selling at this great **brass tacks** business convention.

*This advertisement published by 1920 Convention
Board, The Advertising Club of Indianapolis.*

INDIANAPOLIS



"Of Course the Farmer Reads in Summer!"

"Therefore, Why Not Summer Advertising?" Asks a Farm Paper Publisher

By S. E. LEITH

New York Manager, Associated Farm Papers

ALL this doubt about the farmer reading his trade paper during the summer—the season in which he most needs its assistance—is ridiculous. That is my belief, and I can

give a list of names of summer advertisers as long as my arm to prove that there are plenty of sound, sane, solid business men who are backing the same belief with their money.

FORTIFY YOUR PRESENT MARKET AGAINST FUTURE COMPETITION

And be ready for the period that is rapidly approaching when the supply of goods in many lines will exceed the demand, when competition will be keen again, and when manufacturers will have to do more than quote prices.

OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer, because he receives a direct monetary return for money expended. Quality and price being equal he will insist on such brands.

No stock to carry. No detail to worry over. No investment for premiums. You pay after the sale has been made.

The following firms that we serve are a few that may be referred to:

The Nestles Food Company
Lever Brothers Company
The J. B. Williams Co.
Foulds Milling Company
Federal Snap Fastener Corporation.

If you have a trade-mark product, write or 'phone.

THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131

What kind of men are supposed to be farmers? Few Easterners realize that there are more honest-to-goodness business men on the farms than are to be found in any other one walk of business life in America.

Many Eastern advertisers seem to judge the farmers of the United States by what is seen when one goes into the wilds of Maine for a summer vacation.

But they don't judge the business of Manhattan Island by the few Chinamen found in Mott street, or what prevails along Third avenue.

Why judge the farmer of the United States by what is seen in a few Eastern States, where the average value of all farm property runs from \$3,330 in Maine to \$1,995 in Georgia? Why not think of the farms of the West where the average value of farm holdings is really representative?

As in California where they reach \$18,308; Iowa, where they stand at \$17,250; Nebraska, at \$16,038; Illinois, at \$15,505?

In most of the Western States, the farmers can sell out and move away with more actual cash than the average man doing business in Manhattan would have if he were forced to sell. Is it likely that farmers of this type disregard the value of reading in the summer months?

According to the 1910 census figures, there are 50,135 farms in the United States, containing more than 1,000 acres of land. Of this number there are only 1,228 in the whole of New England, New York and Pennsylvania. It requires a business farmer to make a success of a thousand acres or more.

50,000 BUSINESS FARMERS

What do you suppose these 50,000 business farmers think of as they go about their work; as they sit hour after hour on the mowing machine, reaper or tractor? Is it not fair to think that they are planning for the investment of the money that is going to come through their crops?

They are vitally interested in these crops, and, for that reason, you will find them spending part of their noon recess reading over the farm paper, which tells them just what to do at that time with that particular crop.

Of course they read in summer!

Many space buyers seem to feel that June, July and August are the hardest months of outdoor work. Starting down South and coming North, one will find that the farmers are quite as much overtaxed during the months of March, April and

May, when they are compelled to do the hard work of preparing the soil for the crops. In June, July and August, farmers get a little lull in heavy work, between the time of planting and harvesting the crop.

Why not summer advertising to attract them then?

What about the important fall work and the supplies it demands—plowing, harrowing, disking, fertilizing and seeding supplies? When will the farmer be influenced by the advertisements of those essentials if he does not read during the summer months?

And then for the non-agricultural advertiser, what about the fact that all through the summer months the farmer is making frequent trips to the market with perishable crops, vegetables, fruits, poultry, eggs and butter? Then he has the money and that is just the time an advertisement in his favorite farm paper may be the suggestion needed to make the deal.

The farmer cannot afford not to read in the summer time. Why there is more real, live, up-to-the-minute, strictly timely news in one summer issue of these farm papers than you will find in a whole month of the winter.

Can it be possible that the farm women, whom it is most essential that the advertiser reach, do not read the farm papers in summer time for their canning recipes, fashion notes, items of interest about their flower gardens and their fall house cleaning?

Here are a few leading advertisers found in the issue of one farm paper of July last year:

Several firms that sell limestone.

Seedsmen who sell fall seeds.

Stove manufacturers, who do their heaviest advertising in July, August and September, so that they will be there when wanted for cold weather.

Paint manufacturers who believe in advertising when farm buildings are dry and their product can be used to advantage.

Big packing and food concerns.

Axle grease manufacturers.

Automobile makers and manufacturers of allied products who sell very heavily to farmers through summer advertising.

It is acknowledged that the farmer does less writing during the summer months than he does in winter, but I do not believe that his interest in publications slackens up, or that he slackens up on anything pertaining to the advancement of his business—which is farming.

Cleveland Publishing House Holds Convention

The annual convention of the business and editorial representatives of the Penton Publishing Co., Cleveland, was held at Hotel Statler, Cleveland, March 19 and 20. John A. Penton, president of the company, presided, and about 100 representatives, including those in branch offices in New York, Chicago, Pittsburgh, Washington and Boston were in attendance. The first day was devoted to a discussion of problems related to advertising and circulation, and on the second day editorial work and policies received attention. The get-together meeting of the Penton family closed with a banquet, a feature of which was the presentation of prizes for promotion work. The Penton Publishing Co., publishes several trade

journals, including *The Iron Trade Review*, *The Foundry*, *The Daily Iron Trade and Metal Market Report*, *The Marine Review* and *Power Boating*.

Mrs. McCormick's Beauty Cream

Advertising orders are being sent out to newspapers for Mrs. McCormick's Beauty Cream by the Chambers Agency, New Orleans.

Frailey Has Five New Accounts

New accounts now being handled by The Frailey Advertising Company, Youngstown, Ohio, are The General Insurance Agency Company, The Industrial Securities Co., The John Brenner Jewelry Co., The Sharp Lumber Co., and The Youngstown Pressed Steel Co.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



The Silent Salesman

Business letters are considered the silent salesmen of the world.

A business letter on a grade of paper that does not come up to the mark is like a salesman who is dressed in shabby or neglected clothes.

A salesman who is dressed in shabby or neglected clothes and a letter on a poor grade of paper may have some selling power but their results will not be as good as if the salesman was neatly dressed and the letter was on paper that would be a credit to any firm.

SYSTEMS BOND will make your letters look better.

A request on your letterhead brings samples.

EASTERN MANUFACTURING COMPANY

General Sales Offices:

501 Fifth Avenue

:: New York

Mills at Bangor and Lincoln, Maine

Big Ad Campaign to Win Millions for New York University

CONFIDENT that the young men studying advertising at New York University are fully qualified to put their knowledge into action, the authorities of that great institution have placed into their hands the conduct of an advertising campaign to be inaugurated within the next few weeks for the purpose of "paving the way" towards obtaining a \$6,450,000 endowment. From plan to copy the work will be carried out by students—young men, however, who in the majority of cases are engaged during the day in advertising lines. For some time back, Professor George Burton Hotchkiss, head of the Department of Advertising and Marketing, has persistently advocated that the University advertise its needs, and it is due to his efforts that the trustees appropriated a sum of considerable size.

NEWSPAPERS TO BE USED

Through the Blackman Company, it has been decided, to spend the greater portion of the money in newspapers, and a smaller amount in lithographed window cards. A series of advertisements, 3 columns by 12 inches high, will run for six weeks in four New York morning papers—*The Times*, *Tribune*, *Sun* and *Herald*, and *The World*. To get the maximum results from the news-

paper work a set of three placards similar to the Liberty Loan, War Stamp and Community Service cards, will be displayed in the windows of over 2,500 merchants. Backing this advertising will be the word of mouth recommendation of over 10,000 students and an even larger alumni. To carry out the plans a group known as the New York University Endowment Fund Advertising Department has been formed. Finley Shepard and James Abbott, as council members, are at the head. George Burton Hotchkiss is chairman of an advisory committee on which are: John Anderson, Bruce Barton, Oscar H. Blackman, James P. Mooney, Bruno V. Randolph, J. Frank Smith and Harry Tipper.

The Students Executive Committee which is composed of eleven men with practical experience in advertising work is as follows: Otto Kleppner, chairman; Wm. H. Schleicher, secretary; A. W. Morrison, W. B. Larsons, J. Louis Meyer, Ralph Rosenthal, Ralph N. Hamilton, J. A. Frank, Sol L. Goldberg, Fred T. Koch and George Roosevelt.

Organized in this manner, all efforts will be directed towards making the public realize the vital part that the University plays in the civic welfare of the great metropolis, and

the importance of its needs. New Yorkers will actually have to be told where the colleges are, for how many know? They will be shown how the nine colleges span the city, touching at four points: University Heights, Washington Square, Bellevue and in Wall Street at Trinity Church, and how they fill the city's demands by educating over one-quarter of those who seek college training. The schools where preparation for work, ranging from Commerce to Medicine is available, will each be described and the identity of New York University will be made clear throughout. Many people, it appears, not only are not acquainted with the location of the big organization, but have a vague conception that wherever it is, it is associated with the State or the City College of New York. The fact that the colleges are coeducational will also be brought out. That over 500 students desiring education have been turned away from the University's doors on account of the lack of space and teaching facilities will be emphasized. And finally how the money will be applied to the immediate needs is to be carefully explained.

HISTORIC ANECDOTES A FEATURE

Institutional copy of this type will be made interesting by "playing up" features of the University's life. This will be accomplished largely by anecdotes of a historic nature. It will be related how John Jacob Astor, Robert Hoe, George Griswold, and others, by subscribing to the first endowment fund were instrumental in founding the democratic institution, how Morse perfected the telegraph within its walls and the manner in which Draper discovered the science of photography there. The story of the Hall of Fame and similar themes will all prove interesting to newspaper readers. A slogan will be carried through the campaign, and the corporate seal will be displayed in each advertisement according to present plans.

The advertising is not expected to bring direct results, but is intended to help the campaigners who will follow up the advertising in concerted effort. Civic pride once awakened, every liberal-minded man and woman will do his share in contributing to a most splendid cause.

15,000 Inches About Rotary

• During the last week of February, designated as Rotary week in celebration of the fifteenth anniversary of Rotary, 15,000 inches of publicity was given to this organization by the newspapers of United States and Canada in editorials and pure reading matter.

• An organization which can command such a large amount of unpurchasable publicity must be composed of men whom it would be worth-while to know and to do business with. You can reach these men thru

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

U. S. A. & CANADA
WILLIS W. COMSTOCK
100 West 37th St., New York

CHICAGO
Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
1010 So. Michigan Ave., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Member Audit Bureau of Circulations

"Drug Topics" in New Quarters

The business and editorial offices of *Drug Topics*, "the national magazine of the drug trade," have been moved from 80 Fulton Street to the Evening Mail Building, 25 City Hall Place, New York.

Ramsay Addresses Advertising Students at New York University

Robert E. Ramsay, director of sales promotion and advertising for the American Writing Paper Co., addressed students of advertising at New York University, Wednesday of last week on the subject of "Direct Mail Advertising and House Organs." Mr. Ramsay's lecture is part of a series which has been arranged by Professor Hotchkiss. S. E. Leith, New York manager of the Associated Farm Papers and vice-president of the New York Advertising Club, recently spoke on "The Farm Market and How to Reach It." In the near future Carl Hunt, director of the Extension Division, A. A. C. W., will talk on "Truth in Advertising," and Maurice Switzer, advertising manager of the Kelly-Springfield Tire Co., will make his subject, "Humanizing Advertising."

Two Accounts for Campbell-Ewald in New York

E. St. Elmo Lewis, vice-president and eastern manager of the Campbell-Ewald Company of Detroit, announces that among the accounts recently received by the New York office is that of the Industrial Extension Institute, an organization which handles a course of instruction in factory and industrial management, and the Walter Kidde & Company, construction engineers of New York City.

Newspaper Group Acquires Paper Mill

The Watab Pulp and Paper Company of Sartell, Minn., located on the Mississippi River about sixty-five miles from Minneapolis, has been acquired by a stock company of which David E. Town, general manager of the Shaffer Group of Newspapers, is president. A new incorporation, it is understood, will shortly be made, changing the name to the Watab Paper Co.

Atlas Cement Appoints Sullivan to Direct House Organs

Edwin L. Sullivan of the Atlas Portland Cement Company has been appointed to take the place of J. M. Armstrong in the production of the company's three house organs: *The Atlas Almanac*, *The Contractor's Atlas*, and the *Atlas Circle*. Mr. Sullivan is an active member of the Junior Advertising Club of New York, being chairman of the publicity committee and a member of the executive council.

Granby Phonograph to Be Advertised

The Granby Phonograph Corporation, Norfolk, Va., will advertise their phonograph extensively under the trade name, Granby, and through the Philip Kobbé Company, Inc.

"Field & Stream" Places Advertising With Agency

An advertising campaign for *Field & Stream*, national outdoor magazine published in New York, will be directed by the Lamport-MacDonald Company of South Bend, Ind., according to a recent announcement.

The Lamport-MacDonald Company has also been awarded the account of C. G. Conn, Ltd., Elkhart, Ind., manufacturers of band instruments.

\$600,000 to Be Spent Advertising Grape Syrup

The Golden State Products Company, through Emil Brisacher, advertising engineer in San Francisco, will launch within the next few weeks a national advertising campaign in which more than \$600,000 will be spent in advertising a grape syrup. George H. Kegg, a San Francisco commercial artist, was awarded in competition the art work which is to include eighteen full pages in color.

Direct by Mail Specialist Heads Million Dollar Firm

H. P. Didriksen, direct mail sales specialist, has severed connections with the Templar Motor Corporation of Cleveland, Ohio, as director of fiscal advertising, to devote his entire time to the promotion of the Kentucky Tire &

Rubber Association, a million dollar corporation of Louisville, Ky., of which he is president. Construction of the company's factory will begin within sixty days which will be devoted to the manufacturing of Blue Grass Kord Tires.

Clelland Becomes Advertising Manager of Sacramento "Union"

J. M. Clelland, formerly on the advertising staffs of several Northwestern newspapers, has become advertising manager of the Sacramento *Union*. The *Union* was recently bought from John Craig by Ben S. Allen, who had been editor of the *Union*. S. M. Miles, formerly advertising manager, has been appointed business manager to succeed Craig. S. Mervin, formerly assistant advertising manager, has been made circulation manager.

To Readers of Advertising & Selling:

Advertising men invariably are interested in every issue of LIFE because it is the exponent of more new thoughts, pictorial and text, than any publication.

This is the reason for its high power reader interest and high power advertising value as proven by results advertisers receive from LIFE.

Readers who not only believe in LIFE but have the means if you have the merchandise.

Can we offer more?

Watch LIFE!

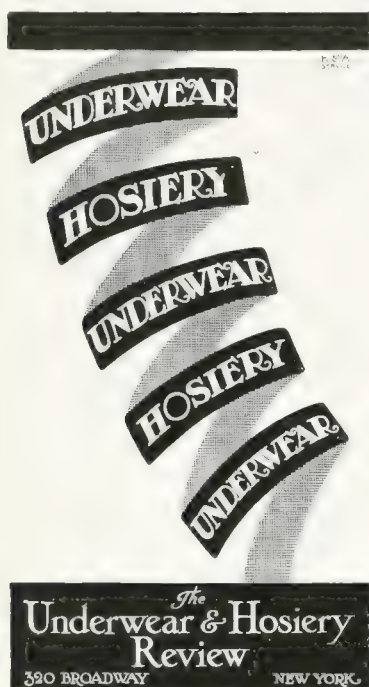
Gee, Bee, Arc

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

HELP WANTED

A large manufacturing plant, located in New England, needs services of two bright young men; one to handle details of production of advertising material, the other to assist in creative work principally. Fair salary to start, good opportunities. Address with full details, salary desired at start. Box 273, Advertising & Selling.

Will pay cash for small, well-equipped advertising agency. Address Box 272, care Advertising & Selling.



The Men and Women Who Make Our Mediums

(Continued from page 16)

nold is the better man, for at least he had courage, thought he had a grievance and risked his life on the event. 'I believe this with my whole heart and have no choice.'

No further words of mine are necessary. He is not content with feeling these things himself—he must pass them on to the rest of us who need them sorely. To the youth, aged and elders, of America he has been striving to inculcate in us a great knowledge, and thorough knowledge: love of America.

Hear what he told his writer friends on this subject some time ago.

ANTIPATHY TO HISTORICAL "SOP"

"Don't you think that, in these formative years, it would help a little if the American people had their interest revived in America's past—in the men and deeds that have built up the nation now entrusted to our hands? Would this not help build up the nation's morale? Native-born Americans have reacted against the sugar-coated school histories. Yet even the most sophisticated of us can get inspiration from America's past if rightly presented. And our foreign-born, God knows, are too little familiar with our country's history and traditions.

"We know the years following the war will be a critical stage in our country's development. Won't there be need of every possible factor working toward good?

"How much educative and propaganda power do you credit to fiction

stories? They seem to me a tremendous force for good or evil, and one that is too much overlooked. If you try to preach to a man—well, most people don't like to be preached to. But tell him a story. He likes stories. And he listens in a non-argumentative frame of mind. You can tell him lots of things in a story that he wouldn't listen to in any other way.

"There is the whole case. Don't you see decided value and service in writing fiction stories that make readers more familiar with the past that is part of our future; that give them good traditions and good examples to live up to; that show how our civilization has been hewn out of the wilderness and that a thing worth such blood and sweat is worth maintaining and bettering?

"Recently a writer wrote me he liked *Adventure* because it was the only magazine with the policy of presenting in its stories the development of America. For years I'd particularly sought stories of America's past, as you know, but it took that letter to make me see the full possibilities.

"*Adventure* is not going to change its character and it will keep on buying all the kinds of stories it has been buying, but from now on it will do its best to set forth, in fiction, the development of America. It wants the "making of America" stories. And America has been making for at least 400 years and in many thousands of ways.

"Not fiction made dull with history, but history made interesting, alive and inspiring through fiction. Not history decimated to mere color, but, so far as it is used at all, accurate and illuminating."

"By their deeds shall ye know them"—so by Arthur S. Hoffman's intense Americanism, by his ability to get close to people, he has built up a medium that has done its very great "bit" in welding many people together, all over the world.

If a man may be said to be known by the company he keeps, then Arthur Hoffman is a many-sided person, and just so much as he imbibes the good qualities of those he knows so intimately by reason of his editorial position, just so much more he is enabled to give of himself to those people the good that is in him.

For the rest, he lives in White Plains, N. Y., and when he can steal a moment from his multitudinous duties he loses himself in the great romance and adventure that is found on his little farm, in digging into Mother Earth and making things grow out of her.

"SAIL-ME" Airplane



Flies gracefully as a bird and does the stunts of an expert aviator.

"Sail-ME" Airplanes are the biggest little things of the year in the advertising novelty field. Mails flat in an envelope—easily and quickly assembled.

Send 15c. for sample—quantity prices very low.

Your advertisement printed on the wings of the plane makes a very unique, attractive and effective advertising novelty.

C. J. VAN HOUTEN & ZOON

Distributors

NEW YORK

CHICAGO

Agnes Carroll Hayward to Specialize on Food Advertising

Agnes Carroll Hayward, former food expert, copy writer and member of the plan department of the J. Walter Thompson Co., in Chicago, has opened an office at 6 North Michigan avenue, in that city, to specialize on food advertising and women's accounts. Mrs. Hayward is known for her work on the Libby, McNeill & Libby and the Swift advertising. She is also doing magazine work, her articles appearing in *Woman's World*.

St. Louis Trade Press Elects Officers

At the annual meeting of the St. Louis Trade Press Association, held recently, at the American Hotel, the following officers were elected for the ensuing year:

Michael Levy, *The Drygoodsman*, president; George J. Shulte, *Interstate Grocer*, vice-president; H. S. Tuttle, *Furniture News*, treasurer; Hugh K. Taylor, *Lumber*, secretary. It was voted unanimously to hold monthly meetings hereafter and in line with suggestions made by President Levy, to cooperate more closely and actively in the future in promoting the commercial and industrial interests of St. Louis and its trade territory.

Advertising Agency Adds to Board

A change in the board of directors of the Lamport-MacDonald Co., South Bend, Ind., has been announced by W. K. Lamport, president of the company. H. W. Fox and A. R. MacDonald, both well known in advertising and journalistic circles, are new members of the board. Mr. Fox has been appointed treasurer of the company.

Mr. MacDonald joined the Lamport-MacDonald Co., upon his return late last summer from France where he served as a first lieutenant of infantry. Mr. Fox has been in charge of the copy department of the agency for the past two years.

A New Foreign Advertising Agency

William Kennedy, formerly advertising specialist with Critchfield & Co., Chicago, is now president of a recently incorporated company, bearing his name. The agency which is located at 208 So. La Salle Street, Chicago, will specialize in foreign merchandising and advertising.

Music Merchants Enter New York With Former Advertising Man as Secretary

C. L. Dennis, formerly engaged in the advertising business, and who is now secretary of the National Association of Music Merchants, has closed the organization's office in Milwaukee, and established headquarters on Thursday with the Music Industries Chamber of Commerce, 105 West 40th Street, New York.

Hopkins Represents "American Architect"

Stephen V. Hopkins, formerly advertising representative of the *Metropolitan* magazine and the *Textile World Journal*, has joined the resident advertising force of *The American Architect* in New York.

Mayers Dealer Service Appoints Production Man

The J. R. Mayers Dealer Service Co., Inc., announces the appointment of W. W. Carter as production manager. Mr. Carter was formerly a manufacturer and publisher of advertising post-cards, and more recently associated with Sackett, Wilhelms Corporation.

"Pacific Laundryman" Moves to San Francisco

The publication office of the *Pacific Laundryman* has been moved to San Francisco in order to be closer to the center of the Pacific Coast territory which it serves. Its former headquarters were at 504 McCrary Building, Seattle. The new quarters are at 330 Pacific Building, San Francisco.

Founded in Seattle in 1914 by Albert G. Stamm, its present editor and publisher, the *Pacific Laundryman* has con-

stantly grown in importance and prestige as the official organ of the various state Associations of the Pacific Coast, Western, Northwestern and Southwestern states, and as such has furthered the progress of organization among the laundry owners of the West Coast. In the move to San Francisco the *Pacific Laundryman* plans to aid in the organization work for the big convention of the Laundry Owners' National Association, to be held in the Golden Gate metropolis, October 11 to 16.

Charles C. Green

*has acquired a very substantial interest in the
H.E. James Advertising
Agency Inc., 110 W. 19th St. and
has taken over the complete
business management.*

*On account of change in
ownership the corporate
title will be changed to the*
**JAMES ADVERTISING AGENCY
INCORPORATED**

*On or about April 19th
new and larger quarters
will be occupied at*
**450 FOURTH AVE.
New York**

Charles C. Green
Pres. and Treas.

New Name • New Address • New Phone

**JAMES ADVERTISING AGENCY
INCORPORATED**

**450 FOURTH AVE.
NEW YORK**

Phone Madison Square 2200

To advertisers desiring student trade, we offer our wide experience in handling college paper advertising, backed by sales getting merchandise work.

USA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Established 1913
Chicago office: 110 So. Wabash Ave.

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

ARTIST

Large manufacturing corporation in the Middle West is in need of an artist for its house organ—a man who has had experience in magazine work, story illustrating, and cover designs. A thorough knowledge of photographic layout work is desirable. This is a splendid opportunity. If you are interested, write at once, stating qualifications and salary wanted. Also submit samples of work. Box number 271, care ADVERTISING & SELLING.

We specialize in house to house distributing of

Advertising Literature and Advertising Samples

We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 18 East 18th St., New York City

New Hamilton Accounts

Robert Hamilton Agency is extending its service to include the business of the American Hard Rubber Company; I. Stern & Company, manufacturers of dental supplies; and the War Records Publishing Company, whose publications include the complete war records of such organizations and their members as the American Red Cross, the United States Lawn Tennis Association, and most of the College Fraternities.

Sampson Is Advertising Manager of White & Wyckoff

A. H. Sampson is now the advertising manager of the White & Wyckoff Mfg. Co., makers of stationery in Holyoke, Mass. G. E. Squier formerly held that position.

Direct Mail Governors Meet

A meeting of the Board of Governors of the Direct Mail Advertising Association was scheduled to be held Friday, April 2, at the Winton Hotel, Cleveland, Ohio. Plans were formulated to obtain a permanent secretary for the association; to prepare for the departmental program which the division will give at the Indianapolis Convention in June, and to complete the details of its own convention, which will be held at Detroit in October.

Fisher-Reubel-Brown Now Fisher-Brown

The St. Louis advertising agency, known as Fisher-Reubel-Brown, has eliminated the name Reubel in its title. Mr. Reubel is now vice-president of the Chapelow Advertising Company in that city.

Lawson Charged With Illegal Advertising

Thomas W. Lawson, who described himself as a "farmer and author" when arrested at Police Headquarters in Boston last week, surrendered himself to face charges of illegal mining stock advertising. He was arraigned afterward and released under \$2,500 bail after a plea of not guilty.

He was charged in four counts, as an officer and agent of the Manhattan Mining Company, with having given notice in an advertisement of an approaching increase in the price of a certain mining stock, without having filed a statement relative to the financial condition of the company during the fiscal year preceding.

St. Louis Junior Ad Club Awards Cup

C. B. Chase was announced as the winner of the suggestion contest of the Junior Advertising Club of St. Louis at a banquet given by the club on March 23. Chase was given a silver loving-cup, the donation of Louis Blumenstock, advertising manager of Stix, Baer & Fuller Dry Goods Co. The judges of the contest were Norman Lewis, of the Chappelow Advertising Co., D. J. Reilly, Graham Paper Co. and J. P. Licklider, D'Arcy Advertising Co.

Splain Is With Martin V. Kelley Co.

John Splain, it was announced this week, joined the staff of the Martin V. Kelley Co. on March 15, with headquarters at the New York office. He will act as an account executive.

THE JEWELERS' CIRCULAR
New York, has for many years published more advertising than have the seven other jewelry journals combined.

Topeka Daily Capital
Sworn government report for 6 months ending Apr. 1, 1919 **35,247**
Publisher *Arthur Capper* TOPEKA, KANSAS
Member Audit Bureau of Circulations

WORDS WIN!

For want of the right word many an appeal or description has suffered. Like the enthusiastic Frenchman's remarks on witnessing some notable scene: Superb! Sublime! Pretty Good!"

To all of us comes that moment "When words fail," and so to save us the tedious task of searching thru our ponderous Webster, we have compiled a handy little WEBSTERETTE, which gives you easy access to the choicest words that may be successfully employed in the making of a good advertisement or sales letter.

Selected Words For Selling

Contains the most expressive and convincing words in the entire realm of human thought which may be used to express

Quality—Advantages—Price

To the man who writes advertising or sales letters this little book is worth real money. Pocket size, so arranged that —ZIP!—you have before you a complete selection of those words which, if correctly used, will influence your readers to your way of thinking. Price One Dollar. Postpaid.

DALL PUBLISHING COMPANY

Denham Building

Denver, Colorado

PAPER

The Manufacturers Journal

GOES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

PAPER, 471 Fourth Ave., N.Y.C.

"GIBBONS KNOWS CANADA"

"Intelligent Service"

EDWARD V. HARTFORD, INC.

Makers of

Hartford

AUTOMOBILE EQUIPMENT

WORKS
WEST SIDE AVENUE
AND CARSON PLACE
JERSEY CITY, N.J.

EXECUTIVE OFFICES, 35 WARREN STREET

NEW YORK CITY, U.S.A.

March 14, 1920.

Advertising Artists, Inc.
33 West 42nd Street,
N.Y. City, N.Y.

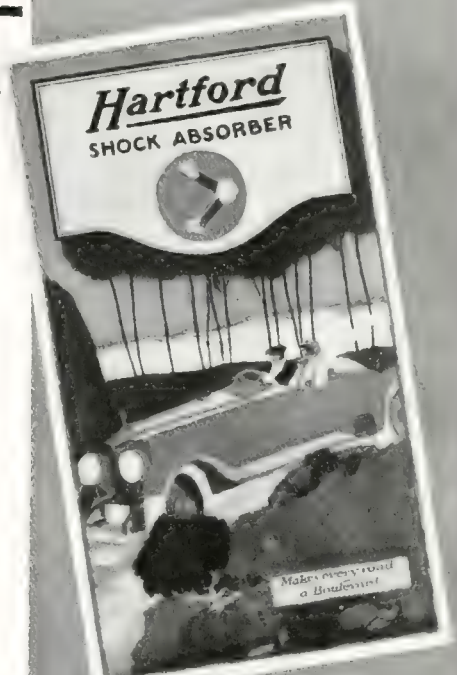
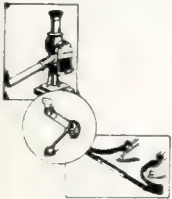
Gentlemen:

We have just received advance copies of the three folders which you are making for us, and are very much pleased with them. Although they are necessarily small, they are most attractively arranged, and the color work on the front cover page is exceedingly artistic and striking.

We would add that all the work which you have done for us during the past three years has not only been executed in a highly satisfactory manner, but shows an unusual amount of thought and study of our propositions, and represents a type of intelligent service which has been of great assistance to us in marketing our products.

Very truly yours,
Edward V. Hartford, Inc.
E. V. Hartford
General Manager.

A4-D



"Gotham for Art Work"

Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN ULLMAN, Managing Artist



*Good, Better, Best.
Never let it rest,
Till the Good is Better
And the Better Best.*

Calendar of Coming Events

April 6-8—Annual Meeting, The Manufacturing Perfumers' Association of the United States, Hotel Biltmore, New York.

April 12-15—Convention of the American Drug Manufacturers' Association, New York.

April 13—Glazed & Fancy Paper Manufacturers' Association, New York.

April 14—Convention of the Writing Paper Manufacturers' Association, New York.

April 19-22—National Metal Trade Association Convention, New York.

April 21-22—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 21-23—Convention of the New York Associated Dailies, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

Sphinx Club Elects Officers—Prominent Speakers Address Members

Robert Fitz Randolph Huntsman, publisher of the Brooklyn *Standard-Union*, was elected president of the Sphinx Club at the 167th dinner of that organization, held at the Waldorf-Astoria last Tuesday evening, March 30. Preston P. Lynn, George Ethridge, Clarkson Towl and Dan A. Carroll were designated vice-presidents; Thomas A. Barrett, secretary, and Robert Stuart Sparburgh, treasurer. W. R. Hotchkin, Samuel Moffitt, Corbett McCarthy, Roger J. O'Donnell, W. W. Hullock, Collin Armstrong, and E. D. Gibbs were named members of the Executive Committee for the coming year. Messrs. Lynn and Carroll were reelected to their office of vice-president, and following the custom, George Ethridge, the retiring president, was elected a vice-president.

Hon. Abram I. Elkus and Health Commissioner Royal S. Copeland spoke on the work they are engaged in the way it applies to advertising men generally. W. Morgan Shuster made the League of Nations his subject and Charles Dana Gibson spoke on the new policies of *Life*, the magazine he has just purchased. In this connection he made the interesting announcement that the publication would discontinue its present attitude toward the medical profession, the inference being that the campaign of many years, against vivisection particularly, would be abandoned.

Frank A. Grady With Wales Agency

Frank A. Grady, formerly of the H. K. McCann Company copy staff, is now with the Wales Advertising Co., of New York, is assistant to H. M. Kiesewetter in the handling of the Michelin Tire and Disc Wheel Campaigns.

Mr. Grady, a graduate of Dartmouth, joined the French army early in 1917 as chief of a convoy train in the Motor Transport Division. Later he was transferred to the American Flying Corps and served as a pilot for fifteen months.

Erwin, Wasey Man, Goes to Hamilton Company

J. R. Sechof, formerly with Erwin, Wasey & Co., Chicago, has joined the

copy staff of the J. R. Hamilton Advertising Company, also of that city.

"Kodak" Man With Crumrine

H. V. R. Palmer, formerly with the Eastman Kodak Company, is now director of sales for the Arthur M. Crumrine Advertising Agency, Columbus, O.

Stone Will Direct Sales of New Halladay Auto

A. P. Stone, for a number of years district manager at Cleveland for the Great Western Oil Co., became on April 1, general sales manager of the Halladay Motors Corporation, which is building the Halladay car at Attica, Ohio.

Lenmore Agency Moves

The Lenmore Advertising Agency, formerly located at 308 N. Michigan Boulevard, Chicago, has moved to Suite 218-220 Pioneer Bldg., Chicago.

U. S. Navy Advertising

Advertising for recruiting for the United States Navy is being placed in the West by Matteson-Fogarty-Jordan Company, Cunard Building, Chicago. The list, however, is made up by the Advertising Agencies Corporation of New York. Thus far, central and north-western newspapers have received orders and it is said that a farm paper campaign is also contemplated. It is the plan for the campaign to reach as large a rural circulation as possible.

Seven Railroads Place Accounts With Agencies

Important activity is shortly expected in railroad advertising in Chicago and the middle west. Reorganization plans are well under way and many new campaigns are shortly to be announced. Among the advertising connections of the railroads are the following:

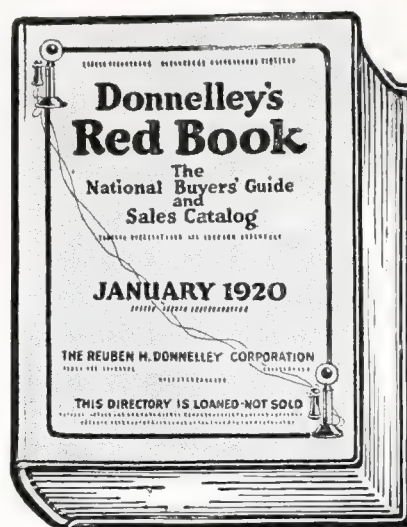
Baltimore & Ohio, Wm. H. Rankin Co.; Santa Fe lines, Stack Advertising Co.; Burlington lines, J. Walter Thompson; Chicago and Alton, Conover-Mooney Co.; Grand Trunk, Vanderhoof & Co.; New York Central lines, Thos. G. Logan agency, New York; Chicago, Milwaukee & St. Paul, Martin V. Kelley Co.

Bridge that Sales Gap!

WHEN the consumer is at the point of buying *your* product or the product of *your competitor*, choice is governed by source of supply.

Though he may know and *want* your product he must know where to get it. The vital need at the moment of purchase is a reference medium that will bridge this sales gap and guide the consumer to the nearest source of supply.

The most economical way is through



Donnelley's Red Book

THE NATIONAL BUYERS' GUIDE *and* SALES CATALOG

Actual statistics show that, with minimum cost, through this reference medium you can reach:

The Buyer who knows your product but not who makes it.

The Buyer who wants your product but doesn't know the local source of supply.

The Buyer who is dissatisfied with your competitor's product and is seeking a new source of supply.

The Buyer who is new in the market and is not familiar with dependable sources of supply.

This recognized authority for buying goes into the hands of 100,000 executives who either control or directly influence buying power; it lists and classifies 50,000 products of 15,000 American business concerns and tells where to buy their products. Its circulation is selected and carefully controlled exclusively by the publishers in the interest of advertisers, and is positively guaranteed by the Audit Bureau of Circulation.

Your products and your services deserve to be listed in Donnelley's Red Book and receive the sales benefit and co-operation of this medium. A proven sales stimulator, it will localize your national advertising and span the gap between consumer and dealer.

Complete details gladly sent on request.

The Reuben H. Donnelley Corporation

CHICAGO, 652 S. State St.

Boston, Mass.
Cincinnati, Ohio
Detroit, Mich.
Cleveland, Ohio

Publishers of
117 Classified Directories
BRANCHES IN 13 CITIES
Milwaukee, Wis.
New Haven, Conn.
Seattle, Washington

NEW YORK, 227 Fulton St.

Minneapolis, Minn.
Philadelphia, Pa.
Pittsburgh, Pa.
St. Louis, Mo.

As Big As a House!



Your Message Outdoors

Thos. Casack Co.

Chicago

New York

Advertising & Selling

BUILDING AMERICAN
EXPORT TRADE

WITH BRAZIL

By CLAYTON S. COOPER



PUBLIC LIBRARY
Kalamazoo City, Mich.



The ETHRIDGE
ASSN. of ARTISTS

ALBERT C. FARRELL

●世界最大之貿易指南錄出書廣告

啓者本公司創設是書爲商場便利起見每年出版一次唯第十一冊準期一九廿年正月出書舉凡美洲所造之物料供給世界之美國貨品與及關乎美國之工廠莫不詳載書明計書長十二寸濶九寸共重十六磅總共四千二百頁告白五千四百三十八種工廠共三十萬名年中消書一萬二千本每本沽美金二十元(伸折坡銀四十元)車資費用先惠唯首次出版可能於本年十二月出書且書中備有特別篇幅以供萬國備登告白之用每頁取回告白費美金三百五十元半頁美金二百元四份一頁美金一百二十五元如欲登告白者可於九月三十號以前將告白稿寄交惠率律第二百一十三號代理人佛力者君便得



英一九一九年九月廿六號

Representative:—A. G. FLETCHERS,

213, Orchard Road, Singapore.

美國添薩士印務公司啓

THE above is a facsimile reproduction of one of the advertisements run by our Singapore representative in the leading newspaper of the Federated Malay States.

It calls attention to the fact that the Thomas Register is the one guide that is so largely used by U. S. Government Departments and by more than 20,000 of the most important American Merchants, Manufacturers, etc., having long been recognized in the United States as the Standard Index to American Sources of Supply. It aims to include all names regardless of advertising patronage, classified so as to instantly show the sources of supply for any conceivable article or kind of article (70,000); indicates which concerns are interested in Export Inquiries and gives so much valuable information that it is an indispensable guide for the Overseas Merchants and Manufacturers interested in American Products.

Our Singapore representative up to January 1st had secured

orders for more than 100 copies of the 1920 edition. This means by far the most important portion of the buying powers in the Federated Malay States will depend upon Thomas Register almost exclusively to locate American sources of supply.

Likewise the Register is being pushed by all our other representatives throughout the world. During 1920 it will be used by a large portion of the big and important concerns throughout the world. For several years it has been more used for purchasing throughout the United States and Canada than all other publications combined.

Every concern that buys Thomas' Register does so solely for the purpose of saving the trouble of looking elsewhere for sources of supply. As a consequence those who have this Register rarely look elsewhere. Advertising matter not in the Register is likely to entirely miss the attention of the users of the Register: a class much too important to miss.

THOMAS PUBLISHING COMPANY

129-135 Lafayette Street, New York City

BOSTON, Allston Sq. CHICAGO, 20 W. Jackson Blvd. SAN FRANCISCO, 433 California St.
Tel., Brighton 1490 Tel. Har. 2366 Tel., Sutter 4604

TORONTO.
91 Constance St.

FOREIGN AGENCIES—Cable Address "Thomreg"

Mexico—"The Aztec Land," Gante 14, Mexico, D. F. Porto Rico—E. W. Pope, 15 Condado St., Santurce. Cuba—Braulio Corral, Galiano 84 Altos, Havana. British West Indies—Modern Supply Agency, Box 22, San Bernardino, Trinidad. Colombia—A. S. Reyes, Box 864, Bogota. Argentina—Libreria de J. Menendez, Bernardo de Irigoyen 186, Buenos Aires. England—Otto Popper, 24 Railway Approach, London, S. E. France—A. G. Hostachy, 8 Rue d'Enghien, Paris. Italy—F. Scrimaglio & Co., via Cesarea 8, Genoa.

Spain and Portugal—La Union Hispano-Americana, San Bernardo 78, Madrid. Branch at Barcelona. Holland—Scheltema & Holkema's Boekhandel, Rokin 74, Amsterdam. Norway, Sweden and Denmark—Edgar H. Simpson, Magnus Berge Gade, 4 Kristiania. Hawaii—Chas. R. Frazier Co., Honolulu. Philippines—The Admint. Kneeder Bldg., Manila. Japan—Ias. Appleyard, No. 5 or 53 Miyamoto-Dori, 4 chome, Kobe. China—Chun-Mei News Agency, 34 Nanking Rd., Shanghai, and 185 Hataman St., Peking. Australia

and New Zealand—Jno. H. Saunders, Equitable Bldg., Sydney. Java and Dutch East Indies—P. E. Staverman, Sec. Handelsvereniging, Soerabaja. Straits Settlements—A. G. Fletcher, 213 Orchard Rd., Singapore. India, Burma and Ceylon—T. H. Campbell-Howes Publishing Co., 167 Grand Hotel Bldg., Calcutta. French Indo-China—Biedermann & Co., 30 Quai de Belgique, Saigon. South Africa—Sperin-Palmer Co., 85 St. George's St., Cape-town; J. Wright Sutcliffe, Henwood's Arcade, Johannesburg; Allan R. Lawrie, 318 Smith St., Durban.

ADVERTISING & SELLING, APRIL 10, 1920

20th year, No. 42. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City



WANTED—A WELL-BALANCED RATION

A man may eat a lot of perfectly good food without being well fed, unless his ration is properly balanced. Quail alone does not furnish a well-balanced ration. You need bread and butter, too.

The advertising columns of Successful Farming offer the proper country balance to your campaign for city and town business.

We will take an honest message to more than 800,000 farm families who pay an annual fee for our services and believe in our recommendations.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager



“Let’s go get him!”

A FEW days ago, I was talking with an unhappy, mentally groping veteran of the A. E. F. He was one of the last contingent to return from overseas.

“I’ve been away a couple o’ years,” he said, “and I got a kinda new perspective. Before I went away I thought things in this old country of ours were just about right; never could be improved on. But now I get worried. I know you will say I’ve been over there so long I got the European angle and am just copying them when they say: ‘All the Yankees think about is money.’ But ain’t that pretty much right? Hit most any of the folks here at home in the pocketbook and you hit into a mighty tender spot.

“What they need most is a little more of the spirit of the boys who did the job in France: you know, ‘Hey, fellows, there’s a buddy out there in trouble. *Let’s go get him!*’”

“I’ve been in churches since I got back, morning and evening, and I’ve heard some good sermons, but not enough of them showed me the congregation was sittin’ up listening for the whisper to ‘Let’s go get him.’”

This boy was measuring the folks at home by the standards of unselfish devotion that are brought out on the battlefield. But was he so far wrong?

A new sense of responsibility is spreading through the Church—a demand that the Church take the leadership in social service, with all that the word implies, as it has taken leadership in spiritual things. The big men in religion today are devoting their efforts to preaching practical Christianity; and that means day-by-day service to fellow-man. They demand that the Church be made the center of all the best things in its community, social and civic as well as religious. Herein, they declare, rests its best hope for the development of Christian Americanism. We need to fill the churches with seven-day-a-week Christians in combination with 100 per cent Americans. For when all is said, the best American is the Christian American.

Vigorous, practical editorials like this help to explain the Christian Herald’s unusual hold on its readers—the broad-minded, influential, successful men and women in three hundred thousand families.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

NEW YORK

Advertising & Selling

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

Established 1891
ADVERTISING & SELLING Co., INC.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

APRIL 10, 1920

Number 42

Steamship Service and American Trade With Brazil

Exporters and Potential Exporters Would Do Well to Focus Their Interest Upon This Very Important Avenue of Reciprocal Business

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Brazilians and Their Country," etc.

IN view of recent plans of the United States Shipping Board to inaugurate both passenger and freight service with Brazil and the East Coast of South America, as well as bearing in mind the fact of the very great strategic importance of establishing firmly, and as quickly as possible, our trade with Brazil the leviathan Republic lying to the South of us, it is interesting to note the limited shipping service which previously has existed between the two Republics.

The large trade which has been carried on for years between Brazil and European nations has been due largely to the fact that these nations have been able to furnish steamships for both freight and passenger service more or less adequate to the establishment and maintenance of trade and the building up of mutual acquaintance and understanding through ocean travel. As a consequence Brazilian thought, as well as Brazilian travel, has been eastward toward Europe rather than northward toward the United States. Until the war broke out the Brazilian was far more at home in almost any large European capital than he was in a North American city. He sent his children to Europe to be educated, he visited Paris, London, Berlin, Vienna and Genoa for his holidays, and found usually that the European was very much more likely to understand him and to adapt himself in trade as well as in social relations to his needs, than was the inhabitant of our own Northern Republic.

Now that the exigencies of the

war have awakened the United States to the need of shipping facilities with the whole earth, it would



In Brazil, as in the East, "everything goes on the head." Note local poster ad in background.

seem natural to suppose that we would be ready immediately to accept the requirement of ocean-going steamers between our country and a great country like Brazil and waste no time in seeing that these were put into operation. In fact, the following statement made recently by John Barton Payne, as chairman of the United States Shipping Board, before the Second Pan-American Financial Conference, lends encouragement to the belief that we ought soon to expect some new conditions of trade and steamship facilities between the two countries. Judge Payne said:

"Our present plans for the passenger service to the East Coast of South America are: Five steamers, maintaining a two-weekly service between New York, Rio de Janeiro, Santos, Montevideo and Buenos Aires.

"South-bound, these vessels will proceed directly to Rio de Janeiro. North-bound, they will call at St. Thomas for fuel. The five vessels selected for this service are all ex-German steamers of 15 knots speed—the *Aeolus*, *Huron*, *Pocahontas*, *Dekalb* and *Princess Matoika*. The *Huron*, *Dekalb* and *Aeolus* have been returned from the Army and are now being reconditioned. The *Huron* is expected to be ready for service in April, and the *Dekalb* and *Aeolus* in May. The *Princess Matoika* and the *Pocahontas* will be returned from the Army shortly. They are all being completely remodeled, and will be converted to burn fuel oil. Their accommodations will be first-class in every respect, and part of their cargo holds will be refrigerated to care for the movement of perishable products.

"The Board regards the passenger service to South America as of paramount importance, and pending the reconditioning of the five steamers mentioned above, is doing what it can to provide a temporary service. The *Moccasin*, a 12½-



The Harbor of Bahia, an important Brazilian seaport city

knot ship, sailed from New York, December 29. The *Callao* will follow early in March, and it is hoped to secure temporary use of one of the vessels now in the Army Transport service to fill the gap and maintain for the present at least a monthly sailing. It is recognized that vessels of the *Moccasin* and *Callao* type are not suitable for this service, but it seemed to us wise to begin by even a temporary expedient. Our friends would at least know we are thinking of them."

Under the heading of freight service, east coast, Judge Payne said:

"For the calendar year of 1919, one hundred Shipping Board steamers were dispatched from United States ports to Brazil carrying a total of 444,400 tons of cargo. To the River Plate, 129 steamers with 689,600 tons of cargo. Of these steamers twenty-one proceeded from the Plate to Europe on their homeward voyages carrying approximately 160,000 tons of cargo, and the remainder to the United States with homeward bound cargoes totalling 583,000 tons. We are planning to inaugurate a regular monthly service between the River Plate, Antwerp and other European ports in February, and will place on this run refrigerated cargo ships capable of carrying approximately 3,000 tons of frozen beef and loading such general cargo as may be available.

"Further, cargo steamers will be added to this service from time to time, there being an ample reserve to care for cargo offerings."

In spite of the encouragement of this statement, the fact must not be overlooked that unless we have behind such plans experienced business men who have some vital and, we may say, selfish interest in making these sea-going services successful, all fine theories of trade, ships included, will eventually fail.

THE DETERMINING FACTORS

The pressing question just at present relative to steamship service and

American trade with Brazil is when are these ships actually to be put into operation? And more especially, what kind of men are to lead in this new maritime venture?

The President of the United States Steel Corporation, James A. Farrell, who for years has been vitally interested in shipping as a part of overseas trade, has stated that it is not as difficult to sell goods to foreign countries as it is to transport them there. Another man of foreign trade affairs, speaking of Brazil, is quoted as saying: "You can sell anything under the light of the sun down here providing you can deliver it."

The impressive element in the above statement by the experienced steel exporter lies in the fact that he believed so thoroughly in the necessity of having steamship facilities that in 1913 he inaugurated the United States and Brazil Steamship Line, which has had the distinction of being the first line of its kind during the last twenty years to become an unqualified success as a transportation agent between the two big republics. Trade conferences and discussions are helpful. A certain amount of experience is needed in getting orientation in a foreign land. Theories and trade papers help. But the crying need just now in connection with cementing a firmer trade relation between the United States and Brazil is for more men of Mr. Farrell's stripe to come to the front, men who get through talking and begin to act.

The prime solution of trade be-

tween North and South America does not exist in spending an overplus of time and legal talent in discussing shipping combinations (as happened in the year 1913), but rather in going directly to the root of the need, as the United States Steel Corporation has done, furnishing beyond cavil the answer to the first requirement for trade between nations—adequate shipping facilities.

One important element relative to trade competition is distance. In this regard, the United States possesses a favorable advantage for Brazilian commerce. The distance from New York to Rio de Janeiro is 4,770 sea miles, shorter than that between this Brazilian chief city and any one of the European ports of special importance to which Brazilian exports have been sent in large quantities and European manufactures returned. Hamburg, for instance, is 5,500 miles distant from Rio de Janeiro; Liverpool, 5,265 miles; Barcelona, 4,808 miles; Genoa, the same distance as Barcelona; and Southampton, 4,985 miles from the principal port of Brazil. With this geographical advantage, given a frequency of sailings and a class of ships adequately fitted for freight and passenger accommodations equal to those plying between Brazil and Europe, there would seem to be no reason for despair over American trade with Brazil. The advantage of frequent sailings on the part of a nation competing with a nation of infrequent sailings is apparent. The interest charges are lessened, a smaller in-

vestment is required for a large "turn over" of commodities, and the risk of losses is reduced to a minimum.

RECIPROCITY OF TRADE

Foreign trade with Brazil means, moreover, what the word signifies—trade; buying as well as selling. It implies reciprocity of products. It involves getting a market for our goods and also affording a market for Brazilian goods. It is good business as well as good psychology to keep in mind the other fellow." Commerce does not signify merely selling to Latin America; it also means buying from Latin America. Steamship lines need cargoes both ways, and the fact that they have their holds full on the return voyage is a big foreign trade asset, as well as necessary steamship statesmanship.

Every European nation engaged in any considerable trade with South America long since has realized the impossibility of building up permanent and effective commerce without its own ships, and also without keeping its service in advance of its needs. There is little use or justice in complaining of the treatment rendered American shipping by European steamship service. It is quite natural to expect that a European nation, while willing to accept shipments from other nations that give a fair prospect of immediate return, will have in view primarily the inauguration of a direct trade between the foreign country and that of the home-flag nation, rather than giving its first attention to indirect trade between two foreign countries.

This is especially true when one of these countries is an actual or potential competitor with the nation whose flag flies over the steamship line. In these days when the United States is perforce enlarging its international vision, this matter of ship communication may be taken up on a large scale more easily than at any other period during the last century. The investment in, and the promotion of, direct steamship service for both passengers and freight between the United States and countries like Brazil partakes of a large spirited national and international service. Like the railroad engineers and the promoting managers of the new lines of interior communication who have done so much to open the inaccessible sections of the South American republics to civilization and industrial progress, the steamship men are the pioneers of world advance in a peculiar way. With them as with all great



Using the sandwich man for advertising Belgian charities in South America.

enterprises, the small and selfish microscopic policy is doomed to fail. The steamship manager and "those who go down to the sea in ships" must necessarily look beyond the immediate present. There are some things which do not seem to pay from the point of view of the narrow utilitarian, but which in the larger vision of statesmanlike policy, embracing the future, yield for the nation and the individual an abundant multiplication of investment. It is this farsightedness of steamship construction and administration, the mixture of utilitarianism and national patriotism, that brought England and Germany so far forward into the heart of South American commerce during the last twenty-five years. To quote from the experience and knowledge of William Lowry, manager of the United States & Brazil Line in Rio de Janeiro, who speaks of the European steamships as the advance harbingers of trade:

GETTING TO THE MAN WHO COUNTS

"The superior passenger accommodation of these European steamers as well as their more rapid voyages induced the heads of European firms to offer to their passengers as relaxation from a luxurious sea voy-

age an investigation of the commercial possibilities of the countries with which they had business relations. Such commercial possibilities began to be exhaustively developed as a result of personal investigation—the homely adage that 'seeing is believing' was verified. Mutual needs and the national idiosyncrasies of the foreigner became better understood by the man who really counted, and as a result of this understanding, a degree of commercial confidence was reached which it will be impossible to develop between the merchants of the United States and those of Brazil until like shipping conditions make parallel results possible."

With this notable exception, the ships of Uncle Sam, comparable in any way with the strong European lines plying between England, Italy, Germany, France, Scandinavia, and many other foreign ports and Brazil, have been conspicuously absent. It has been not only a bit shattering to American pride to find the Stars and Strips confined entirely, in most South American ports, to an occasional tramp steamer or to an ancient-looking sailing vessel carrying oil or lumber, but it also makes one wonder that the United States, of all the great nations of the world, has failed to recognize the tremendous future importance, as well as the present open door for a strong merchant marine service with these growing countries.

From Panama to Patagonia, and from Patagonia to Para, one still hears complaints relative to the lack of ships or the necessary delays in business by reason of slow and uncertain sailings. I found toward the end of the war agents of large foreign concerns in many port cities of South America, sitting practically idle in their offices, refusing even to solicit orders or to accept orders that came to them for goods. "What is the use?" they said, "it is impossible to fill our orders. There are no boats and we see no prospect of getting any for at least a year. Everything is so uncertain."

TIME IS RIPE FOR U. S. ACTION

To be sure, war conditions added greatly to the South American commercial dilemma, and the United States has now the opportunity, not only to serve herself, but also to do for European nations what they have been doing for her these last twenty-five years or more, as they have made their triangle shipping voyages from the shores of France, England and

(Continued on page 36)

Real Campaigning Wins The Right Returns

How the "On Again, Off Again" Electrical Switch, Which Is One Link In a Chain, Is Advertised In a Big Way

By GEORGE J. KIRKGASSER

Advertising Manager, the Cutler-Hammer Mfg. Co.

ONLY a few years ago it was considered noteworthy, not to say, extravagant or reckless, for a manufacturer of electrical appliances such as irons, toasters, etc., to spend \$50,000 in national advertising. And to use a whole page in a medium like the *Saturday Evening Post* created considerable talk and shaking of heads.

Now, however, there is a 12-page schedule of full pages run in the *Saturday Evening Post*, besides pages and part pages in the *Literary Digest* and *Good Housekeeping*, on just a small accessory used with electric irons, toasters, hot plates, etc. The many electric household appliances now in use and the many more being sold makes the sales possibilities sufficiently big to warrant an investment in advertising that will total about \$75,000. And this covers just nine months of the year.

Investigations made by lighting companies and other associations during the last five years, together with reports of electric dealers point to the fact that over 80 per cent of troubles with electrical appliances are in the cord or the connector plugs and but few in the device itself. This is so because connection and disconnection is frequently made by pulling out the connector which loosens and breaks the cord terminals, pits the terminal posts and puts extra wear on sockets to which the appliance may be connected.

The use of this little C-H "70-50" switch takes good care of controlling the current and the little buttons tell whether the current is "on" or "off." Features such as convenience with a toaster at the table and others are played up in the advertisements, some of which are reproduced.

CAMPAIGN BEGAN SMALL

The beginning of the advertising of this switch was in October, 1917, when part pages were used for five months in *Literary Digest* and *Good Housekeeping*, the results of which did little good except to get a fair initial distribution, until the campaign had about been completed. Then sales began to increase so steadily that a larger campaign

Home Necessities

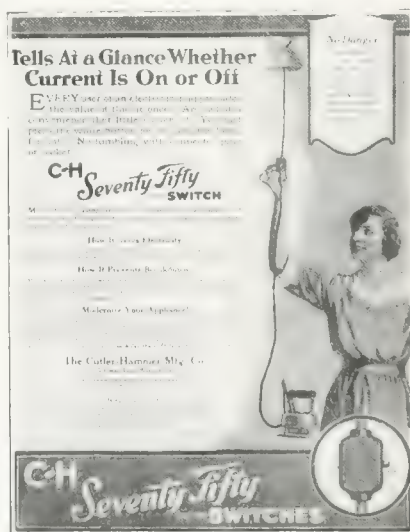
THIS story of the Cutler-Hammer campaign to generalize use of the small accessory mentioned herein, should prove of interest and help to readers who followed the plan of the Lincoln Electric Company in last week's issue of *ADVERTISING & SELLING*.

The methods employed in this campaign might be adapted to a wide variety of household articles.—THE EDITOR.

(really the one now running) was discussed. This, however, because of the war had to be postponed.

When it is remembered that there are over seven million household appliances in use and sales now run to about three million per year, it may be seen that the possibilities of success in spite of the cost of the campaign.

Distribution of "70-50" switches among the electrical dealers had been steadily increased after the first small \$8,000 campaign and stimulated further by having all of them circularized and called on by salesmen before and during the starting of the present campaign.



Clear art and text combined to familiarize feminine potential users

Reproductions of the advertisements in enlarged form were shown to manufacturers of electric appliances last year and actual proofs in portfolios shown personally to these same men by a factory representa-

tive before the first advertisement appeared. This was done to acquaint them with what we were doing to assist giving publicity to electrical appliances in general, and to gain their good will.

Since all of the advertisements carry illustrations of electrical appliances the various manufacturers were pleased. And three at once decided to instal the switch on certain appliances that they made.

The campaign was thus off to a good start and after two months the sales doubled on switches sold through the retail dealer for installation on cords of appliances he sold or those already owned by his customers. Those sold to manufacturers picked up still more rapidly and the orders are usually for 10,000, 25,000, 50,000 and up. Now a portable radiator manufacturer in Canada uses 25,000; an Eastern manufacturer puts them on irons, toasters and table hot plates; another manufacturer uses it on all grills and percolators; another on all irons, dispensing with the detachable connector plug at the iron; another on portable motor-driven grinders and drills; two others on their washing machines; and others furnishing them when requested to do so by dealers when ordering goods.

A THOROUGH DEALER AID SYSTEM

Newspaper electros, lantern slides, individual electros, imprinted folders of five different kinds, lithographed window trims, display cartoons, wall and street car cards, metal counter displays, etc., are furnished to dealers, many of whom have seen the value of using small advertisements in their newspapers because they are so prepared as to advertise the dealers' business. Some, in fact, have nothing concerning the 70-50 switch, but are furnished because any advertising by the dealer will help the campaign, since our copy requests the public to go to the electrical dealer. If he makes his name and location known in his community, readers of our advertisements will know where to go for the switches.

The Cutler-Hammer salesmen work out of the various district offices of the company and they as well as all the electrical jobbers and

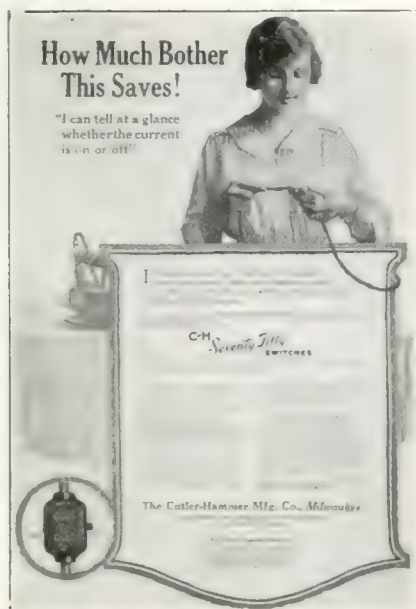
their salesmen are kept constantly advised of all steps in the sales promotion and advertising.

In sending out the large booklet, "Helps in Merchandising Electrical Appliances," a different letter was sent to each of the different branches of the trade bringing out the particular points that would make the best impression. The retail dealer, for instance, is interested in the switch from a different angle than the appliance manufacturer, or the jobber, the jobber's salesman or the electric lighting company.

SELLING EVERYBODY

We informed the latter class of of the entire campaign, though only a few of them handle the switches. They are interested in the better and more convenient use of electrical household appliances and we tried to show them that our switch is a factor to that end. As a result, we have had the most surprising cooperation from the lighting companies, a company like the Commonwealth Edison of Chicago putting a little ad. on all its monthly statements which is 100 per cent circulation because, of course, all persons receiving these statements are users of electricity.

In the booklet referred to we have used another valuable idea in selling our distributors on the scope of our national advertising. It may be all right to tell a man that the magazines you use reach four or five million people. But that doesn't mean much to him. He'll probably say "How many of MY people do you reach?"



Copy emphasizing the household utility of the appliance



Sales Chart Showing How the Campaign Succeeded

Anticipating that question, we have answered it in "Helps in Merchandising Electrical Appliances." The following paragraph will illustrate how we have brought home the idea:

The *Saturday Evening Post* at the present time, has a circulation of 2,300,000 people every week; *Literary Digest*, 1,100,000 and the *Good Housekeeping Magazine* enters over a half million homes every month. As an example of the number of people reached in any one town by just the two publications, *Saturday Evening Post* and *Literary Digest*, we will take the case of Detroit, Mich. In this city there are 30,000 *Saturday Evening Posts* and 10,000 *Literary Digests* sold, making a total of 40,000 persons and these people are usually of the class who live in homes having electricity. Add to this the circulation in the homes of the *Good Housekeeping Magazine* and it will be easily understood that our advertisements in these three publications for instance, reach the majority of people to whom the dealers sell electrical appliances in Detroit.

The point is developed by using many other towns as illustrations, such as Tulsa, Okla.; Birmingham, Ala.; Atlanta, Ga.; and nine or ten others.

Salesmanship

"True salesmanship is a keen desire to serve and not a deep anxiety to put something over—the vision to see the future of our business and to make our business better." — John G. Jones, Vice President Alexander Hamilton Institute.

Trade journals such as *Electrical Merchandising*, *Electrical World*, *Electrical Review*, *Journal of Electricity*, *Electrical Record* are being used throughout the year, the copy telling about what the dealer can do to cash in on the national advertising. One piece of copy concerning which there were many comments gave little schemes of what various dealers were doing, it was headed "Ideas." This same material was used in a circular sent to all dealers.

More of these selling stunts have now been collected and a new advertisement and circular will be prepared. These are not merely suggestions but reports of what has actually been done. This sort of news about what others in his line are doing seems to be particularly interesting to the dealer.

Champion Sales Manager to Sail

With plans to establish branch offices of the Champion Spark Plug Co., Toledo, in London and Paris, F. B. Caswell, sales manager, and L. E. Brown, of the company, will sail for Europe, April 20.

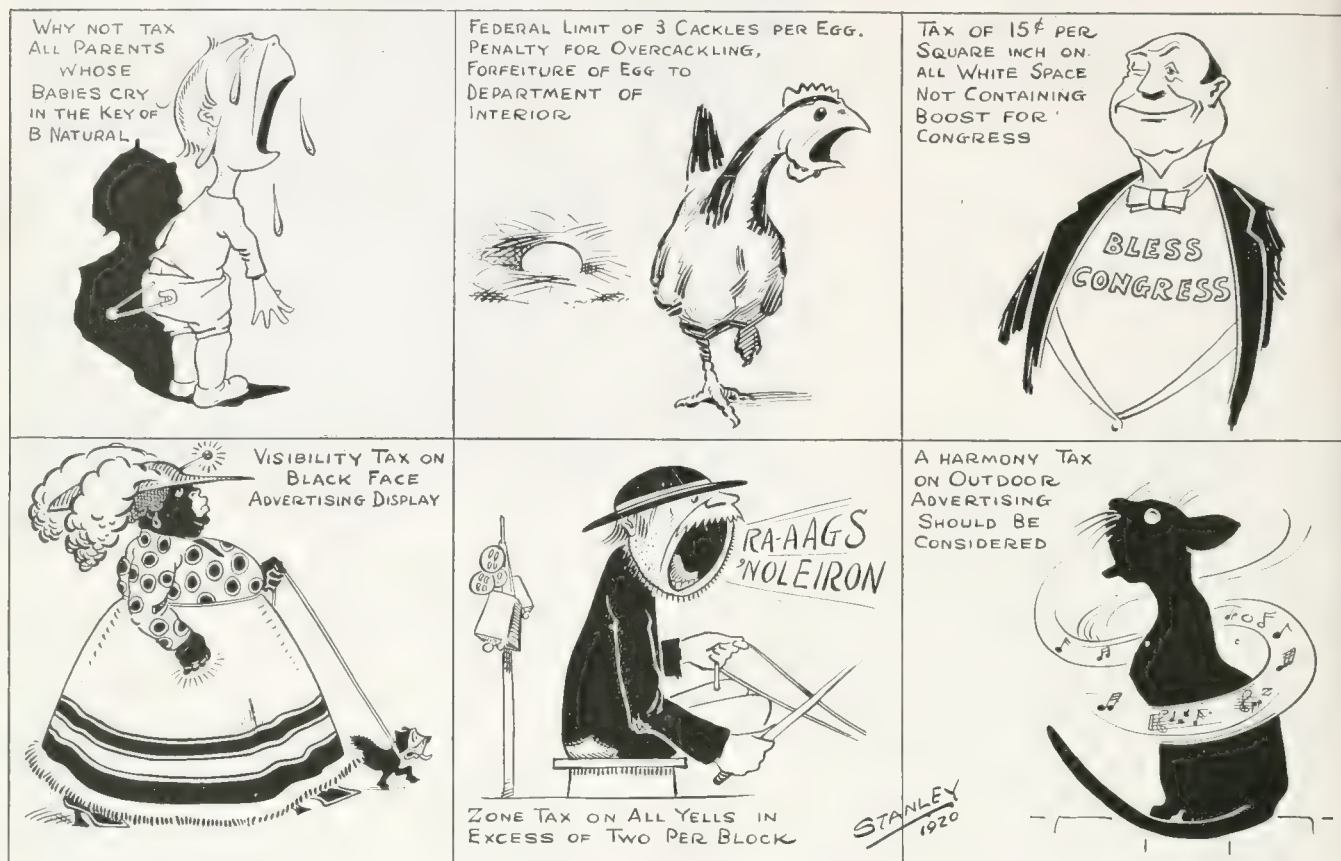
Frank G. Moorhead to Join Staff of "The Farm Journal"

Frank G. Moorhead, for eleven years associate editor of the *Iowa Homestead*, will join the editorial staff of *The Farm Journal* about June 1. Mr. Moorhead is a graduate of Iowa College and of Iowa State College of Agriculture.

Mr. Moorhead is one of the best known newspaper men of Des Moines and Iowa. He was originally employed by the *Des Moines Capital* and later with *The Register* as editorial writer. Two years were spent with the *Spokesman-Review* as Sunday editor.

No successor to Mr. Moorhead has been named. He plans to assume his new duties on June 1st.

Advertising Taxes That Do Not Hit the Publisher



Cartoonist Stanley, of ADVERTISING & SELLING, advances some revenue suggestions

Advertising and Selling to be Taxed?

Both Have Heads to Hit and Congress Threatens to Wield the Club

By RALPH BEVIN SMITH

THE SALES TAX THREAT

Yes, and there were a good many who once scouted the idea that the income tax would ever get into the Constitution or that the W. C. T. U. would ever reach the solar plexus of John Barleycorn.

But it did and they did.

Just the same, wise business men—wise to the vagaries of our representatives at Washington—have been losing no time in voicing their protests against these proposed further impositions on the country's business and in persuading Congress that the game of hitting heads is being carried too far when it is carried to the advertiser and, under present conditions, to the seller.

The latter of these two new threats against initiative in production and efficiency in distribution of wares is that offered by the proposal to levy a one per cent tax on sales to meet the demand for flat bonuses for ex-service men.

CONGRESS, like Alexander, looking for new worlds to conquer, has at last discovered the advertiser and seller, or, rather, has rediscovered the producer as an advertiser and seller.

—and the tax club which Washington holds over the head of American business is reported to be poised for fresh onslaughts.

Like the sword of Damocles, the club—a fat, 10 per cent one—is now suspended above the heads of the nation's advertisers.

—while another, with a one per cent kick behind it, threatens the exposed pates of the nation's salesmen.

and either one, if it hits, will send the sting that stuns right down the line from producer to consumer.

Some business men are inclined to scout the idea that Representative Thompson's ad tax bill will ever get into the statute books or that the sales tax proposal will ever reach the President.

Leaving out of the discussion the question of politics in the motives which lie back of this demand as it arises among Congressmen facing presidential year elections, there are innumerable arguments—good economic arguments—why it should not be satisfied by penalization of selling power.

If this one per cent tax on sales were to come as a substitution for the unscientific excess profits tax many of those arguments would be wiped out forthwith. This is, of necessity, an era of high taxes and of many taxes. We cannot refuse acceptance of the legacy which the war has left us. On the other hand, we can demand a fair and reasonable apportionment of that legacy—or we can "break the will" by casting our votes at the November polls for ex-centors who will see that a reapportionment is made, not "nearer to the heart's desire," but nearer to the brain's counsel.

(Continued on page 28)

Making Pictures That Compel Interest

An Authority on Advertising Art Explains the Building of Illustrations From a Technical Standpoint

By JOHN McCARTAN

At one time art was master of all it surveyed, but we have put it in chains. At one time art ran free and roamed the plains of fantastic realms like the wild horse roamed the prairies of the West. But as we have tamed the horse and put him to work, so we have tamed art and put it to work; and as we have learned to drive and guide the horse, so we have learned to drive and guide art. And the art that is domesticated and eats out of our hands we call commercial art.

They say no man can serve two masters, but like nearly all the old proverbs it's wrong in these modern days. Every man serves more than one master. The commercial artist serves the advertiser and the engraver besides claiming allegiance to his great god "Real Art." At one time printing plates (wood cuts) were made to reproduce pictures, but since the advent of the halftone this is reversed. Now pictures are made to be reproduced. Art is the slave or hand servant or something like that to photo engraving. Because of this arrangement an artist can make a picture in New York or Slabtown and it may be seen all over the world. Without this arrangement his picture would be seen by a very limited number of persons.

Naturally, after the invention of the halftone commercial art developed and became a department of the photo engraving business. In the present stage of development most engraving houses are more than plate makers. They take an idea and make a relief printing plate of it. And sometimes they furnish the idea. The majority of advertisers buy art work and engravings together. There is a tendency in the large cities to separate the two but even then the same person is apt to buy the drawings and engravings so it seems that as well as having a fundamental knowledge of plate making, he should also have a fundamental knowledge of picture making.

THIS IS THE DIFFERENCE

But there is a difference. In reference to photo engravings the average buyer has a lot to learn. In reference to pictures he has a lot to forget. All people have absorbed a certain knowledge of pictures be-

Art That Sells Your Goods

NOT just "art for art's sake," but the kind you need for your very particular ads is treated in this article by a recognized authority.

Pictures that illustrate, appeal, direct thought into particular channels and induce action or stir emotions are the object of commercial art. Any other kind in ads are mere adornments. Real advertising art is an investment, while any other variety might be classed as just an expense.

The accompanying editorial is one of a series which Mr. McCartan has been induced to contribute to the readers of ADVERTISING & SELLING.—THE EDITOR.

cause they have seen pictures ever since that day when the doctor washed their eyes open with boracic acid. But that knowledge when sifted out amounts to about this: They know what they like and what they don't like. That's the first thing they ought to forget. For only as their likes and dislikes approximate the likes and dislikes of the class to which they wish to advertise, is it valuable. Everybody has made pictures, too, in his or her time, and that's the second thing they ought to forget. Telling an artist how to make a picture is about as foolish as telling a poet how to write a poem. There are certain rules of composition and color and perspective that cannot be violated and unless you know these you will only handicap

the artist by telling him how to do it.

But there are a lot of things you can and should tell him. You should tell him what results you want and why. You should tell him the reason for the picture and that takes us to the fundamentals of picture making from the advertising side.

Every advertising picture has a purpose, a place in the general scheme, a function to perform and should be judged accordingly and not because some one happens to like it. In a general way the part a picture should play in advertising is this: it should attract attention; it should direct attention toward the thing advertised; it should pick out the prospect and it should get the prospect so interested that he will want to know more, or induce him to read the text.

AS TO "CLASS PICTURES"

If it is a picture for magazine advertising it should be the kind of picture that will appeal to the particular class you wish to reach. It must be the kind of a picture that the members of this class or the majority of them will like. Then it should contain something that will attract the attention of the prospect so that he will be induced to stop and look when he comes to that page. It should call his attention to what you are selling and make him want to investigate or listen to your arguments.

A picture is a wonderful thing. It will create mental action in the fellow who looks at it, before he knows it. It will make him think even without his consent. It will make him think of what you have to sell, involuntarily on his part. The right picture following psychological laws will lead the mind a long way in the right direction. Not only that but every thought makes a wrinkle in the brain that doesn't come out—leaves a definite impression. So advertising pictures should be bought or ordered with a definite idea of what they are required to do and how they will do it. They should also be ordered with an idea of how they are to be reproduced and on what kind of paper they will be printed.



FIGURE ONE

Embodying the general appeal intended to reach hunters as a class, the first step to gain picture reader attention

A SIMPLE ANALYSIS

Suppose we are going to advertise a certain make of shells used by



FIGURE TWO

This attracts the attention of the hunter who is prospect for the shell salesman, particularly to the subject of shells

hunters. First, we must choose a picture that hunters as a class will like to look at. A picture like Figure 1, will make the necessary appeal. It appeals by stirring up an emotion something similar to what he felt when he was out behind the dogs. A hundred other pictures may also appeal, each varying in its ability according as it approaches the experiences of hunters. The quality of the picture, the technic and reproductive process also are elements which strengthen or weaken the appeal.

Figure 1 attracts and appeals to hunters and can be used by gun advertisers or a dozen other advertisers. How then shall we pick out the shell prospect? Easy: just add a picture of a shell, Figure 2. Now you have dropped out all the gun prospects and prospective buyers of other hunting paraphernalia.

But this picture of Figure 2 only calls his attention to a shell and you want to direct his attention toward your shells. All right, put the name on, Figure 3. Now you have appealed to his emotion, got his attention and directed it to your shells. But that isn't enough. You must carry him into the text. Get him interested by a suggestion or a statement. The simplest way to do this is to use a caption, Figure 4. This makes a complete advertising picture. The text should continue this mental process.

This illustration is very simple, so simple that it is almost crude. I have chosen the simplest way and the most obvious method to use. There are many other ways, some

less obvious, some less direct. The point is that the picture should be planned to do certain definite things.

Pictures for direct advertising should be chosen in a different way. Direct mail advertising goes to prospects and therefore doesn't have to pick them out. But the distance between a man's desk and his waste paper basket is so small and his time for perusal so limited and his mind so full of things that the picture must act quickly and effectively. Magazines are not thrown away immediately, but mail pieces are, unless they make a good first impression.

Display card pictures have their work to do, too, which is different from the others. So they require special thought and analysis. Book-

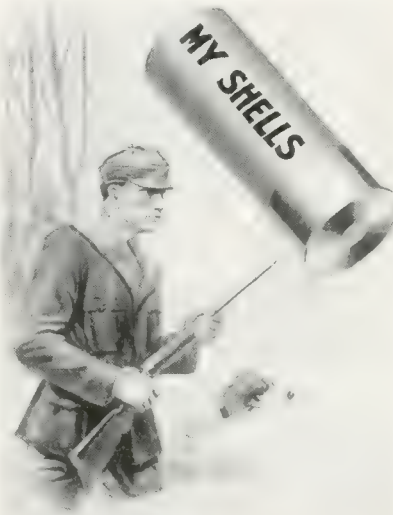


FIGURE THREE

This links up your product with the thought of the shell-buying hunter to the exclusion of other brands

let or catalog illustrations should be planned with the whole book or catalog in mind. They should add to and not detract from the composition of the pages. The quality of paper should be considered when deciding on the medium and the appeal should determine the Style, Dignity, Boldness, Refinement, Effemininity and such qualities can be conveyed by a book and the artist can add to each or any quality that is desired.

A picture can appeal to or suggest the different senses. Ordinarily we suppose that a picture appeals only to the sense of sight, but it can also be made to appeal to the senses of touch, smell, taste or hearing. Pictures can also be made to appeal to the different human instincts and human emotions.

HOW PICTURES ARE MADE

There are so many different kinds of drawings that it is almost impossible to classify them—yet some kind of classification is necessary in order to aid understanding. Suppose we say there are two general classes, those made with a brush and those made with a pen or similar instrument. Those made with a brush we will call "wash" drawings and those made with a pen "line" drawings.

The ordinary one-color wash drawing is made in two ways, transparent and opaque. On transparent drawings thin "washes" of color allowing the white paper to show through produce the greys or intermediate tones. Darker washes produce the darker tones and the paper itself is left without color for the whites. On opaque drawings the paper is entirely covered. The greys are produced by mixing the blacks and whites and applying the resulting grey color to the paper. Multi-color drawings are made the same way, differing only in that actual colors are used instead of blacks, whites and greys. Wash drawings can be made with ink, water colors or oil colors. Other mediums are used for peculiar or odd effects. They are always reproduced by the halftone process.

"Line" drawings are black and white. The grey effects or apparent greys are made with dots or lines. To illustrate: if you take a piece of white paper and sprinkle it with small dots of pure black the effect will be grey. Holding it away from you the black dots of ink and the

(Continued on page 47)



FIGURE FOUR

The final touch is the suggestion, invitation or other appeal to his initiative contained in the remainder of the text

Real Service Is Appreciated

A wonderful group of letters from leading advertisers and advertising agents volunteering commendation for the Statistical Charts recently sent to them shows that real service is appreciated

Extracts From Some of the Letters

"These Charts are of inestimable value in our particular line of business."—*From a leading national advertiser.*

"These Charts have real meat in back of them, and I assure you that I will look forward to receiving more of the series, because they will give me no end of good information and supply me with necessary knowledge that will prove of great help."—*From the general manager of a big industry.*

"These are interesting and instructive, and I am arranging to make a permanent file of your Statistical Charts."—*From another big advertiser.*

"Corking good stuff. Many thanks."—*From a leading advertising agent.*

"Your Charts and maps containing very valuable statistics have been received, and believe me, I think they are the best that have been turned out in the United States for many a year."—*From a leading agent.*

"This series will be of much value to advertisers and space buyers."—*From a leading national advertiser.*

"Permit me to thank you for your valuable Statistical Charts. They certainly are of great interest."—*From one of the two largest advertising agencies in the U. S.*

"These Charts furnish information of vital interest to us, and we want to assure you of our appreciation of their invaluable service."—*From an important national advertiser.*

The first edition of the Charts is now practically exhausted. No numbers from 1 to 10 can be furnished until more are printed. The price will be 50 cents per Chart cash with order.

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

Justifying Outdoor Advertising Bulletins

Massachusetts Legislators, After Hearing
"the Other Side of the Question," Are Taking
More Kindly to Good "Billboard" Publicity

By GEORGE FRENCH

FOR more than twenty years the fight against the billboards has raged in certain publications and in certain state legislatures. Laws restricting them have been passed by some states, and in others there has been continual effort to have them ruled off the highways, out of parks and away from localities where they have been assumed to mar the landscape and irritate the sensibilities of persons who have imagined them inimical to the development of a love for the good and the beautiful.

In Massachusetts the fight against them raged for many years and finally was taken into the constitutional convention that has been sitting much of the time since before the Great War began. The convention sent the question to the people of the state in the form of a referendum to decide if it should be committed to a state commission which should formulate a law on the question for consideration by the Legislature.

The question therefore went to the people of Massachusetts, and though only a minority of the voters voted, either for or against it, a majority of those who did vote recommended the appointment of a commission to formulate a law for the drastic regulation of outdoor advertising and very recently a committee of the Massachusetts Legislature gave hearings on this bill.

The details of the bill are not important. It voiced an attempt to put billboards out of business in the State of Massachusetts.

BILLBOARD PUBLICITY DEFENDED

What is important, not only to the outdoor advertising interests but to advertising in general, is the fact that at this hearing there appeared an advertising man who knows in what way and to what extent the advertising interests are of the greatest possible use to the economic life of the nation, as well as especially to the State of Massachusetts. Never before have the advertising interests succeeded in getting their case before the people of a state on a basis that involved the very economic existence of that state. Heretofore, argument has skirted the subject on all sides,

Both Sides of the Outdoor Ad Question

THE writer of this article has incorporated with his own clear views a faithful report of a situation adverse to billboards, which was ably handled before a Massachusetts Legislative Committee by John Sullivan, an exponent and defender of outdoor ads.

The writer presents the viewpoint that billboards, like all other forms of good advertising, are woven into the economic fabric of the nation's life.

—THE EDITOR

touched it intimately here and there, and finished rather lamely in a plea for the salvation of a large and profitable business which, it was argued, is of real benefit to society in general. But on this occasion the business of outdoor advertising was specifically welded to the economic life of the state, and inferentially to the economic life of the nation.

The principal argument for the outdoor advertising interests, that is, against the proposed restrictive law, was made by John Sullivan, secretary of the Association of National Advertisers, and he developed an argument that is essentially new and novel and, as the committee evidently felt, quite unanswerable. He carefully

avoided using the word advertising, feeling that that term had come to mean, in the minds of the people who are determined to destroy billboards, something akin to bolshevism in business, or in society. Instead, he spoke of the billboards as mass salesmanship, and by a very clever device he proceeded to show the Bay State legislators wherein outdoor advertising, in the form of billboards, is essential to the existence of the industries of the state.

LINKED UP WITH ECONOMIC LIFE

Taking several of the principal lines of manufacture in the state, as textiles, boots and shoes, candy, suspenders and garters, he showed that whereas the state of Massachusetts has about 4 per cent of the population of the United States it makes about 10 per cent of the manufactured products of the country. The industries mentioned, he showed, from figures compiled by the State official statistician, produced from twice to three or four times as much as the amount of their capital stock. He pointed out that this circumstance was of great economic significance, as the maximum amount of goods was turned out with the minimum investment of capital. To assure this condition it is necessary that the flow of goods outward, beyond the borders of the state, must be not only free and continuous but unobstructed by harrassing conditions.

It was shown to the committee that the people of the state of Massachusetts, comprising 4 per cent of the population of the country, will not normally consume more than 4 per cent of the manufactured products of the state, and the surplus of 6 per cent of manufactured goods must be sold outside the state. The easy and normal flow of goods from one locality to others is best promoted by such incentives as Mr. Sullivan described as mass salesmanship—such as the billboards which the law proposed before the committee would abolish, creating all the time that knowledge of goods which works to promote their sale without the intervention of more specific methods; building up in the minds of the people predispositions that ripen into actual buying.



"What is a poster? It's reiteration! Reiteration is the secret of conviction! Repetition is the soul of journalism! Advertisement is both! It's the soul of business!"

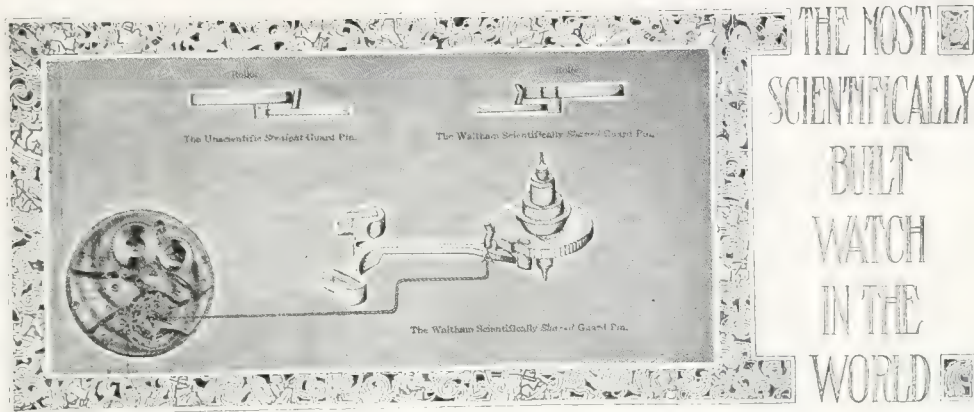
LORD FISHER IN A
LETTER TO THE LONDON TIMES



Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY



WALTHAM *and* Collier's

The Waltham Watch Company is using Collier's as the backbone of its unique advertising campaign in general publications.

Watch Collier's

A WORLD WIDE CONDITION.

This process is going on all over the whole country, and results in the sale of enormous volumes of manufactured goods, helping in no small degree to move out of the state the 6 per cent surplus made there.

This lucid presentation of the beneficent economic work of outdoor advertising was supplemented by Mr. Sullivan with an equally sane and temperate statement of the position of the outdoor advertising interests with reference to further regulation and restriction of billboards. He pointed out the great improvement that has been brought about in them, as to design and copy and with regard to location and physical appearance, by the advertising men themselves, in most instances without any form of compulsion, and argued that legitimate objection to them must now rest wholly upon the policy of having them placed as they sometimes are, or upon purely esthetic grounds. He told the committee that owners and lessees are willing to submit to regulation that does not mean extinction, and to cooperate in any plans that the state, through its constituted authorities, may decide to make, other than complete abolishment. He said that advertising interests will welcome any regulation that tends to free favored locations, such as public parks, private lawns, etc., from billboards that mar landscape beauty, and which would provide against too much massing of display boards. They also will cooperate in reasonable regulations to improve design or copy; though it is well known that the outdoor advertising interests have completely freed their displays from objectionable matter, and have made them really objects of art to a considerable extent.

The record of the billboards as sellers of the goods advertised is so well established as to leave no doubt of the fact that they do help to keep stocks moving out from the manufacturing centers into territory where they are economically needed, and this fact Mr. Sullivan brought out at several points in his statement, and in replying to questions asked by members of the committee, to such good effect that he was warmly complimented by the particular man who had planned to try to demolish his argument. Several members of the committee said to him that his presentation of the matter had given them a new estimation of the value of the billboards as agents to help the state sell its surplus manufactures, and therefore an economic factor that

must be dealt with in an entirely different manner than as a public eyesore and an esthetic nuisance.

Mr. Sullivan has performed great service to advertising in general by formulating and stating his theory of advertising, that it is a great and practical economic factor in the life of states that produce surpluses

in any commodity, natural or manufactured, and that it must be dealt with as one of the major economic factors in life; no less beneficial in the case of the consumer than for the producer.

EDITOR'S NOTE—Elsewhere in this issue of ADVERTISING & SELLING will be found a highly illuminating article by John Sullivan, defender of outdoor advertising, who is referred to by Mr. French in this editorial.

Reselling Old Ideas and Ideals

**The American Library Association
Enters the Display Columns In Its
"Books for Everybody" Campaign**

By J. RAY JOHNSON

National Advertising Director, American Library Association

SEVERAL years ago an unusually farsighted clergyman, contemplating his empty pews, struck upon the idea that, if advertising could sell washing machines, automobiles and flour, it might be used to advantage to resell Christianity to a nation which, although vividly Christian in theory, recently has been finding its religion in other ways than by going to church.

This enterprising man of God turned to the display columns of his home town newspaper and won success beyond his most optimistic dreams, and so has every clergyman who has followed his example.

The church was rather slow to grasp the advertising idea and there still are clergymen who regard the use of the printed word as a means to repopulate their pews as undignified.

Yet the church has behind it the tradition of Moses, who was by no means a novice at the fine art of advertising; of St. Paul, who unquestionably was the greatest and most consistent advertiser of his day; of St. John, who, announcing the advent of the Master, became the first advance man of the Christian era; and of the Master himself, who never hesitated to take advantage of every publicity medium at his command.

THE SOLDIERS' PART

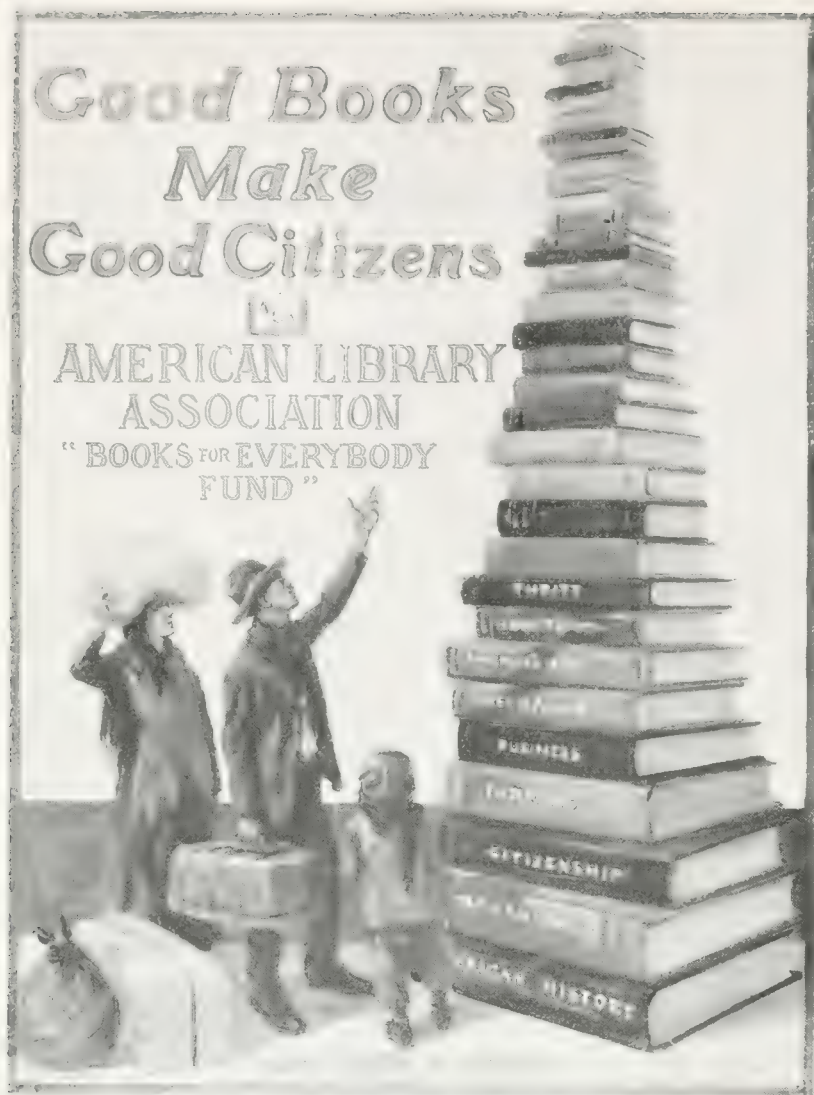
The American library has, in support of the new, progressive movement which it has just undertaken, no such tradition. It has, like the church, ideals to sell—old ideals to resell to the American people. Like the church which saw Christian ideals losing their hold at home while missionaries were being sent out to carry them through heathen lands, it has seen American ideals losing their grip in America while our soldier-crusaders have been sowing them broadcast through Europe.

Early in January of this year there was a special meeting of the American Library Association in Chicago where the subject of reselling American IDEALS through the sale of the library IDEA received much attention and where there was enlightening discussion of the success that had been obtained by libraries which had already tried advertising methods. Out of that meeting was born the "Books for Everybody" movement of the A. L. A.

It was the soldier who awakened the librarian. The American Library Association is forty-four years old and has more than 4,000 active librarians in its membership, representing nearly all the libraries in the country, but it succeeded in keeping its light hidden under its bushel of books until the war came along and carried some of the books—and the librarians with them—out into the training camps and across the Atlantic to England, France and Germany. During the war the association distributed more than 7,000,000 books to American soldiers, sailors and marines and, in performing this job, it found itself, and cut out for itself a big job back home.

The A. L. A., during the war, cultivated the habit of reading and study among millions of service men, and now these men and their families are clamoring for good books. It also showed the librarian that he has been neglecting the biggest part of his job—that of providing adult education for the millions who are in need of it.

Hence the slogan "Books for Everybody" and the national display advertising campaign now under way to popularize the libraries, sell to the American people the habit of good reading and impress upon librarians the fact that they can do much toward bringing about the restoration of normal conditions in the



This kind of copy makes books seem a pretty live subject

United States, increased production and greater efficiency in manufacturing centers, better citizenship and finer culture.

THE SHORTAGE OF LIBRARIES

So little has been written on the subject of public libraries in this country and so little is known by the ordinary business man as to the necessity for libraries that this campaign seems imperative. The average man regards the library as a luxury rather than a necessity. He knows that the United States—Boston, to exact—cradled the public library idea and believes that public libraries are to be found everywhere in the United States.

Yet figures compiled by the United States Department of Education show that only 794, or 27 per cent of the 2,964 counties in the country have within their borders one library of 5,000 volumes or more. Thirty states serve less than 50 per cent of their population; six serve less than 10 per cent; one less than 2 per cent.

In one mining state where industrial unrest has reached a crest there are a scant dozen public libraries. More than 60,000,000 persons in this country are without adequate library facilities. This is not important alone to librarians, but is a matter of concern to business builders as well.

The A. L. A. began to learn this as soon as the boys came marching home. Hundreds of letters immediately poured into headquarters from former service men everywhere asking for books, mostly of an instructive nature.

More books and better libraries for adult education; to serve men and women of college age who went into the military service, who will not begin again their formal education, but might be stimulated to embark on a reading course; boys and girls who leave school to go into business and who are potential students, especially during their first years out of school; men and women who, because of changing world conditions, are eager for more infor-

mation on the history and theory of government and economic and social development; the foreign born, enthusiastic in their desire to learn more about democracy, American ideals, citizenship, yes and industry; millions of men and women, boys and girls, who realize their educational limitations and in their ambitious moments desire to continue their education along various lines by serious reading; that is what we are after.

BOOKS AND UNREST

Then, too, librarians believe that the wave of unrest can be traced to the lack of proper books. The fifteen million foreign born in the United States, six million of whom do not read or speak English, have too long been neglected by the American library. Dependant upon books and publications in their own language for information, many of them have grown up in entire ignorance of American history, American traditions and American ideals. It is up to the A. L. A. to supplement the two hundred thousand foreign language newspapers and periodicals published in this country by sound, sane books that will circulate among these new Americans the truth on all sides of all questions—not the truth as one prejudiced, irresponsible editor may look at it.

These things, plus expansion of rural libraries, establishment of more business and technical libraries, more books in uniform type for the blind, a service to the merchant marine and increased financial support for all libraries—are embraced in the "Books for Everybody" movement.

To make that movement take hold upon the imagination of the American people libraries must be popularized and nothing but the right sort of advertising will do that job. That is what we are engaged upon now. A series of display advertisements announcing A. L. A. aims, following the lines of the "Good Books Make Good Citizens" ad reproduced with this article is now being prepared for use in local newspapers. A direct by mail campaign has been inaugurated and efforts are being made to obtain a fund to promote a display advertising campaign in national magazines.

In the next few months \$2,000,000 will be raised by librarians, library trustees and friends of libraries. It will be raised without a "drive" or public campaign and without instituting a periodical appeal for funds. This \$2,000,000 will be used to promote the library idea in the United States over a period of three years.



THIS is the KELLY-SPRINGFIELD TIRE COMPANY'S famous Painted Display located at Columbus Circle (Broadway, Central Park West and 59th Street), New York—the *busiest motor traffic spot today in the metropolis*. This much talked of wall covers six stories of

a high-class apartment house and is 71 ft. high x 43½ ft. wide.

A novel and most attractive effect has been created by throwing a flood light on "Lotta Miles" at night, thereby making this display a real 24-hour showing, and 70,000 motorists are thus reminded to "KEEP SMILING WITH KELLYS," each day for 365 days each year.

The O.J. Gude Co., N.Y.

Outdoor Advertising Everywhere

550 West 57th Street, NEW YORK CITY

People's Gas Building, CHICAGO, ILLINOIS

PHILADELPHIA

CINCINNATI

ST. LOUIS

RICHMOND

ATLANTA

National Advertising Brings \$150,000,000 to Newspapers

The Stupendous Totals That Will Be
Reported at the Convention of the A.
N. P. A. by the Bureau of Advertising

By RALPH BEVIN SMITH

THE most remarkable twelve months in the history of newspaper advertising."

That's how the annual report of the Bureau of Advertising of the American Newspaper Publishers Association will have to characterize the last year when it summarizes accomplishments of 1919 for

the coming A. N. P. A. convention.

It is estimated that between April, 1919, and April, 1920, the volume of national advertising in newspapers reached the amazing total of \$150,000,000.

That, according to a compilation of the nation's advertising invest-

ments, published in a recent issue of ADVERTISING & SELLING, amounts to almost one-third of the total annual advertising returns of the newspapers. It indicates a sound, reasonable appreciation of this value of newspaper space.

It would buy up the country's 1919 paper imports three and a half times. It would build a navy of eleven such super-dreadnaughts as the proud New Mexico. It would purchase the 1918 gold production of the United States twice over and leave enough to gather in all that the Alaskan mines produced in the same year.

THE BUREAU'S PART

The avidity with which national advertisers turned to the newspapers to put the story of their wares before the public in the period covered is indicated by the fact that the \$150,000,000 they paid for the privilege represents a gain of 70 per cent over the previous highest year.

In achieving this gain no small part has been played by the Bureau of Advertising of the A. N. P. A.—with the able representatives—as will be made apparent in the forthcoming report. It would create a false impression to say that the Bureau has stopped at nothing to roll up a smashing total for the year, but it has certainly stopped at nothing that can be spread out before the world in an annual survey.

The April to April year of 1919-20 has been a year of remarkable development in new forms of advertising, particularly in those relating to the advertising of big business, and of public service. The great industrial corporations and the greatest of all public service organizations, the United States government, have invaded the newspaper columns in pursuit of that evasive thing called good will.

Selling good-will advertising ideas to the United States government was one of the big jobs of the A. N. P. A. Bureau of Advertising in the past year.

William A. Thompson, Director of the Bureau, and his associate, Thomas H. Moore, probably would object to being called lobbyists, but it was their lobbying, in the best sense of the word, that put through the "sale" whereby the United States Railroad Administration set aside \$1,000,000 for advertising last year. It was efficient lobbying by the Bureau that carried to a successful end the negotiations in the summer that led to the newspaper

May
attains a
50 %
GAIN
over 1919

The
Delineator

campaign in behalf of the recruiting service of the United States Army. It was the co-operation of the Bureau and the A. A. of A. A. that brought about the organization of the Associated Agencies Corporation and secured for that organization the advertising account of the United States Navy last July.

During this period the Bureau has grown from a membership of about 300 to one of 500 and it

closes the year with twice the income it had at the beginning or ever before had at any period. This is the result of a change in the assessment plan put in effect last June. The latest development and best evidence of its growth is the opening of its new middle western office in the Marquette Building in Chicago, in charge of F. Guy Davis, formerly president of the Chicago Newspaper Representatives Association.

Who Reads the Ads How

The Dallas Advertising League Furnishes Some Interesting Data Obtained Down Texas Way

FROM replies received to nine key questions asked in a recent investigation conducted by the Research Committee of the Dallas Advertising League to find out how and what kind of advertising is getting across to consumers, the League has arrived at the following conclusions:

Women are better and more consistent advertising observers than men.

Quality has first call in the mind of the consumer and is the strongest appeal to use in advertising.

There is a constantly increasing sentiment for the family budget that must be reckoned as a factor.

The failure of men to pay more attention to advertising is born of the fact that the majority of consumer-buyers are women.

Special sales of standard trade-marked articles have a far greater appeal to the consumer-buyer than similar sales on unknown lines.

In answer to the question, "Do you read advertising regularly, occasionally, or seldom?" 207 people replied that they read advertising regularly; 152 people replied, occasionally; 70 people replied, seldom. In percentage, this gave advertising a ratio of substantial efficiency nearly equal to 50 per cent, and a ratio of potential efficiency nearly equal to 85 percent, as to attention and influence.

Sub-divided as to men and women, the answers to this question gave the following total: Women reading advertising regularly, 171; occasionally, 96; seldom, 45. The percentages of efficiency were 66 per cent and 80 per cent: Men reading regularly, 36; occasionally, 56; seldom, 25; percentages of efficiency, 21 per cent and 75 per cent.

In answer to the question, "What attention do you give street car cards?" 165 people answered in the affirmative; 234 answered, none. This gave car cards .42 per cent attention efficiency ratio.

In answer to a similar question on billboards, the replies were: affirmative, 167; none, 234. The per cent efficiency figured .42.

In answer to a similar question on moving picture advertising the replies were: affirmative, 199; none, 196. The per cent efficiency figured slightly over 50.

WOMEN AND MEN COMPARED

Sub-divided among men and women the following results obtained:

WOMEN	
CAR CARDS	
Yes	123
No	165
Efficiency per cent.....	45
BILLBOARDS	
Yes	111
No	177
Efficiency per cent.....	38
MOVING PICTURES	
Yes	150
No	135
Efficiency per cent.....	52
MEN	
CAR CARDS	
Yes	42
No	69
Efficiency per cent.....	38
BILLBOARDS	
Yes	50
No	57
Efficiency per cent.....	50
MOVING PICTURES	
Yes	49
No	61
Efficiency per cent.....	46

As all three forms of advertising noted here are known solely as "attention" factors, they were scored solely on this point alone and not on their various degrees of efficiency—that is, they were credited with an affirmative where any interest at all was evidenced in their favor.

WINDOW DISPLAYS OF VALUE

Window displays were given credit universally for a decided advertising

Advertising In Texas

THIS, Mr. Advertiser, shows how efficient your advertising is down Texas way. The data obtained for this article comes from the Research Committee of the Dallas Advertising League and is based on the results of a recent investigation which the Committee carried out in Dallas. ADVERTISING & SELLING does not pretend to say how accurately the League's conclusions would be if applied to the country at large; but competent critics to whom the article has been shown believe that they would stand, practically unchanged, in any similar investigation conducted anywhere in the United States, though the individual percentages might be shifted somewhat. What do you think?—THE EDITOR.

value, and in answer to the question "Do you prefer price cards in the window, or would you rather go inside and examine the goods, and then learn the price?" the replies were: For price cards, 274; against, 144. Sub-divided: Women—For price cards, 192; against, 117; Men—For price cards, 82; against, 27.

In answer to the question, "Which do you regard as most important in the advertising you read: "Style, quality, price or store service?" the following replies were noted:

Choices

Firsts	222	108	76	15
Seconds	135	75	147	27
Thirds	30	71	139	77

It will be seen that quality received an overwhelming majority of firsts and seconds. Sub-divided, the following results obtained:

MEN

Choices

Firsts	69	9	25	7
Seconds	24	12	48	12
Thirds	3	20	25	20

WOMEN

Choices

Firsts	153	99	51	8
Seconds	111	63	99	15
Thirds	27	51	114	57

In answer to the question, "Do prices compared with one another appeal to you, such as a fifty cent article for thirty-nine cents or a fifty dollar suit for thirty-eight fifty?" the replies were as follows: For compared prices, 210; against, 202. Those answering against gave almost invariably as their reason that they believed neither price as being authentic or reliable. Those for, stated that when they saw an article of standard trade mark at a reduced price, they believed they were saving money by purchasing. Those for, qualified their approval of comparative prices about 20 per cent of the time by saying that the reliability of the firm offering counted with them.

In answer to the question, "Do you have a family budget?" 104 people answered in the affirmative, and 237 in the negative. In view of the fact that a great number of single persons answered the questionnaires, this shows a growing tendency for a family budget.

In answer to the question, "Allowing for the high cost of manufactured articles, the higher cost of distribution, such as increased labor and freight charges, do you conscientiously believe that retail merchants charge too high a price for their wares—a price which would pay them more than a reasonable profit, which everyone grants they are entitled to make?" the replies were: Yes, 252; No, 81.

In answer to the question, "Are you willing to pay a slightly higher price for an article in order to buy it from a firm which has a reputation for backing its advertised word and which has a reputation for honesty, fairness and liberality?" the replies were universally, yes.

In reply to the question, "Do you believe that nationally trade-marked and advertised goods, backed often by a flat guarantee, are more apt to reach a higher standard of quality than non-advertised goods?" the replies were universally, yes.

The three lines of merchandise on which this investigation was based were: Women's furnishings, men's furnishings, and dry goods and notions



ROBERT FITZ RANDOLPH HUNTSMAN

First Publisher—President of the Sphinx Club

When the Sphinx Club, at its annual dinner on the evening of March 30, placed in its presidential chair Robert Fitz Randolph Huntsman, it put at the head of its activities an all-around advertising man and publisher whose experience extends widely over the interests which find a voice in this far from voiceless Sphinx, and whose popularity is a thing to marvel at.

Emphasis has been laid on the fact that Mr. Huntsman is the first publisher to attain to the presidency of the club. But his title, "Publisher of the Brooklyn Standard-Union," is mere camouflage of the important point that the successor to George Ethridge is first, last and all time an advertising man; in despite of the fact that, for ten years, he served on the reportorial and editorial side of the rail.

Robert Fitz Randolph Huntsman was born in 1868 in Newark, N. J. When he was ten years old, his family moved to Providence, R. I., where he received

his education in the Wheeler School, a well known preparatory school of Roger Williams' city. Leaving school at an early age, he gravitated to the jewelry trade which is not to be wondered at, considering how high this trade ranks among Providence's industries. However, instead of making rings and brooches and stickpins, Mr. Huntsman began to write about them for the *Manufacturing Jeweler*—in addition to soliciting advertisements and subscriptions for this veteran publication, keeping its books, sweeping out its office and addressing some 5,000 wrappers a month.

Then hard work and a wandering germ or two laid the young journalist up with typhoid and when he rose from his sick bed a fifty-pounds-less shadow of his former stocky self, he was packed off toward the New Mexican cattle ranch of his uncle, the late Louis V. Fitz Randolph, of Plainfield, to recuperate and find the missing pounds avoirdupois. This was in 1886.

"Packed off toward" is right, since he never got any further toward New Mexico than Plainfield where his unquenchable love for the newsroom typewriter and the composing room type stick induced him to persuade his uncle to let him settle down in the offices of the latter's newspaper, the *Plainfield Times*. He climbed to the top of the staff and remained settled down there for seven years, using odd hours and making odd dollars corresponding for the Newark, Philadelphia and New York newspapers, writing Sunday stories and magazine articles and perpetrating jokes for *Life*.

This lasted until the late Henry Abbott Steele, editor of the *Newark News*, succeeded in persuading Mr. Huntsman that he was on the wrong side of the rail both for money and fame and sent him to New York as the first metropolitan representative of the *Newark News*. Armed with the confidence reposed in him by Mr. Steele and with the advertising points taught him by William Cooper Howells, the advertising manager of the *News*, he came to New York in 1893 and remained there until the late William Berri, owner of the *Brooklyn Standard-Union*, called him up on the telephone one day about fifteen years ago and asked him to write a contract for himself as advertising manager of the Brooklyn paper.

When he saw that contract, Mr. Berri declared that it made the *Standard-Union* work for its advertising manager, instead of the advertising manager for the *Standard-Union*, this because it insisted on such details foreign to the spirit of the time as publication of actual circulation figures, fixed ad rates and other backing for the new advertising manager consistent with that strict regard for the truth in and about advertising which has always characterized his particular brand of business ethics.

However, the contract was signed and the *Standard-Union* "Huntsmanized." Mr. Berri's appreciation of the value of his new employee's ideals was shown when, upon examination of his will after his death, it was found that he had made Mr. Huntsman one of his executors. In 1917, the latter was elected president of the *Standard-Union*.

So Mr. Huntsman became a publisher—though never a bit less of an advertising man. As an advertising man, he held the office of treasurer of the Sphinx Club for nine years and the vice-presidency for two years. Now he becomes president.

Mr. Huntsman is also a member of the Brooklyn Club, of the Poor Richard Club of Philadelphia, is a Commander of Trinity Commandry, K. T., and is prominently identified with civic affairs in Plainfield, where he makes his home.

His only other hobby outside of good advertising is one that goes well with his name. He is a mighty hunter—chiefly of the elusive wild turkey. He and four other Nimrods after his own heart have incorporated the Pamunky Hunting Club which owns 1500 hundred acres of prime hunting land down in King William County, in the Old Dominion. Thither he goes every season to hunt the Thanksgiving bird; there he will retire frequently hereafter to find silence and solitude in which to "cook up" new ideas for Sphinx dinners.

Fort Worth Star-Telegram

FIRST PAPER IN TEXAS

Average net paid circulation
6 months, ending March 31, 1920
as per Government Statement

72,256

a gain of 6,742 over last statement and
10,133 gain over statement April 1, 1919.

**More than 2½ times the
circulation of any
other Fort Worth Paper**

No contests

No premiums

No forced methods

CIRCULATION NOW

75,000 Daily

90,000 Sunday

Charter Member A. B. C.

AMON G. CARTER

Vice Pres. & Gen. Manager

A. L. SHUMAN

Advertising Manager

The Mission of Outdoor Advertising

How a Writer on This Vital "Exclamatory" Division of Publicity Sees It

By LEONARD DREYFUSS

WE outdoor advertising men are singers of exclamatory music. We beat the bass drum and clash the cymbals in the band. We are the instrumentalists who carry the melody while the brasses and the strings and the wood winds of the other divisions of the great publicity orchestra that

gives air to the notes of the producers produce the runs and trills that qualify and explain and adorn the theme.

But let's get away from the language of jazz and start all over again in the business English that most of us are used to.

I have always viewed advertising as having two main divisions—EXPLANATORY advertising, such as that found in the Newspapers, in Magazines, in the mail, etc., and EXCLAMATORY advertising, such as Outdoor Advertising (the billboard and the painted sign), Street Car Advertising and Window Display. Most products in their introductory stage must be explained and then, just as surely, if they are to hold their market, they must be exclaimed.

That covers the introductory reference to "exclamatory music." As to "carrying the melody," isn't that exactly our function: to keep before the public in an intimate fashion and iterate and reiterate the fact of the product? The paste brush may seem to be the best symbol of our trade, but the hammer hits the nail exactly on the head.

We, as a nation, are a comfortable and conformable people. We are given mostly to doing customary things. We must be constantly reminded if we are to continue as a habit the use of any particular product. Very few of us are pioneers. We never used the first safety razor, or rode the first bicycle in its day, or used the first package of a new vanishing cream. One of the main functions of Outdoor Advertising is to take a product out of the realm of the unknown and put it into the realm of the customary.

HOW THE POSTER "LOCALIZES"

One of the salient features of the billboard, for instance, is the facility it offers for constant reiteration—a going out to the people along the highways and byways in large cities and small towns, with a dominant message in large size and in colors. It is a significant fact that the percentage of illiterate people is still large in America. In Alabama, for instance, over twenty per cent of the population cannot read or write; in New Jersey, six per cent. This considerable proportion of the population can understand a picture and are attracted by colors. Therefore, they can be reached in a most efficient way by the Poster.

A well-known advertising man once said that he was attracted to Outdoor Advertising because, while

The Rebirth of LIFE.

Charles Dana Gibson President

George B. Richardson, Vice-President

LeRoy Miller Treasurer

George d'Utassy Secretary

Beginning the first day of April, 1920, the above management will sponsor LIFE'S future destiny.

A continuance of LIFE'S bonafide policy applying to circulation and advertising methods and a clean, square editorial policy is our firm resolve.

Please watch LIFE.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

it could be used as a national medium, it localized his message, appearing as it does on the very streets of a local community in a dominant way, impressing both dealer and consumer.

Much has been said in the past of the remarkable history of outdoor advertising. It isn't so many years ago that the billboard ranked pretty low in the scale of things; and then there were formed the Poster Advertising Association and the Outdoor Advertising Association that have labored unceasingly for improved service. These Associations have laid down rigid rules for the betterment of service rendered by outdoor advertising plant owners. The remarkable success of the efforts of the men who have labored in these National Organizations is shown in the wonderful advancement, and the quality of the service, that has been rendered to Advertisers by the outdoor advertising interests.

OUTDOOR U. S. SOLD FOR 1920

Today, Posters are being designed by such Artists as Maxfield Parrish, Leyendecker, Neysa McMein, Flagg and hundreds of others of national fame.

There are bill posting plants today giving the rigid service required by the Poster Advertising Association in over six thousand cities and towns in the United States. A proof that there has been a growing appreciation of our medium on the part of National Advertisers is shown in the fact that practically every inch of billboard space in the United States has been sold, at this writing, for the entire year of 1920.

Nothing testifies more clearly to the place outdoor advertising men hold in modern advertising America than the recognition of the value of Outdoor Advertising by the government in the national emergency presented by America's entry into the Great War. When it was necessary for the government, in connection with its recruiting, in connection with its Liberty Loan and thrift drives, in connection with its appeals for food conservation, to go out to the people with a forceful message, to put it over quickly and make it stick, Outdoor Advertising was resorted to.

And Outdoor Advertising did its work so quickly, so completely, so efficiently that it surprised not alone government officials, but, I honestly believe, some of us who were living close to the medium.

Samuel Gompers Addresses Editorial Conference

Samuel Gompers, president of the American Federation of Labor, appeared before the New York Business Publishers Association at a special editorial conference and luncheon held at the Automobile Club, No. 247 West Fifty-fourth street, New York, last Tuesday, to talk on the existent economic and political situation from the standpoint of organized labor.

Mr. Gompers' talk covered considerable ground but was confined to the general principles and broad practices of union labor in the United States rather than to a specific discussion of

current labor activities. Apart from his charge that the present slackening up in production comes rather from bad executive management than from the lack of efficiency on the part of the workers themselves, his most important assertion was that the alternative to unionized labor, controlled, as he declared, by American ideals, is a conspiracy of predatory powers that would ditch Americanism and set up in America the reign of Bolshevism.

The audience gathered to hear the president of the A. F. of L. was one of the largest that has been brought together for an editorial conference in the history of the Business Publishers Association.

The Clean Up and Paint Up Campaign
is now on in

Philadelphia

If you have not arranged for an advertising campaign to cover the third largest market in the United States—"you'd better hurry."

In Philadelphia there are:

400,000 separate dwellings

16,000 manufacturing places

48,000 wholesale and retail stores

Philadelphians are now buying:

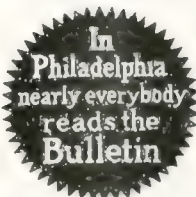
Paints, oils and varnishes
Plate and window glass
Building materials
Wall paper and decorating
Window screens and doors
Garden tools
Brushes and brooms
Soaps and cleansers
Disinfectants
Garbage cans and incinerators
Plumbing supplies
Flowers and shrubs
Heaters and ranges
Etc.

"Nearly everybody" is getting started in a general "clean up" and alert manufacturers and dealers who will cater to the trade in Spring House Cleaning here in Philadelphia will find it a responsive and lucrative market.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

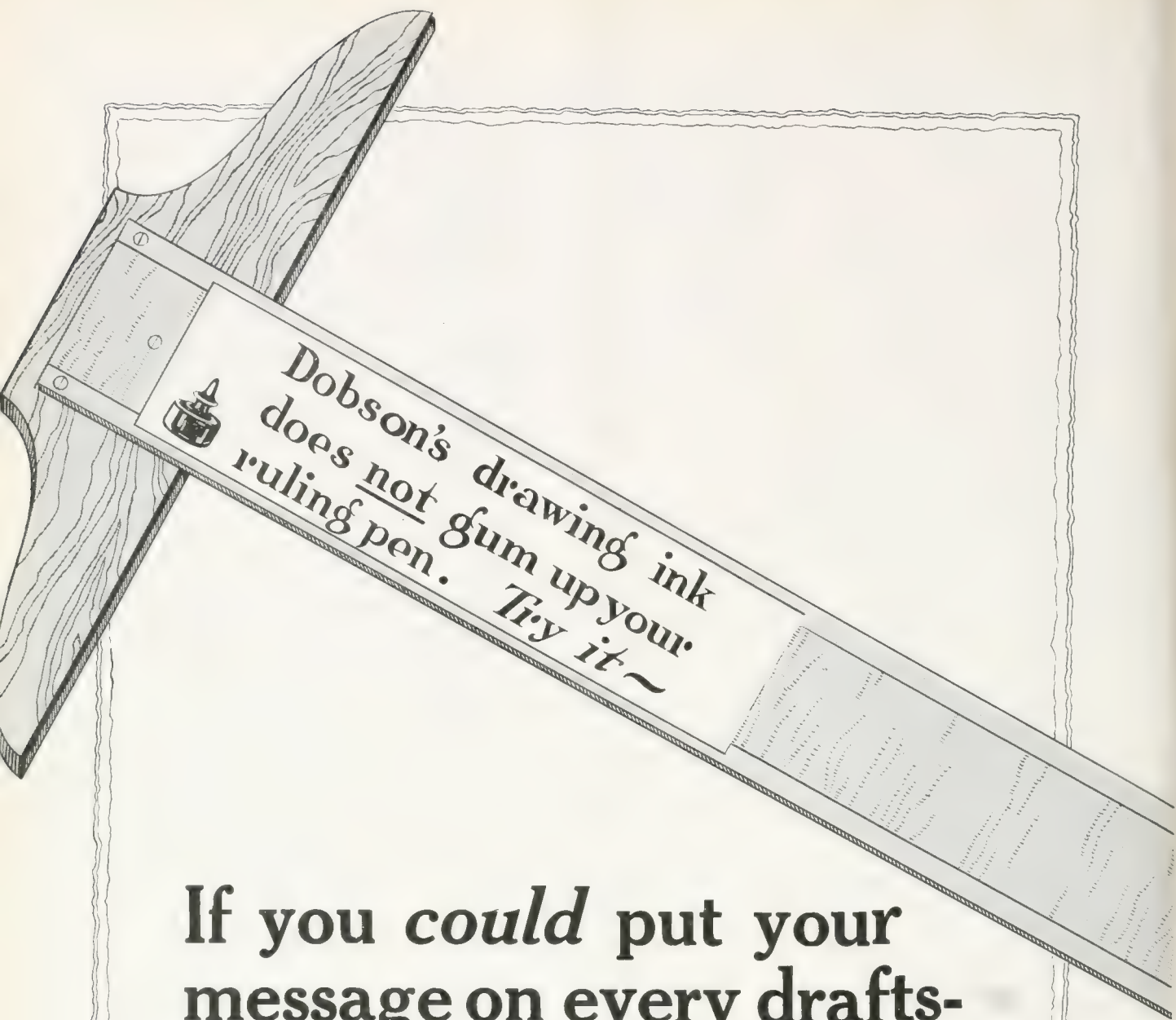
The Bulletin



• Net paid average circulation for
February

481,791 copies
a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.



If you *could* put your message on every draftsman's T-Square—

Selling your drawing ink to draftsmen would be a simple matter with your message on every T-square—the tool they use constantly.

And you could sell meat-choppers to butchers by fastening your message on their cleavers; and diagnosis lamps to doctors via messages printed on their instrument cases.

If you are selling cement-mixers instead of drawing-

You *can* put your message on a tool the buying engineer uses

ink; transformers instead of meat-choppers; and automatic stokers instead of diagnosis lamps you can make this same psychology operate on the engineers and engineering executives who buy your goods.

You can put your message on the **tools** the **engineers** are using constantly. You can talk to them through their technical journals.

For the men who choose the equipment bought in the five great fields of engineering are engineers. And the engineers whose opinions count are readers of McGraw-Hill publications.

Put your message in these instruments the buying engineers use constantly.

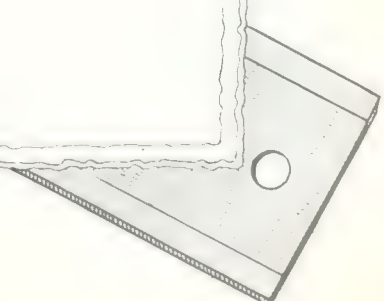
The 11 McGraw-Hill Publications


Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record

McGRAW-HILL CO., Inc.

**Tenth Avenue at 36th Street
New York**

Chemical & Metallurgical Engineering
Engineering & Mining Journal





The Right Paper For Your Business Will Increase Your Returns Up to 25%

A big advertiser—a customer of ours—increased the results from his direct advertising between twenty and twenty-five percent because he used a paper that increased the sales producing value of his circulars and broadsides.

The analysis we will make of your direct advertising will help you select the papers which will influence more business for you.

SEND ONE PIECE OR A COMPLETE CAMPAIGN

Circulars—Booklets—Mailing Cards—Letterheads—House Organs—Folders—Enclosures—whatever you use can be made more effective if printed on paper of the right color, finish and texture.

This service is free but exceptionally profitable—act to-day, you incur no obligation whatever.

RESEARCH LABORATORIES

SEAMAN PAPER COMPANY
1162—208 South La Salle Street
CHICAGO, ILLINOIS

Influencing
Business with the right paper

Business Publishers Talk Business

Space selling and salesman's rights—and wrongs—were the chief topics of discussion at the first April meeting of the New York Business Publishers Association held at the Automobile Club, No. 247 West Fifty-fourth street, New York, on the evening of April 5. This was the business department's innings in the series of educational conferences which the association has been holding.

A. C. Pearson, of the *Dry Goods Economist*, spoke of "Control of Sales Policy"; George Griffiths, of *Hardware Age*, discussed "Arrangement of Territories," and G. E. Andrews, of *Power*, dealt with "Follow-up and Record." Robert H. McCready, of the McCready Publishing Company, vice-president of the Association, presided.

The final meeting of this series, the date for which has not been set, will be given over to a summing up and general discussion of the business and editorial points brought out by those who have spoken at previous meetings.

J. T. White, Publisher, Dead

James Terry White, whose name has been known to the publishing world for many years, died at his home in New York last Saturday. He was born in Newburyport, Mass., in 1854. In 1873 he established the firm of James T. White & Co. and founded the *National Cyclopaedia of American Biography* in 1890.

Mr. White was president of the Yost Typewriting Co. at one time; was one of the organizers and the president of R. Hudnut's pharmacy, and was also vice-president of the National Press Bureau founded by Charles Emory Smith. He contributed both prose and verse to many periodicals, and was the author of several books.

He married January 28, 1869, Miss Florence Derby of Buffalo, and is survived by his widow and four children, George Derby White; Gertrude, wife of Judge Charles L. Garrick, of Jersey City; Grace, and Elizabeth, wife of Capt. Owen L. Burdett of Rochester.

Maxwell Sales Director Resigns

T. J. Toner, director of sales of the Maxwell and Chalmers Motor Car companies, resigned on April 1. B. A. Lyman, who has been his assistant, will succeed him. Toner has been at the head of the Maxwell marketing work for four years, and was first connected with Studebaker. Lyman was assistant treasurer of the Maxwell organization for several years before entering sales work.

Sales Manager Made Vice-President

Ralph S. Allen, general sales manager of the Duratex Co., Newark, N. J., has been appointed a vice-president of that organization and a member of the board of directors. Mr. Allen's promotion comes as a recognition of his services in promoting the company's product and widening the scope of Duratex activities. Prior to his association with the company, Allen was sales manager for a number of years of the Wagner Electric Co., Detroit.

"Dramatic Mirror" Adds to Staff

J. G. Ralston, formerly with the Butterick Company, and I. Newark, heretofore with the *Daily Garment News*, are now associated with the *Dramatic Mirror*.

Imports and Exports Decline

A definite decline in exports is disclosed by the foreign trade statement of the Department of Commerce for the month of February. Exports amounted to \$645,700,025, against \$722,057,780 in January. During the eight months ended with February, exports reached a value of \$5,231,065,044, as compared with \$4,382,510,730 for the corresponding period a year ago. Imports during February totalled \$467,470,504, as compared with \$473,004,053 in January. For the eight months period, imports totalled \$3,235,228,197, as compared with \$1,933,325,694 for the corresponding period a year ago. During the last eight months the chief buyers from the United States were, in the order named: The United Kingdom, Canada, France, Italy, Japan, Belgium, and Netherlands. Our imports came

chiefly from Japan, United Kingdom, Canada and Cuba, in the order named.

"Happy Hit" Cigarettes Advertised

The American Tobacco Co. is advertising Happy Hit cigarettes for export. The brand which is identical to the Lucky Strike Burley cigarette, is advertised in an identical manner also. The reason for another name being used, is explained by the company's relation with the British-American Tobacco Company, which, it is understood, has complete export rights to all products sold by the American Tobacco Co. in the United States.

Another A. N. P. A. Member

The Janesville, Wis., Gazette has been elected to active membership in the American Newspaper Publishers Association.



Here's How

HERE'S how we have been fixed the last few weeks here in New York. Moving freight has been "kinder" tough, it sure has, but we've kept things moving, thank you—that's our job.

Sure there have been delays! Wouldn't streets like this put most anyone back a bit, even an up-to-date, "get-there" organization like the

TRANS-CONTINENTAL FREIGHT CO.

For honest now, did you ever imagine "Little Old New York" could get snowed up this sort of way?

The oldest inhabitant started to remark that—"It won't nothing to what he see when he was a kid, and—", but that was all we heard, as the last we saw of him two truck drivers and a cop were chasing him to cover.

They say pictures tell more than words, and sure these pictures need no words to tell why freight has not moved quite so "all fired" quick as it generally does when shined by the Trans-Continental Freight Company.

Well that's about all, for we are "all fired" busy, but we just thought you would like to see why there has been some delay down our way.

Yes, thanks, things are moving better now, so come on with your shipments of Household Goods, Machinery, Automobiles, and get your share of the money saved by the "Service which is different," and which will be a blamed sight more different now that they are getting us dug out again.

Trans-Continental Freight Company



WOOLWORTH BUILDING

233 Broadway

NEW YORK

Drexel Building, Philadelphia Old South Building, Boston

Here's how the Trans-Continental Freight Company made the most of a bad situation, titillated public good will by a humorous exposition of its difficulties after the big storm and took advantage of a disadvantage in a thoroughly live, wide-awake fashion.

The copy and pictures that go with this unique example of hitching publicity tight to matters of current interest make a waste basket-proof mailing folder.

Collecting on the blizzard is something almost new. It follows a precedent set by an humbler advertiser—the shopkeeper of New York's East Side. He saw opportunities in the drifts piled up before his door and set up there hastily scrawled sign-boards heralding his wares to the passerby—until belated shovellers of the Street Cleaning Department arrived to undo his handiwork.

Advertising and Selling to be Taxed

(Continued from page 8)

Otto H. Kahn declared that the excess profits tax "lays a heavy and clumsy hand on successful business activity" and that "it is bound to operate unfairly, freakishly and unevenly, and greatly enhance the cost of things," and many who agreed with him when the excess profits tax was under discussion believed, and still believe, that a tax on sales would be fairer to commodity buyers and less harmful to industry.

Speaking of a one per cent sales tax as a substitute for the excess profits tax, J. S. Bache, of J. S.

Bache & Co., bankers, said recently:

"A small tax, say one per cent on sales, while it would produce in the aggregate an amount large enough to make it unnecessary to keep the excess profits tax in force, might be large enough even to reduce the surtax on income and would bear so lightly upon the individual that its existence would be scarcely perceptible."

Mr. Bache estimated that this tax would produce revenue as high as \$5,000,000,000 a year.

But the excess profits tax is not to be lifted this year. It is to continue in full force and there is to be piled on top of it a tax on sales to find money for service bonuses which will demand, at least—and a very meaningless guide that "at least" is—\$1,500,000,000.

In describing this tax, against which it adds its voice in protest, the *New York Times* says:

"Money for the bonuses will be raised by a sales tax of one per cent on goods sold under \$500 and five per cent on goods sold over that amount. There will also be a tax of one-half of one per cent on the sales of real estate. It is estimated by Treasury officials that such a sales tax will yield \$1,000,000,000 yearly."

MAKING THE BELL RING

While we have the time—and the heart—to be facetious before the blow falls, it makes it interesting to picture the "bloody but unbowed" head of the commodity producer and seller fixed as the leather pad on a theoretical but no less vivid "Test your strength and make the bell ring" machine. You may make your own guess as to how high the cost of living marker will go when the blow does fall, gauging your estimate by what heights it has risen to in the past under the impetus furnished by the already effective series of direct taxes.

But not many men have the heart to be facetious about this sales tax proposal. Bad enough in itself, it comes skipping along hand in hand with the offspring of Representative Thompson's new vision as to the possibilities of advertising as a taxable commodity.

There is no need to line up again, the arguments—already old, so quickly was Mr. Thompson's challenge seized upon by men who have commodities to advertise, men who advertise them and men who furnish mediums in which to advertise them—against this proposal. "Idiotic, but none the less dangerous" a contemporary calls it; "a direct tax on efficiency and economy in the distribution of merchandise," declares the president of the A. B. C.; "Discriminatory, double taxation," an agency head asserts; while a manufacturer sounds the warning that "it is an economic mistake, and means simply an increased cost of doing business, for which the public will, as usual, have to pay."

NEXT THE AD MAN

This bill calls for a 10 per cent tax upon the cost of "all advertisements in any book, magazine or newspaper having a circulation of 5,000 or more, pamphlet or other publication entering the United States mails" and a fifteen per cent tax on the cost of all other advertising matter. Certain classified advertisements are exempted from the impost. Mr. Thompson, who hales

"Allow Us to Present the Advertising Merits of Our Telephone Directories"

These directories, which will go to press soon, will be distributed throughout New York State and Northern New Jersey.

Their combined circulation will total 2,750,000 copies.

They will stay actively on the job for several months and will be consulted millions of times daily by farmers, housewives, merchants, traders, jobbers and wholesalers.

Rates for advertising in them are low.

Results from this advertising are high.

Let us give you our rate for advertising in these 2,750,000 trade producers.



NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Sales Mgr., Dir. Advtg.

15 Dey Street, New York Telephone Cortlandt 12000

from Defiance, O., declares that this tax will serve the double purpose of raising needed government revenues and reducing paper consumption. The second claim is a mischievous argument that has won a short-sighted adherent here and there from among those worried by the existing print paper shortage. To such is recommended a recent bulletin issued by the A. N. P. A., which has the print paper shortage nearer at heart than any other aggregation of business men.

Tackling the argument in an ironic vein, this bulletin says:

"We are quite in accord with the belief that a tax on newspaper advertising would result in a lessened consumption of newsprint. What newspapers, may we ask, would survive the imposition of such a tax, a reduction of ten per cent of their revenue, while costs are mounting on every hand, and assuredly their revenue would decrease by approximately the amount of the tax levied on the advertiser?"

"Again it would reduce consumption of newsprint by serving as a damper on the business of the country and in this way spread its baneful influence far and wide. Let the merchant's efforts to move his goods and make rapid turnovers of his capital be penalized, let the public be kept in ignorance of what he has to sell, and, truly, the public will cease to buy much that it buys now, merchants' shelves will remain with dust-covered stocks, jobbers will cease their activities and the manufacturer will reduce his efforts and his payroll.

"Apply and collect a tax on advertising, the greatest salesman the world has ever known, and be happy that something new has been found on which a tax may be levied, but in doing so let us not lose sight of the fact that the tax collected would be but a small part of uncollected taxes on lessened profits.

"It is doubtful if a more ingenious method than this proposed tax could be found to depress the entire business of the country, or one that would more fully serve to defeat its only useful object—that of increasing the public revenue."

And that sums up about everything there is to be said under this head.

The Independent Corporation Reorganizes

The Independent Corporation which publishes the weekly *Independent* and various efficiency courses has been reorganized through the purchase by Hamilton Holt, editor, and Wesley W. Ferrin, treasurer, of the interests of William B. Howland, Karl V. S. Howland, and Harold J. Howland, sons of the late William B. Howland, former publisher of the *Independent*.

The new business staff consists of: Wesley W. Ferrin, president; Frederic E. Dickinson, secretary; Samuel W. Blore, treasurer, and J. Stuart Hamilton, director of advertising.

The new editorial staff consists of: Hamilton Holt, editor; Edwin E. Slosson, associate editor; Hannah H. White, managing editor; Preston Slosson, lit-

rary editor; Prof. Shailer Mathews of University of Chicago and Prof. Franklin H. Giddings of Columbia University, contributing editors.

The Independent has doubled its floor space by its recent removal to 311 Sixth Avenue. The old quarters at 130 Fulton Street, which *The Independent* occupied for twenty years, covered only 3,000 square feet, but in 1913 the need of more room compelled removal to 119 West 40th Street, where at first 5,000 square feet were leased. This was later expanded to 10,000, and in its new quarters *The Independent* has 20,000 square feet of floor space. Circulation of *The Independent* has multiplied by five since the enlargement of its page. It is now prepared to play an active part in the coming campaign and in the discussion of all questions of foreign re-

lations. With the object of promoting a better understanding between the nations associated in the late war, *The Independent* has arranged to publish monthly messages to the American people from the Governments of Great Britain, France, Italy and Japan, and a weekly message from the United States Government.

Barnart, Business Manager of "Illustrated News"

John W. Barnhart, who has been an executive with the *Chicago Tribune* for the past seven years, is now business manager of the *Illustrated News* in New York, succeeding George d'Utassy who became secretary and part owner of *Life* on April 1.

ENGLAND

REUTERS
INTERNATIONAL ADVERTISING
DEPARTMENT

24 OLD JEWRY LONDON

BIRMINGHAM MANCHESTER

Branches Throughout the World

AFRICA

CAPE TOWN
JOHANNESBURG
PORT ELIZABETH
DURBAN
KIMBERLEY
ETC.

INDIA

CALCUTTA
BOMBAY
RANGOON
MADRAS
KARACHI

AUSTRALIA

MELBOURNE
SYDNEY
BRISBANE
PERTH
ETC.

**Where the World
Goes to Market**

SCANDINAVIA

STOCKHOLM
COPENHAGEN
CHRISTIANIA
ETC.

NEW ZEALAND

AUCKLAND
WELLINGTON
CHRISTCHURCH

STRAITS SETTLEMENTS

SINGAPORE
PANANG

HOLLAND

AMSTERDAM
ROTTERDAM
HAGUE
ETC.

REUTERS
LIMITED

International Advertising

ISROY M. NORR
ADVERTISEMENT MANAGER

20 BROAD STREET
NEW YORK

Reuters International Advertising Agencies are established in the most important centers of world-trade and industry.

Every resource of a world-wide advertising organization is at the service of the American trader—

Preliminary market investigations by Reuters resident advertising managers; full reports by mail or cable; correct information as to media; and a direct service in planning and placing foreign campaigns.

Rates and specimen copies, covering intensively newspapers, magazines, trade and technical publications in the British Isles, Africa, India, Australia, New Zealand, Scandinavia and Holland, available through Reuters Advertisement Department in New York.

Executive Committee of Pan American Division of A. A. C. W. Appointed

John Barrett, chairman of the General Committee of the Pan-American Conference, under the powers granted him at a recent meeting, and after consultation with others, has selected an executive committee to take charge of the conference's affairs and program for the coming convention at Indianapolis.

H. A. Slamin, of *La Prensa*, Wing B. Allen, of the South American Publishing Co.; Franklin Johnston, publisher of the *American Exporter* and president of the Johnston Overseas Service, Alberto Altuzarra, *El Universal*, Mexico City; John L. Merrill, president of the All American Cables; Herbert S. Houston, *El Revista del Mundo*, John Barrett, director general, Pan American Union,

Washington, D. C., Enrique Gil, *La Nación*, Buenos Aires, and John Vavours Noel of the Noel News Service, and secretary of the division, will constitute the Executive Committee.

The committee will communicate with publishing and advertising interests in leading Latin-American cities, explain to them the plan, scope, history, purpose and future work of the Associated Advertising Clubs of the World, and recommend that they organize advertising clubs in their cities and countries to cooperate in that work, and to send delegates to the June Convention.

William D. Showalter Dies

William D. Showalter, editor of *The Editor and Publisher*, died last Sunday at his home, 660 West 180th Street, New

York, after an illness of more than two months. He was born in Brown Mills, W. Va., in 1869, and was educated at Oberlin College. After graduation he took up newspaper work at the age of eighteen on *The Chicago News*, remaining there until 1891 when he moved to New York. He was connected with the *Evening World*, *Evening Journal*, and *Herald*, and was an editorial writer on the old New York *Recorder*. In 1910, he left the *Evening Journal* after seven years of service, and organized the Showalter Advertising Service, at 150 Nassau Street. He joined the staff of *Editor and Publisher* in 1916.

Mr. Showalter had been in poor health since January, and had received absent treatment, according to the Christian Science faith, from Dr. Lloyd B. Coate, of Dayton, Ohio.

"Oil Journal" Publisher Dies

Patrick C. Boyle, president of the *Oil and Gas Journal*, of Tulsa, Okla., and president and general manager of the Derrick Publishing Co., died at his home in Oil City, Pa., last Sunday. He had been ill for six years.

Mr. Boyle, who was born in Ireland seventy-four years ago, served as an infantryman during the Civil War. Upon returning to Pennsylvania in 1865 he engaged in publishing newspapers connected with the oil industry. In 1877 following the oil excitement in Butler County, he published *The Laborer's Voice*. In the Alleghany, N. Y., fields in 1881 he published *The Oil Echo* at Richburg. He purchased *The Oil City Derrick* in 1885, and later founded the *Oil and Gas Journal*.

A \$125,000 Advertising Company

The American Advertising Corporation has been incorporated in the State of Delaware for \$125,000 by William F. O'Keefe, George G. Steigler, and E. E. Eberle of Wilmington.

Goodyear Co. Stimulating Aviation

To stimulate public interest in aerial transportation, The Goodyear Tire & Rubber Company of California, co-operating with the city of Los Angeles, Cal., has established a municipal aviation field at its new factory now under construction in the California city.

Krogness Starts Agency in California

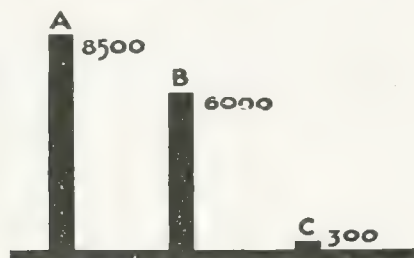
C. George Krogness, former advertising representative of a combination of daily newspapers, and at one time manager of the Minneapolis *Tribune*, has entered the advertising agency business at Menlo Park, Cal.

Frank P. Glass Retires

Frank P. Glass, editor of the Birmingham *News* and vice-president of the Birmingham News Company for the past ten years, has retired. A one-third interest in the company, which Mr. Glass held, has been bought by Victor H. Hanson, publisher and majority stockholder of the *News*.

Mr. Glass, who has been identified with Alabama journalism for over 40 years, for the past two years has been president of the American Newspaper Publishers Association. He was owner and editor of the Selma *Times*, then half-owner and business manager of the Montgomery *Advertiser*.

Conveyor Systems in Textile Mills



A—Total number of textile mills in U. S.

B—Estimated number of mills which could economically operate automatic conveying systems.

C—Number of mills which have actually installed automatic conveying systems.

Automatic conveyors of the gravity roller, spiral and inclined elevator types have a considerable field for use in textile mills.

Such conveyors have proved particularly successful in the movement of yarn on bobbins and in packages to spinning rooms and winding departments, of woven and knitted goods to finishing departments, and of finished goods to packing department and shipping outlet.

We would like to discuss this and similar problems with those who are seeking a broader outlet for their product among textile mills.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.

334 FOURTH AVENUE, NEW YORK

Advertising Luncheon Promises Large Attendance

The Bureau of Advertising luncheon in connection with the A. N. P. A. convention at the Waldorf-Astoria, on Wednesday, April 21, at 12:30 p. m., will be a record breaker in point of attendance. Reservations that about total the capacity of the large ballroom of the Waldorf-Astoria have been received to date and the indications are that there will be many late comers who cannot be taken care of.

An unusually interesting program has been arranged with the Hon. E. T. Meredith, the new Secretary of Agriculture, as the principle speaker. Mr. Meredith, being not only a publisher, but, until recently, president of the Associated Advertising Clubs of the World, is therefore able to present some of the great public problems from the viewpoint of an advertising man.

Among the speakers will be Harry Dwight Smith of Fuller & Smith, Cleveland president of the American Association of Advertising Agencies, and John Sullivan, Secretary-treasurer of the Association of National Advertisers.

William F. Rogers, Chairman of the Committee in charge of the Bureau of Advertising, will act as toastmaster.

Advertising Managers Council Organized by the M. and A. M. A.

More than 50 representative advertising managers of the automotive industries attended a meeting held at the Hotel Commodore, New York, March 26th, under the auspices of the Motor and Accessory Manufacturers Association and approved plans for the organization of an Advertising Managers Council, as a central clearing house to handle constructive co-operative work on vital problems of mutual interest. M. L. Heminway, General Manager of the Association, who issued the call for the meeting, presided.

An executive committee was appointed to formulate definite plans and policies for the Council. The members of this committee are: Chairman, E. C. Tibbetts, advertising manager B. F. Goodrich Rubber Co., Akron, Ohio; vice-chairman, James J. Buzzell, advertising manager, Motor Bearings Division, Hyatt Roller Bearing Co., Detroit, Mich.; James J. McQuiston, advertising manager, Westinghouse Electric and Manufacturing Company, New York City; E. W. Krombach, advertising manager, Aluminum Manufacturers, Inc., Cleveland, Ohio; F. C. Baldwin, advertising manager, Willard Storage Battery Co., Cleveland, Ohio.

At the luncheon which preceded the executive session of the conference, addresses were delivered by Richard H. Lee, Special Counsel of the Associated Advertising Clubs of the World and David Beecroft, Directing Editor, *Class Journal* publications.

A meeting of the executive committee of the Council was scheduled to be held in Cleveland on April 8 to further plans for the Council's work.

New Paper Company in Michigan

With an announcement that the Escanaba Paper Company will soon start work on a new plant at Escanaba, Mich., newspaper publishers see a slight rift in the clouds caused by the newsprint shortage. The management of the company is understood to be considering the ad-

visability of converting the greater part of the power to be developed by a new dam, to the manufacture of newsprint. The dam, which is to cost \$1,000,000 will develop 6,000 horse power, and will be located at Boney Falls, Mich.

"Tobacco" Issues Splendid Edition

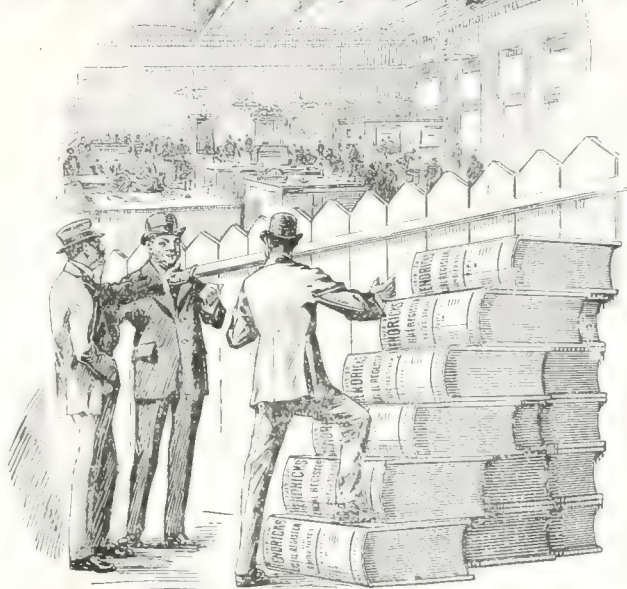
The Dixie Number, an edition of 200 pages, which was issued on March 25, by *Tobacco*, is by far the most noteworthy achievement of a trade journal in the tobacco business. Rich in rare legends pertaining to the history of the tobacco industry, and with stories of the big firms, brands, cities and people identified with the field, the magazine shows

unmistakably splendid effort from the knowing pen of its editor, David Franklin Morris. Authoritative articles on tobacco, statistics, maps and hundreds of large, interesting photographs go to make up the editorial content. More than one hundred full page advertisements speak well for the work of the publication's advertising manager, Richard T. Tanner.

Petticoat Account for Corman

The advertising account of the R. H. Sircom Co., New York and Melrose, Mass., manufacturers of petticoats, has been placed in the hands of The Corman Company, New York.

Get over the fence where the buyer is.



THE salesman who has been "pounding up against the prospect" without a chance to state his case values the opportunity to break through the barrier, which seems to be built around the average buyer, and to command an attentive audience.

The stage is properly set for the most favorable reception of your story in over 20,000 offices where "**Hendricks' Commercial Register of the United State for Buyers and Sellers**" is consulted for sources of supply in the Electrical, Mechanical, Constructional and Chemical Industries.

All advertising occupies special positions adjacent to classified lists of producers, manufacturers and wholesale dealers and gives the buyer the information he wants when he wants it. It crystallizes the desire, created by general publicity, into action at the buying moment.

Applicant for Membership in A. B. C.

Hendricks' Commercial Register of the United States

HENRY H. BURDICK, PUBLISHER

2 WEST 13TH STREET, NEW YORK, N. Y.

SAN FRANCISCO
202 HEARST BUILDING

CHICAGO
508 SOUTH DEARBORN STREET

TORONTO
210 DUNDAS AVENUE

Preparing for "The World's Greatest Convention"

More Than 500 Indianapolis Men Are Making Arrangements—Program Will Be Instructive, Helpful, Interesting and Entertaining

MORE than 500 Indianapolis business men have enlisted their services to make the 1920 convention of the Associated Advertising Clubs of the World, to be held there June 6 to 10, "the world's greatest convention during this year."

The make-up of the committees is not confined to members of the Advertising Club of Indianapolis, for the convention organization is bigger than the club—bigger than the Chamber of Commerce of Indianapolis itself. Therefore it had to be made up of workers chosen from the whole citizenship, best fitted to perform the particular duties for which they are named.

The entertainment to be offered the women attending the convention will be in charge of Mrs. Charles Jewett, wife of Mayor Jewett.

The work of the organization is divided into four divisions: Promotion, arrangements, community co-operation and finance. Each division is pulling together to make Indianapolis the best appreciated city in the United States and to make the coming convention the greatest convention the A. A. C. of W. ever has held.

42 CITY COMMITTEES WORKING

Felix M. McWhirter, president of the People's State Bank, is chairman of the convention board. Members of the board are: Paul Richey, director of promotion; Merle Sidener, finance director; H. T. Griffith, director of arrangements; James H. Lowry, superintendent of public parks; and Fred Millis, executive secretary.

Aides-de-camp to Mr. Millis, executive secretary, during the convention will be Harry Dragoo, Central Press Clipping Bureau; Maurice G. Lipson, Russel M. Seeds Co.; Emerson B. Knight, E. B. Knight Co.; John Carol, Homer McKee Co.; and Lowell H. Patterson, Aug. Buschman & Sons.

Frank T. Carroll, advertising manager of The Indianapolis News, has been named chairman of a committee of 100 men who will assist and advise in the handling of the various promotional campaigns. The other committees are as follows:

General Advertising—Ernest Cohn, chairman; Edward Herman and Ernest Ronkey.

Publicity—Ellis Searles, chairman; Myron Green, Walter Pfaff, James Carr, Robert D. Tyler, Charles Casad, Earle Mushlitz, James R. Branson and Will Neal.

Advertising Club Promotion—Emerson Knight, chairman; Harry Dragoo and H. B. Williams.

Co-operative Meetings—Frederick E. Matson, chairman, and the presidents of all Indianapolis business clubs.

School Campaign—Mrs. Ovid Butler Jameson, chairman; W. C. Bobbs, and E. U. Graff.

City Courtesy—C. G. Tomerlin, chairman; Frank T. Carroll and C. A. Rush.

Historical Campaign—B. A. Worthing-

ton, chairman; John T. Holliday and Kate Milnor Raab.

Display Advertising—A. L. Block, chairman; Sol Schloss and J. T. McDermott.

Outdoor Advertising—R. W. Wishard, chairman; John O'Brien and George Schall.

Motion Pictures—Robert Lieber, chairman; Charles Olsen, Ed. Sourhier and Barrett McCormick.

Retail Promotion—Horace Ryan, chairman; H. W. Barry and Fred H. Swisher.

Finance Promotion—James W. Carr, chairman.

Newspaper Promotion—Ben F. Lawrence, chairman.

Outdoor Promotion—Alfred Donnaud, chairman.

Direct Matter Promotion—Julian Wetzel, chairman.

Women's Attendance Promotion—Marie Chomel, chairman, and Ida M. Anderson.

National Advertisers' Promotion—T. A. Carroll, chairman.

Magazine Promotion—Homer McKee, chairman.

Farm Papers Promotion—Harry E. Myers, chairman.

Agency Promotion—John L. Clough, chairman.

Bands—W. D. Keenan, chairman; J. Fremont Frey and J. B. Vandaworker.

Inspirational Meeting—Chairman yet to be named; W. A. Ketcham and Colonel Oran Perry.

Advertising Sermons—T. C. Day, chairman; Fred Hoke and Sam Dugan.

Meeting Places—Barrett Moxley, chairman; William A. Mooney and Ralph Lemcke.

Decorations—Fred M. Ayres, chairman; Wallace O. Lee, Frank Chance and Mrs. L. B. Shick.

Centennial Parade—Homer McKee, chairman; Herbert Hyman, Fred Wellman and Jack Rogers.

Departmental Entertainment—Roltaire Eggleston, chairman; E. A. Kahn, Gilbert Clippinger, Ernest N. Smith and Maurice G. Lipson.

Women's Entertainment—Mrs. Charles W. Jewett, chairman; personnel to be selected by Mrs. Jewett.

Program Building—John Wright, chairman; A. L. Block, M. J. Hammel and J. I. Holcomb.

Printing—Horace Ryan, chairman.

Displays—Jesse Hanft, chairman; B. G. Salzgeber, William Dobyns, Julian Wetzel, Charles Bookwalter, Felix J. Krieg and Everett Davis.

Announcement—George Stewart, chairman; D. P. Porterfield and J. McFarland Benham.

Registration—Herbert King, chairman, Briant Sando, George Standke, Mamie Bass and A. D. Lewis.

Reception—John H. Lederer, chairman; John B. Orman, Clyde A. Bowers, George Smith, Bert O'Leary, Sam Freeman and Robert H. Scrogin.

Information Booths—F. E. Olwin,

chairman; C. A. Birdsong, Ray Barnes, Carlos Deeds and George Gill.

Street Signs—Harry A. Myers, chairman; Ed. Hunter, H. P. Pagani, H. M. Nicodemus and L. B. Shick.

Hotels—O. T. Roberts, chairman; Mary Davis, Frank Flanner, O. R. McDonald, J. R. Sentney, Victor Richardson and Julian Wetzel.

Clubs—John C. Ruckelshaus, chairman.

General Finance—Merle Sidener, chairman; A. L. Block, Evans Woollen and B. A. Worthington.

Auditing—Lucius Wainwright, chairman; Henry Campbell, Charles Sommers and Will H. Wade.

Collection—Jesse Hanft, chairman.

A "MEATY" PROGRAM

Last week in issuing a general framework upon which the convention program will be built, Jesse H. Neal, chairman of the A. A. C. W. program committee in New York, likened it to a bill of fare. He guaranteed that there will be "plenty of solid, mental food for the delegates with roast beef appetites," as well as an attractive menu of spices, condiments and deserts furnished by the Indiana hosts.

With the idea of formulating a constructive program, epitomized in the slogan "Advertising—How and Now," the committee members drew up the following seven points which they believe the convention should attempt to realize.

1. Co-ordinate and crystallize the best thought of all departments as to how advertising may most efficiently meet the present needs of business and society;

2. Provide new inspirations and freshened enthusiasms;

3. Develop features which in their reaction upon the country will convey a true impression of present-day advertising;

4. Recognize and expound the newest developments in advertising of proven worth;

5. Bring about a greater feeling of unity among all advertising factors; a deeper realization of the fact that the various forms of advertising are co-ordinate and not competitive;

6. Give direction and impetus to the work of the A. A. C. of W. for the ensuing year;

7. Have the best time possible to kindred minds and spirits assembled for their common good in the atmosphere of warm and generous hospitality which is assured us in Indianapolis.

Three innovations have been planned for the convention this year, which the program committee believes will help in the enactment of these seven points. The first of these is in the nature of two big interdepartmental sessions. Two half days have been set aside for these sessions when a selection of the best address delivered at each departmental session, will—by vote of the department—be presented before the general assembly. These interdepartmental meetings

(Continued on page 48)

How does the president decide whom to promote?

A question and its answer which are worth the attention of every successful man who wants to be more successful

FROM his rich store of experience with men, Jacob Pfeiffer, president of the Miller Rubber Company, of Akron, O., has evolved a system of promotion.

"Given two men of equal experience," Mr. Pfeiffer says, "and the trained man is the man to promote."

Not the man who is satisfied with what he knows of his own department, but the one whose ambition leads him to train for the higher responsibilities of modern business—that is the kind of men whom the head of this \$20,000,000 rubber corporation selects for advancement.

Six years ago an enrolment was received by the Alexander Hamilton Institute from Jacob Pfeiffer.

In the succeeding months and years one enrolment after another came to the office of the Institute from members of the Miller Rubber Company.

A department manager enrolled; a branch office representative; the secretary; a superintendent; a salesman; an accountant; a chemist—one by one they came until every department of the business was represented.

Then the Institute wrote to Akron and asked for the facts. And the answer came back at once:

"These men are enrolling with the President's knowledge and encouragement. He believes that a business can be just as big as the men who make it; and that a man's limit in the matter of promotion depends only on his willingness to give himself the necessary training."

20,514 presidents who are looking for men to promote

THE more modern and more successful president who realized that *business is men*; and that men are what training makes them—and is glad of every evidence of growth in his men because it means that their growth will reflect itself in the growth of the business.

More than 20,000 such presidents have enrolled for the Institute's Modern Business Course and Service. They enrolled first for the broadening of their own business vision; and second because they wanted to encourage their associates to train themselves for larger things—because they were eager to have in their companies men whom they could promote.

The training that saves years of your life

IN one way or another you must have the training which the Alexander Hamilton Institute gives, if you are to occupy a really worthwhile position in business.

You may obtain that training by going laboriously thru one department of business after another—learning sales, accountancy, merchandising, factory organization and management, advertising, corporation finance—all by practical experience. But that you can hardly do in one lifetime.

Or you may—as thousands of other successful men have done—cut short this tedious process by learning, in a few months thru systematic reading, what would otherwise take years to acquire.

The Advisory Council

BUSINESS and educational authority of the highest type are represented on the Institute's Advisory Council. The



JACOB PFEIFFER

President of the Miller Rubber Company, Akron, Ohio, who selects the trained men for promotion, and encourages his associates to train themselves.

Council includes: Frank A. Vanderlip, the financier; General Coleman duPont, the well-known business executive; John Hays Hammond, the eminent engineer; Jeremiah W. Jenks, the statistician and economist; and Joseph French Johnson, Dean of the New York University School of Commerce.

Send for "Forging Ahead in Business"

If you are a man who is seriously asking himself, "where am I going to be in ten years from now?" there is a 116-page book for you that is well worth reading. It is called "Forging Ahead in Business" and it is sent to you without any obligation on your part. It tells why 20,154 presidents have enrolled in the Institute; and shows how this training has helped thousands of business men to success. Send for your copy today.

Alexander Hamilton Institute
229 Astor Place, New York City

Send me "Forging Ahead in Business" without obligation.



Name Print here

Business Address

Position Business

50 00 50 00 50 00 50 00 50 00

WE KNOW THEM BY NAME AND PROFESSION

IN Leslie's circulation department there is a great volume with the name, address and occupation of every single subscriber. The entries are made month by month, week by week, day by day, right straight through the year. Simply as bookkeeping, it is a costly and arduous task—but it quotes the quality of Leslie's book and chapter as nothing else could tell it. More than 50 per cent of Leslie's 500,000 are employers; more than 40 per cent are rated—20 per cent in Dun's or Bradstreet's.

FRANK L. E. GAUSS

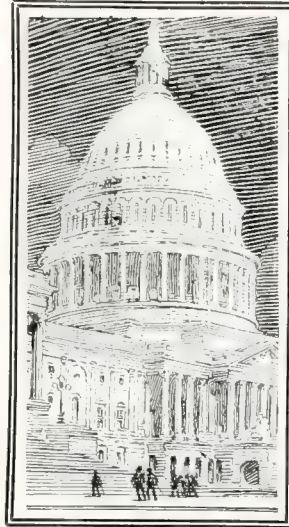
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LESLIE'S

Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

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Selling to Brazil Depends upon Steamship Progress

(Continued from page 5)

Germany to South America, then homeward by the way of North American ports. If the United States had possessed a series of steamship lines plying between our northern cities and Latin America at the opening of the war, the lines could not only have paid for themselves during the last five years, but they would have saved many of the South American business reverses and afforded at the present time an inestimable resource for our Allies.

Regrets, however, are useless unless they become our teachers. It is as clear as daylight to any one who has given time and thought to these questions in South American investigations that South American trade is not going to be won in the next quarter century of rapid development of these republics by Monroe Doctrines, pleasant writing or visiting commissions. This trade will go to the country or countries which are far-sighted enough to invest large capital in transportation enterprises of all kinds intended to open and maintain a broad channel through which these nations' rich neutral treasures may flow out easily in recompense for things the South Americans want in return. In other words, crude as it may seem, the country that has the money and is willing to spend it in a big way for such things as steamship lines, banks, public services, railroads and dock works in order to give business to, and get business from Brazil and every other Latin American nation, will be "simpatico" in Latin America, and its material reward will be "beyond the dreams of avarice."

The coastwise shipping in Brazil is carried on by a dozen or more lines of Brazilian boats, the largest being the Lloyd Brasileiro, with seventy-two ships. This line is said to receive a government subsidy of £187,000 per annum, and it connects Rio de Janeiro with all parts of the coast, north and south, by both express and slow service. A tri-monthly freight and passenger service is also carried on with New York by the Brazilian Lloyd boats, and this fact has meant much to the line as also to Brazilian shippers during the war, then these steamers have been a main resource among neutral carriers. It is said that this excellent fleet of seventy or more ships has not been a paying concern in the past, but with such unique opportunities as have been offered it of late, and with reorganized

management, the government should realize large revenues from the "New Brazilian Lloyd."

BRAZILIAN NAVIGATION LAWS

According to Brazilian law, coastal navigation for the transport of merchandise is only possible in duly registered Brazilian vessels. Save under exceptional circumstances, foreign ships are prohibited to engage in coastal trade, though utter freedom is given such vessels for the transport of passengers "of all classes and origins" from one port of the republic to another. River and internal navigation is permitted to all nations conforming to the laws of the Commonwealth, and ships intended for navigation in the Amazon Valley are exempt from import duties. In addition to the steamship coastal service of the country there are fleets of fishing boats and numerous smaller craft engaged in regular or occasional trade. The main passenger and freight service between Brazil and Europe and North America has been administered by four English companies (The Royal Mail and the Lamport & Holt being the largest); three French companies serving all the chief Brazilian ports; two German lines, (the North German Lloyd and the Hamburg-American and the Hamburg-South American lines combined; eight Italian companies between Genoa and Brazil, together with other national steamings from Austrian, Dutch, Scandinavian, Spanish and Portuguese ports.

There are few countries where water transportation is more intimately and vitally connected with the growth of trade. The thousands of miles of shore line pierced by extraordinary harbor facilities, with new port works being constructed at great cost along modern lines; the exceptional opportunities for commerce along the numerous rivers—the Amazon and its tributaries alone furnishing a network of waterways forty thousand miles in extent—all call for ships. The spirit of the old Portuguese navigators is still in the veins of their Brazilian descendants, who have been in the forefront of national commercial navigation. Their ports were made wherever possible, since the only means of communication for many, many years in the Colonial days, between the widely scattered set-

tlements, was by sea. In short the ports were the centres of colonies and have since become the capitals of states. In front the sea, immediately behind unusually forest-covered mountain ranges, and inland vast plateaus and the fertile Matta or the sweeping wastes of the Sertao. The rivers were the railroads and they seemed to run nearly everywhere. The area of the Amazon River valley is estimated at 2,000,000 square miles.

Although much of this lies outside of Brazil, the main course of the great river as well as that of its numerous tributaries is in Brazilian territory. The valley of Central Brazil's vast river, the Paraguay, shared by several states, is also enormous, and its hundreds of square miles of water meadows form some of the finest pastoral land of the country. South Brazil seems to be almost independent of roads by reason of its many rivers. The Uruguay and Parana with their long flowing, mighty waters, take the contributions of a cluster of Brazilian streams. Such tributaries of the Parana, as the Parnahyba, the Tiete, the Rio Grande and the Pardo would stand out as notable in any country that was not so richly blessed with large navigable streams. A full list of Brazilian rivers would make a history of the country in itself, if they could tell their story. Many are short, tumultuous currents known only to the Indian with his canoe, while many others flow windingly through upland valleys and pierce mountain gorges on their journeys to the sea. Most of the latter are served by lines of steamers, and in some cases these still are the only means of communication of vast sections of Brazil with the outside world. There are said to be more than 120 river steamers plying on the Amazon and its tributaries.

Thus it is seen that probably among all the South American Republics there is no one more likely than Brazil to furnish maritime trade possibilities of extended importance in the future. It remains for astute foreign trade businessmen of our country not only to know these facts but to be awake to possibilities joining our own sea transportation enterprises with the internal waterway routes of Brazil as well as with her long line of ports, thus weaving together the two largest republics in the Western Hemisphere by these mighty ties of rivers and seas and shores.

M. H. Avram in New Firm

Mois H. Avram has resigned the presidency of Slocum, Avram & Slocum Laboratories, Inc., to become president of M. H. Avram & Co., which is to deal primarily with investigation and reports, reorganization plans and management of industries. The new corporation has capital of \$500,000. Howard C. Seaman is vice-president and treasurer and Gerner P. Roney, second vice-president and secretary. Among the directors of the new concern are Finley J. Shepard, W. C. Teter, F. J. Leary, E. S. Peck, Paul Fuller, Jr., Robert E. Fulton, N. D. Becker, A. F. La Frentz, John Lowry, Jr., and F. J. Frank.

Columbia Patents "Peptimist" Title

The United States Patent Office has just granted a registration patent to the Columbia Graphophone Co., New York, for the name *Peptimist*, used as a title for one of the company's monthly publications.

Brown Now Chairman of A. N. A. Export Committee

The vacancy left by the resignation of J. B. Benson, advertising manager of the Advance-Rumely Thresher company, La Porte, Ind., as chairman of the export committee of the Association of National Advertisers, Inc., has been filled. D. L. Brown, manager of the export division of the advertising department of the Goodyear Tire and Rubber company, has been appointed to that office.

Apperson Advertising With Lesan

T. E. Jarrard, vice-president of the Apperson Bros., Automobile Co., Kokomo, Ind., announces that after July 1, the company's advertising will be handled and placed through Ralph Keller, vice-president of the H. E. Lesan Advertising Agency. The Apperson account was formerly taken of by the late William Pritchard.

Mears Advertising Increases Capital

Mears Advertising, Inc., New York, has increased its capital from \$1,200 to \$60,000.

Fairbank Co. Manager Believes in Merchandising Advertising

Arthur C. Lang, advertising manager for the N. K. Fairbank Company of Chicago, spoke recently before a department of the Advertising Council of the Chicago Association of Commerce recently on outdoor advertising.

"I believe that the question of merchandising an advertiser's advertising is becoming more and more the big, important thing in advertising in general," Mr. Lang told his hearers.

"I don't believe that today any advertiser can afford to spend enough money in an advertising appropriation and simply rely upon the brute force of an advertising campaign itself to put that product or line of products over to the consumer. I believe very, very much in merchandising our advertising to the distributors. We haven't done as much as we intended to do, and I believe that any advertiser that is doing it and doing it successfully is cashing in to a far greater extent than is the advertiser who is simply placing his advertising whether it be in the magazines, the newspapers, the outdoor publicity mediums, such as billposting and paint work, or the street cars."

Tire Accounts for Akron Agency

The accounts of the Ideal Tire & Rubber Co., makers of the Greyhound tire in Cleveland, and of the Overland Tire & Rubber Co., a new concern in Omaha, have been taken over by the Akron Advertising Agency Co., Akron, O.

H. R. Schaeffer Re-Enters Agency Field

H. R. Schaeffer, vice-president and manager of the New York office of the Gagnier Stereotype corporation, Detroit, Mich., has tendered his resignation to take effect April 1. Mr. Schaeffer will become associated with the Robert Hoyme, Inc., advertising agency, filling the position of space buyer and in

charge of the advertising division. During the past year in the plate field, he initiated a national campaign, "For the Betterment of Newspaper Advertising" to help secure more forceful reproductions in newspapers by complying with certain mechanical requirements. Prior to his present connection, Mr. Schaeffer spent ten years with the Martin V. Kelley Company, at Toledo and New York.

"The Review" Represented in Chicago

Robert Hamilton Morris has been appointed to represent the advertising department of *The Review*, a New York weekly political journal, with headquarters at 25 East Jackson Boulevard, Chicago, Ill. Mr. Morris also represents *The Trans Pacific*.



Gets what it goes after

Poster Advertising

IVAN B. NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays
in the United States & Canada
4 West 40th Street - New York City, Beerman Bldg., Pittsburgh, Pa.

Why Should the Violet Blush

by
GEORGE MOREHILL

GOUGHAM
STUDIOS

I thank you!



BOOMERANG FLOWER SHOWER
PAT. 1920

When you come right down to botanical facts there is no reason why a violet should blush. It should get the crick out of its neck and take its proper place in the herbarium. A flower that takes a chance on the early frost, the way the violet does, has no reason to be downcast.

The same way in the great garden of advertising. Is there any reason why a copy writer or a circulation manager or a production chief should be retiring and modest? Frankly such reason does not exist and I, for one, am glad to see, here and there, an evidence of the breaking down of the great wall of reserve that has surrounded the advertising profession.

I was delighted, for instance, a few days ago to read in a small, compact, classified advertisement in the situation wanted section, convincing proof that at least one good man had decided to throw aside the drab mantle of reserve and appear before the public in the purple and fine Irish linen of his real self.

This Arnold Von Winklereid of the phalanx of modest advertising experts calls for the spot-light and thus focuses attention on his own highly polished halo. Says he:

"An advertising man, 28 years of age, young, full of pep, is looking for a better job. He has a pleasing personality, common sense, good scholastic training and can fill a good job in a high grade manner. He understands psychology of selling and can write copy that will bring big results. Approach, Opportunities, approach!"

When I read that advertisement, a feeling of expansion seemed to envelop my very soul. Here, I declared with some emphasis to myself, is a light that is going to struggle along without its bushel. If the

world expects modesty, it may be disappointed, but at any rate the young man will take his rightful place in the world. He is done with the mock modesty and the sham humility. He knows that he is a good man and he doesn't care who else knows it.

MORE AND BETTER EVIDENCE

In another publication, under similar circumstances, I ran across added evidence that modesty is no

Wisdom

"The wise advertiser looks before he leaps; the faint-hearted advertiser looks but never leaps; . . . while the foolish advertiser leaps but never looks."—*Publicity*,

House Organ for Morison's Publicity Agency, Hull, England.

longer able to hide merit and ability.

This man happened to be a copy writer and he spoke feelingly of himself thus:

"I write copy that attracts like the filmy crepe de chine about a fair lady's neck; copy that reasons with the potency of Plato; copy that dances and cavorts and kicks at the sunbeams; copy that has the dignified authority of a doctor or a literature; copy that baffles, copy that enrages, copy that cheers, copy

that enthruses, copy that lambasts, copy that cajoles—but always copy that sells. Friends, this talent is yours to purchase—what do you offer?"

I like the man's frankness. Having spent a number of very pleasant years in his own company, he comes to the witness stand and turns state's evidence. He has reasoned, with the logic of Plato as he so feelingly expresses it in his advertisement, that a man who finds talent has no right to withhold it from the world, even if he has to immerse his own shrinking soul in the glare of publicity to break the news to the public.

Advertisements such as these prove to the world that humanity is growing better. Fifteen or twenty years ago an advertising man, even if he possessed the talents mentioned by these frank advertisers, would have been selfish and unthinking enough to have kept his secret locked within his unfeeling breast. He would have let the world wag on as best it might, refusing to give it the help it needed by exposing the talents which he knew himself to possess.

That was the spirit of two decades ago, but it is not the spirit of today. Advertising men who are good and realize it are not going to let their own modest wishes stand between the public and progress. It is the greatest good for the greatest number; the advertising profession above the mere wish of the individual—these are the sentiments that now are actuating the young men in the profession. And who shall say that a better day is not in the process of dawning?

THE SELFISH, SILENT ONE

Here and there a few of the old timers are reluctant at giving



A typical Texas county seat town motion picture theatre

x 150

---equals The Most Thorough Coverage of TEXAS that Money Can Buy!

THE advertiser who wants a quick, thorough, flexible and economical coverage of Texas—or any part of Texas—with a guaranteed 100% attention value to his copy—can get it through SIMPSON STANDARDIZED SCREEN ADVERTISING.

150 leading motion picture theatres in Texas are under screen advertising contracts to this company. Every city and town of 3,000 and over is included, *with a combined weekly circulation exceeding 750,000!*

Whether your product requires slides or films; whether your distribution necessitates the use of one town or 50 towns, for one week or 50 weeks, *Simpson can help you put your product across* in one of the greatest markets in the world—TEXAS.

COLLIN COUNTY —for example:

In this county, 9,362 white families, owning 5,024 automobiles, produced over \$22,000,000 worth of agricultural products in 1918. Simpson Screen Advertising in McKinney, the county seat, reaches over 6,500 of these people every week.

Our Service Department will take entire charge of planning and preparing slides or films designed to sell your product to Texans. And careful checking and inspection insures that your matter is shown regularly and in proper shape. Details on request.

James P. Simpson Co.

INCORPORATED

Theatre Advertising

1719 Elm Street

DALLAS, TEXAS

themselves the benefit of the doubt, but they are actuated by selfish motives. They want to keep their good qualities to themselves. They are not willing that the public should share the knowledge of the great talents they possess. But these selfish shellfish of a backward generation cannot long obstruct the march of progress.

How much better it will be when all will come right out and say what they think about themselves.



"If you have any flowers to give me," the ideal advertising man will say to himself, "give them to me now; don't wait to put them on my grave, after I've passed away."

And it is better thus. It would have been better if our forbears had possessed the strength of character to resist their modest or selfish desires.

How much better for history and for the nation, if George Washington could have come right out in the classified columns with the real exposition of his manly qualities. It is easy to imagine the advertisement, assuming for example that Washington had possessed the strength of will necessary to overcome his selfish reserve.

"Are you looking for the right kind of a leader?" thus the ad would have run. "Do you want a man who will be first in war, first in peace and second to nobody in the estimation of his fellow men? I'm young, aggressive, full of pep and what I don't know about psychology you can put in your eye. With all this talent I'm not getting ahead fast enough and I can help put your organization on the map. You need me—you know you do. But don't wait—some live organization will grab me off in a rush. Better ask your stenographer to write me today. Address: George Washington, Mt. Vernon.

If Washington could have risen to the opportunity it would have made the study of history a lot more refreshing. The school books would have been filled with the want advertisements of the mighty.

Can you imagine how Thomas Jefferson would have advertised. Wouldn't it have gone something like this?

"Are you looking for a copy writer who has pep and punch? If you are,

get Monticello on the wire this very instant. Have you read the Declaration of Independence? Can you beat that for lucidity, terseness, force and pulling power? I write all kinds of copy. I can make them weep, I can make them sleep, I can make them laugh or mourn. I can ensnare the attention of the reader like a mint julep at a Kentucky horse race. If you want me—speak now. I can't hold out long against the big offers that are coming in every mail. But I want a chance to join an organization where I can grow, GROW, GROW. No objection to leaving city. Tom Jefferson, the Copy Writer, Monticello.

It is too late, unhappily, for the great men of history to break into the classified columns. They had their opportunity, they buried their talents beneath their own modesty and the world has had to struggle along as best it could.

But their silence is no excuse or palliation for the men of the present generation. Thursting aside the great inherent love of self-contained modesty, a few pioneer advertising men have been big enough and broad enough to tell the world just how good they are. The world has been astounded at the revelation. Few men have realized how great a



fund of talent has remained hidden in the advertising profession. Here and there, some veins of pure gold have run to the surface to be seen of men, but how few have suspected the true extent of the auriferous richness?

It has required the martyr-like self-revelation of a few bold spirits to prove to mankind that the bushel of self-repression has been thrown aside and that hereafter talent, particularly advertising talent, will stand unobscured, be showering the gasping populace with the radiant effulgence of intrinsic worth.

Dr. Posner Wins Trade Suit

A decision handed down by Justice Irving Lehman in the New York State Supreme Court grants Dr. A. Posner, prominent manufacturer of children's shoes, a permanent injunction against an unscrupulous competitor, and defines clearly the court's attitude toward unfair competition.

Posner & Schwartz, two former employees of the shoe manufacturer, it was brought to light, since November 1917 had been manufacturing shoes identical

in style, similar in stamp, and had been selling them under the name of "Posner" shoes. All efforts to amicably correct the situation proving of no avail, Dr. Posner brought suit. After a lengthy trial, in which the defendants endeavored to prove that their product was different, the court ordered that Posner & Schwartz shall cease "manufacturing and selling children's shoes of style, labels and description so closely resembling the plaintiff's established style as to be reasonably calculated to deceive purchasers into believing such shoes to be the product of the plaintiff."

Byerly With Paul Nemeyer & Co.

Oliver M. Byerly, advertising manager for the Billings-Chapin Co., Cleveland, has severed his connections with the company to become service director for Paul Nemeyer & Co., advertising agency of that city.

Recently Paul Nemeyer & Co. acquired the accounts of the Case Harding Service Co., makers of the Bohnite carbonizer; the West Virginia Beverage Co., Charleston, West Va., manufacturers of Mountain Rock and Orjay beverages, and also the Red Triangle Brand of extracts. Beginning May 1, a newspaper campaign will be started in Charleston and Cincinnati in the interests of the extracts and will be extended to other cities at two to four week intervals as the sales and advertising work progresses.

Blackstone Sales Manager Resigns

The resignation of R. G. Johansen, president and sales manager of the Blackstone Institute, Chicago, was announced at a dinner held at the Hamilton Club, March 30, by the officers, staff members and department heads. Mr. Johansen goes to the Hays School of Combustion, 1412 South Michigan Avenue, where he will be the general manager and in direct charge of advertising and sales.

Osborn Mfg. Co. Places Account

The Powers-House Company, Cleveland, as been placed in charge of the advertising of The Osborn Mfg. Co. of that city. The company, which was formerly known as the Cleveland-Osborn Mfg. Co., makes a varied line of industrial and other brushes and also moulding machines for foundry use. Separate campaigns are now being planned for both departments.

London Linen Display to be Advertised

McCutcheon-Gersen Service of Chicago have secured the account of Robinson & Cleaver, Ltd., London, England, The Lincne Hall. A campaign is now going out to newspapers in the larger cities, which is the forerunner of an extensive campaign to be run through the fall and winter months. Robinson & Cleaver, Ltd., are seeking to interest American visitors to London in their wonderful display of linens, perhaps the most extensive of any store in the world.

John Budd Company Moves

The John Budd Company, special agency in New York, moved its headquarters this week to 9-11 East 37th street.

The Men and Women Who Make Our Mediums

CHARLES AGNEW MACLEAN

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By BENJAMIN OGDEN WILKINS

AFTER a trip of several hundred miles on horseback, a party of travellers, in the year 1911, was crossing the Painted Desert of Arizona, on their way from Flagstaff to Navajo Mountain. Arriving at the canyons, toward the tops of which are great caves left by prehistoric natives, the curiosity of the explorers was aroused to the point of insisting that they be shown the way to the old dwellings. The Indian guides made their stand perfectly clear—they would not approach these places and could not be bribed to do so. The travellers were assured that any so venturesome as to "inquire within" would be struck dead by some dread force, or, if the caves were by some chance possibly reached and entered, at least the trespassers would be blinded instantly by the evil spirit. This superstition was sufficient to keep the Navajo Indians from investigating the "dead houses," as they are called. But it held no terrors for Zane Grey, the author, and his party, which included Charles Agnew MacLean, editor of *The Popular Magazine* and editor-in-chief of the large group of publications issued by the firm of Street and Smith. Years before, the latter had become thoroughly familiar with all that is gruesome about death, for he had made the New York City morgue, at Bellevue Hospital, as well as the police stations, his special study, and had haunted these place from 8 p. m. till 1.30 a. m. while on his first newspaper job—with the *New York Sun*.

MORGUES NOT TO HIS LIKING

But the adventures at the morgue had become too irksome to the boy, then only sixteen, and, fortified with an education secured in the public schools of Brooklyn, he left that work to do a variety of reporting for the *New York Times*, with which newspaper he stayed a year and a half. That made a total of three years on the newspaper side of journalism. Mr. MacLean refuses to admit that, with enough

training, he might have grown to be a star reporter, but believes the intimate daily contact with all that is sordid in the city, from the pathetic suicides to the identification of poor, maimed persons, was too strenuous for any young nervous system, and this drove him away from newspaper work.

For a year, after breaking all connections with editorial offices and setting all forms of writing aside, he joined a group of mining engineers and weighed ore, when not

occupied in bossing a batch of thirty laborers.

Then came the longing for a legal career and he studied law with devotion. The time was not wasted, for it helped him to write "dime novels" in his spare hours and he was at least as fond of the latter diversion as he was devoted to reading law. There were many plots for stories to be found in connection with the courts.

However, about 1905, when *The Popular Magazine* made its debut, Mr. MacLean became its editor. In the fifteen years he has been connected with that publication, he has helped many writers of fiction to do their best. The names of authors with wide reputations who found their first stimulus from the editorial office of *The Popular Magazine*, would make a list of considerable length. Mr. MacLean is proud of having bought and published the first novel by Zane Grey, "The Heritage of the Desert."



RICHARD R. MAMLOK

I first met "Dick Mamlok at a golf tournament, and of course, he beat me. I got even with him by employing him. That was over twelve years ago, when he was with "Vogue." Now I would not trade him for the best golf player alive.

Laure Block

The Scranton Republican

The SCRANTON REPUBLICAN has always been a very substantial newspaper, but it was never a big property until my friend, William J. Pattison, became interested in it, and took over its management.

Today, there are few newspapers in the State of Pennsylvania with greater influence, or which have a better standing in their communities than the REPUBLICAN has in Scranton.

I have represented this excellent newspaper for over fifteen years.

Special Advt. No. 5



CHARLES AGNEW MACLEAN

On the subject of men who are doing the best fiction today, this editor puts Peter B. Kyne, Clarence L. Cullen, Albert Payson Terhune and Booth Tarkington in the first rank and gives the palm to the latter as the best all around, thoroughly American writer with the finest, most artistic workmanship. He also maintains that the historical novels of Winston Churchill have a permanent value. Too many American writers, Mr. MacLean believes, copy the English ways of writing, and English ideas—which do not fit with the ideal American treatment. It seems to be all right to learn and use technique according to the ways of the English writers, but they should not be imitated. In other words, our truly national work can not be a copy but, rather, must be a real picture,

preferably direct from the soil of America. In this particular, Mr. MacLean believes that Frank Norris applied the right idea, but, perhaps, lacked sufficient opportunity to work it out before his untimely death. Rupert Hughes is considered by Mr. MacLean to have written some of the best short stories that have been done during the last ten or fifteen years.

WHOLESALE "ROMANCE BUYER"

In spite of the high cost of print paper and the rise in price of the magazines we are accustomed to buy, probably few of us will live long enough to spend two million dollars for fiction, but this editor has done that very thing and terms himself a wholesale purchaser of raw romance fresh from the typewriter. The total value of the ma-

terial submitted and turned down in his office, if estimated by the authors of the work, would probably exceed the fabulous German war debt.

As a reader of published work, Mr. MacLean has satisfied himself on the contents of every book and story that has ever come within his reach. Robinson Crusoe was, on demand, repeated to him in words of one syllable so often that he is still able to quote verbatim several hundred words from the opening of the story. At about the same time his nurse wore out a couple of editions of "Alice in Wonderland," because of the boy's fondness for listening to that masterpiece. Later, Shakespeare began to appeal and soon "A Midsummer Night's Dream" caught up and ran neck and neck with "Peck's Bad Boy" for first choice.

One of his fondest memories is of "Sister Carrie," a novel, by Theodore Dreiser, which several times had been stalled in publication. Dreiser, who was MacLean's associate, was then unknown as an author, and he lost spirit and health because of the book's failure to get proper publicity. The plates of the book finally were sold for junk by one publishing firm, and the writer of the story thought they never could be saved from destruction, when Mr. MacLean cheered him up by investing several hundred dollars in an effort to keep them from the melting furnace until someone could be found who would finance the work. For years the type remained in the backing-boxes and was used only as a convenient footrest. Finally, however, the book was produced and the author is now known wherever English is read.

Mr. MacLean feels confident that the present tendency to pay high prices for the work of popular authors, and to make the writing of fiction really worth while for those who are giving their time to this trade, craft, or profession, will not in the least lend to it an ugly, commercial angle and ruin authors. Rather, he believes that when modern business methods were brought into the relations between writers and publishers, the death sentence of the old-time author-propagandist was pronounced. The spirit of paying an honest price for good fiction will stimulate production of a much higher grade than can be produced by the starving author in the proverbial garret.

(Continued on page 46)

EVERY DOLLAR

that is spent for advertising in a publication that misrepresents its circulation and thus obtains money under false pretenses is a dollar lost to the publishers who give full value.

In self-defense, therefore, the "above board" publishers have an independent audit made of their circulation records by the Audit Bureau of Circulations and invite their competitors to do likewise.

When excuses or evasions are given for declining the challenge, the advertiser can draw his own conclusions.

There are many excuses for not belonging to the A. B. C. There is only one reason.

Advertising & Selling is a member of the Audit Bureau of Circulations. There are no hidden mysteries about its circulation records.

Writing the Modern-Day Sales Letter

Clearness As a Trouble Reducer and Cost Saver, Is Shown At Its True Value Herein

By CHARLES H. BAKER, Jr.

THE FIRST LETTER

THE definition of Clearness, with the frills taken off, means simply: "Tell a man what he wants to know so he can understand what you are talking about."

In the greater part of the average correspondence of a manufacturing concern I believe that the effects is better when a man can get the answer he wants in the first paragraph. This of course applies to cases that are not deeply involved in a mass of detail which would make this method impractical. If the latter is the case a tabulation of ideas into separate paragraphs is a great help, especially when written to a person not familiar with your product or your concern's policy. This arrangement of paragraphs is, of course, partly up to the typist but is mainly your own responsibility. Where Dictaphones or Ediphones are used it is entirely yours.

"PLAYING UP" NEWS VALUES

In the lengthy letter put the most important idea in the first paragraph, and so on in rotation.

I illustrate the value of this point by showing the effect produced when this plan is not followed, even in an ordinary letter. Not only has the real message of the letter been relegated to an obscure passage near the end, but it rambles along telling of manufacturing methods used in the writer's factory, labor conditions, and the like. No man wants to hear another's tale of woe these days, especially when it is a definite answer that he wants and should be getting. It tends to irritate the reader. With salutation and signature omitted, this is the body of the poor letter:

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY
New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

On all shipments going out from our factory we have the quantities checked first by the stock clerks and then double checked by the inspectors and the packing department. Since this is the case we are at a loss to understand how a shortage, such as you claim, should come about. We also note that this shipment did not go out on time as originally promised. This was due entirely to the fact that many green mechanics have been employed by us recently, and production thereby slowed up in some cases; also we have had considerable difficulty and delay in getting delivery and transportation for some of our raw materials.

Kindly advise us if the box was received in a damaged condition. If this was not the case is there not some way that an error could have been made in receiving these goods in? We understand from your favor of the 17th ult., that 5 No. 10 Perfection oil cups are missing. Perhaps some of the paper cartons became broken and the articles became hidden in the excelsior packing in the large box. Please write us further telling what your findings are in this matter.

The letter makes an even graver mistake which shows how closely the three principles of Courtesy, Clearness, and Humanness are linked together; for, in elaborating on the packing system in the writer's concern, the following ultimatum has been delivered—intentionally or unintentionally—"The missing articles walked away, or else your receiving department employs a bunch of crooks or blockheads who cannot count properly." No alternative is given. Either he is a thief or a dunce.

This is not pleasant reading, especially when the reader is the one who is suffering from the mistake. Circumstances, of course, will modify this; but ninety-eight out of a hundred concerns are absolutely honest in such cases. The next letter could have been handled after the correspondence supervisor had tactfully made a few suggestions to the dictator.

This corrected letter in simple form, clears the air perceptibly:

Yours February 17—RWC

Shortage 5—No. 10 Perfection Oil Cups

We note that five of these cups were missing out of our recent shipment of 288. There are a few more of these special cups coming through the finishing operations now, and five are being rushed to completion and they can be shipped in plenty of time for your needs should you require them.

In case the large wooden box was received from the express company in a

damaged condition we recommend your filing a claim at once for the amount of the shortage. If this did not occur would you please look carefully in the excelsior packing which surrounded the smaller pasteboard cartons? Sometimes a cup will be forced out and become easily hidden in the soft packing.

Your courtesy in helping clear up this matter will be appreciated, and if the missing cups do not show up, provided the carriers are not liable for the loss, we will replace them immediately without charge.

In these times of reconstruction it is difficult to hold things to schedule as was possible in pre-war times due to the large number of men we are taking back from the service, and to the government having requisitioned our entire output until a short time ago.

We are sorry this delay occurred. As we have noted on all our acknowledgment slips the shipping dates are approximate only, and we bend every effort to live up to them, quite often anticipating them. We hope you have not been badly inconvenienced and the missing cups may be located.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising & Selling, published weekly, at New York, N. Y., for April 1, 1920.

State of New York.

County of New York.

Before me, a notary public in and for the State and county aforesaid, personally appeared Wm. B. Curtis, treasurer of Advertising & Selling, Inc., publishers of Advertising & Selling, who, having been duly sworn according to law, deposes and says that he is the treasurer of Advertising & Selling Co., Inc., and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Advertising & Selling Co., Inc., 471 Fourth Ave., New York City.

Editor, none.

Managing Editor, M. F. Duhamel, 471 Fourth Ave., New York City.

Business Manager, J. M. Hopkins, 471 Fourth Ave., New York City.

2. That the owners are: (give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock):

Wm. B. Curtis, 471 Fourth Ave., New York City.

J. M. Hopkins, 471 Fourth Ave., New York City.

H. B. Williams, 471 Fourth Ave., New York City.

Advertising & Selling Co., Inc.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (if there are none, so state): None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Wm. B. Curtis, Treasurer.
Sworn to and subscribed before me this 8th day of April, 1920. Charles Bischoff, Notary Public, N. Y. County No. 143, Registers Certificate No. 1118. (My commission expires March 30, 1921.)

The Story of the "Poster"

How the Passing Years Have Seen the Business
Raised to Its Present-Day High Standards

By JOHN SULLIVAN

Association of National Advertisers

THE editor of *Newspaperdom* must be one of those men difficult to discover in these days of hysterical intolerance—a tolerant man who has his preferences and convictions, but will give the other fellow a show. He has asked me to tell what the poster advertising men have done in cleaning up and regulating their medium, as suggested in my recent letter to him. There was at least one newspaper, out in Illinois, I think, that reported something as being said at our Lakewood meeting about poster advertising that never was said, and gave the false report a "knocking" twist—anything to "knock" a competitive medium. There were other newspapers—in New York City—that accepted a report concerning another form of advertising discussed at Lakewood—a report that was deliberately changed at the newspaper syndicate office into a "knock" and these newspapers failed to print a letter of correction and protest sent to them—possibly because of lack of space due to shortage of newsprint paper; still, the letter wouldn't have occupied more than a stick.

With that brief grumble, I'll get down to present business. I've just about come to the conclusion that these poster advertising men are fairly foresighted, except when they raise costs without notice and cause advertisers to say they'll have nothing more to do with the medium. Going into Cincinnati last November I got into conversation with three or four poster advertising men who told me a great deal of business history. History! Rather, romance. The things that were done in the old, unregenerate days, when, it is fair to say, very few men in advertising were regenerate as judged by the standards of today. Some of the doings were as bold and reckless as any that were ever committed by a certain notorious political organization in New York City—and as laughable; stories of many of those old business and political sins are now mirth-provoking, especially when recounted, as I have heard them recounted, by Irishmen.

ADS HAVE TO BE RIGHT

But, while the relentless and bitter competition behind these sins went on, the very men who were engaged in it even then recognized their responsibility to the public; recognized that if they offended the public's moral and ethical susceptibilities, their medium would be reformed out of existence. Talk about a city set on a hill being unable to dodge attention, or about the fierce light that beats upon a throne! Fraudulent and objectionable advertising can't hide on the poster boards as it does elsewhere. They have to be circumspect, just as would any young lady who had to stand still all day and night in a conspicuous public place.

These poster advertising men are poor advertisers—of their own virtues. How many people know that, in the days when most of the paper on the boards was theatre advertising, the poster men

—those common bill stickers!—were careful to cover up a revolver or a dagger in the picture. One veteran said to me recently, after telling me how carefully these accessories of crime were hidden, "And now, just when we were beginning to forget that there ever was need for such precautions, these movie people's advertising on the boards force us to renew our old alertness."

Again, how many people know that

the men who possess franchises granted by the Poster Advertising Association must not post paper advertising medicines for venereal diseases or vicious or objectionable pictures on theatrical posters, or posters advertising whiskey or distilled spirituous liquors of any kind?

"Why, of course not," says some reader of the last part of that paragraph; "the prohibition measure forbids their doing so." Now, listen, and just hold your horses for a moment. Almost seven years ago these poster advertising men got together and said there must in future be no whiskey advertised on the boards. "But," protested one man, "I can't vote for that. I've hundreds of thousands of dollars of contracts for whiskey advertising, and if you regulate whiskey off the boards I'll lose \$60,000 in commissions." "Can't help that," the others replied; "it's prob-



The New Home of
Gotham Studios Inc.

Arthur Ullman Managing Art.

Commercial illustrator, letterer and lay-out man seeks Chicago position. Now employed by large New York business paper. Salary \$50 and expenses to Chicago. Box 274, care ADVERTISING & SELLING.

WORDS WIN!

For want of the right word many an appeal or description has suffered. Like the enthusiastic Frenchman's remarks on witnessing some notable scene: Superb! Sublime! Pretty Good!"

To all of us comes that moment "When words fail," and so to save us the tedious task of searching thru our ponderous Webster, we have compiled a handy little WEBSTERETTE, which gives you easy access to the choicest words that may be successfully employed in the making of a good advertisement or sales letter.

Selected Words For Selling

Contains the most expressive and convincing words in the entire realm of human thought which may be used to express

Quality—Advantages—Price

To the man who writes advertising or sales letters this little book is worth real money. Pocket size, so arranged that —ZIP!—you have before you a complete selection of those words which, if correctly used, will influence your readers to your way of thinking. Price One Dollar. Postpaid.

DALL PUBLISHING COMPANY

Denham Building

Denver, Colorado

We specialize in house to house distributing of

Advertising Literature and Advertising Samples

We solicit your account

JAMES T. CASSIDY

206 No. Front St., PHILADELPHIA, PA.

Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers

SALES MANAGER
Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting. Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE • 18 East 18th St., New York City

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS

B&B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays Counter Display Cases

ably a choice between whiskey now and our going out of business with whiskey some years hence."

CUTTING OUT THE OBJECTIONABLE

So off went the whiskey advertising from the boards. And aren't the poster men shaking hands with themselves today! Banishing the whiskey advertising made the men hustle for other business, of which they obtained considerable and a variety. I said in the beginning of this article that these poster advertising men were pretty long-sighted. (If the A. N. A. can only succeed in making them understand a little more about ordinary business economics, their sight will be still longer.)

While I'm on this job I may as well mention that these men in the Poster Advertising Association subject themselves to fine, suspension or expulsion if they put up daubs or posters on anything other than a standard A. A. posting structure. (It isn't these men that stick small posters on fences and buildings, etc. That is done by the very organizations that are favored, among others, by the unduly aesthetic persons who rail against "the bill boards"—when what they have in mind are either posters on fences or buildings, or some dilapidated, untidy structure that never was erected by a poster advertising man.) And that isn't all. Talk about self-denying ordinances. These Poster Advertising Association men forbid themselves tacking cards, banners and tin signs.

TRYING TO PRESERVE THE SCENIC BEAUTY

So when next time you read, as I read recently in a New York daily paper, that there is to be a "war on sign-board posting," put the headline to the credit of the ignorance, perhaps, malice, of editorial or reportorial men and go on reading. You will probably find, as I did in the case mentioned, that the "war" has nothing whatever to do with the standard poster advertising board erected on private property by contract with the owner of the property. A few months ago, in the State of Pennsylvania, there was such a war. And the poster advertising men voluntarily helped the State Commission of Highways to clean up a mess in making which they had had no part.

Just one other matter: these Poster Advertising Association men are especially requested not to intrude their boards upon natural scenic beauty spots; to keep them out of high-class residential sections; to refrain from locating boards so as to intrude upon the surroundings of public buildings, civic centers, school houses, churches, parks and boulevards.

"Oh but," says some one, "boards are intruded upon these surroundings." Yes, they are. And I could name some of the offenders. And they are beyond the direct influence of the Poster Advertising Association. But, well, it's a long lane that has no turning.

The outstanding characteristic of the poster advertising men is a sense of responsibility. There are, of course, black-sheep among them, but no premium is placed upon irresponsibility. It's a privi-

lege and a pleasure to hear these men damn and epithetize their fellows who do not live up exactly to the high standards of their business.—*Newspaperdom.*

Sunday Chicago Paper Ten Cents

With last Sunday's edition the Chicago *Herald and Examiner* raised its price to ten cents.

The Men and Women Who Make Our Mediums

(Continued from page 42)

Mr. MacLean is an enthusiastic golf player, a venturesome hunter and lover of the Adirondacks; a keen judge of good pipe tobacco and an ardent follower of the prize ring. A fair assortment of hobbies, isn't it? And enough to prove a cleverly balanced mind out of the office when the day's work is done. But add to these a great fondness for music of all kinds, and particularly a love for the opera and musical "shows," and the list is nearer complete. Gilbert and Sullivan, of course, come first on the list of composers of light opera, but George Cohan is close to the top, and his "The Royal Vagabond" is a favorite with this heavy thinker. "Three Little Maids," an operetta which was produced a few years ago, is prominent among the pleasant memories of this critic, while "The Marriage of Figaro," an opera not frequently produced in this country, is chosen for preeminent preference.

When Charles Agnew MacLean first presented himself to his Scotch-Irish parents in Larne, County Antrim, Ireland, his mother declared at once that he was to be a preacher and, at the same time, his father made it clear that in his opinion the obviously proper career to predict for the infant was that of a physician. Nevertheless, among the many occupations so far taken up, he has shown no desire to follow either of these professions. But there is yet ample time to fulfil both the prophecies, for Mr. MacLean is still a young man, just thirty-nine.

ARTIST

Large manufacturing corporation in the Middle West is in need of an artist for its house organ—a man who has had experience in magazine work, story illustrating, and cover designs. A thorough knowledge of photographic layout work is desirable. This is a splendid opportunity. If you are interested, write at once, stating qualifications and salary wanted. Also submit samples of work. Box number 271, care ADVERTISING & SELLING.

"GIBBONS KNOWS CANADA"

Making Pictures That Compel Interest

(Continued from page 10)

white of the paper seem to blend together and fool the eye. It will look grey and yet actually only black is used. Pen and ink, crayon, charcoal and ross board drawings are included in this class. They can be reproduced by the zinc etching or "line" negative process.

TECHNIC

Probably the most interesting element of a picture is the technic. Every artist has a style peculiar to himself. If the same subject were given to a thousand artists to illustrate no two would draw the picture exactly alike. But this is more interesting—if one thousand pencil drawings were made exactly alike and given to the same number of artists to finish no two would be alike. This should be of interest to advertisers because different styles of "treatment," as the artists say, have different advertising value. The bold, broad method will attract attention of your prospect? What delicate method will appeal to women and suggest refinement, and so on.

But technic is something different. It is the artist's individual style of handling a brush, pencil or pen. Gibson and Franklin Booth are both great pen and ink artists and their technic is absolutely different. Harrison Cody, Fellows, F. G. Cooper, each have a technic that distinguishes their work. With all the high class artists now available, national advertisers should consider technic in relation to the particular appeal they wish to make.

When ordering a picture consider these questions: What quality is necessary in order to attract the attention of your prospect? What particular emotion do you wish to arouse in order to hold his attention? How is the picture going to interest him in what you have to sell? What particular mental process do you want him to experience? Which of the human instincts do you wish to capitalize on? What "action" do you want to get from the prospect—that is what do you want the picture to cause him to do: read the text, remember a name or spend his money immediately? Studying pictures in this way is sure to result in better advertising art.

Howard Hinton Dies at 86

Howard Hinton, "H. H." of the old *Home Journal*, who died on Wednesday of last week at the Hotel Albert in New York, was perhaps the last link of what may be termed the classical period of American literature. Contemporary of N. P. Willis, William Cullen Bryant, George Ripley and other well known American men of letters associated with the *Home Journal*, Mr. Hinton was known as its directing spirit.

Always adverse to publicity, his articles were usually unsigned and his only attempt toward recognition was to append his initials occasionally. He was essentially a poet and a philosopher, but was also a journalist for a time, and when *The Home Journal* receded before the newer styles of magazines, he passed

with it into a life of philosophic contemplation, but none the less kept a keen eye upon the latest movements in the world.

Mr. Hinton was born in New York eighty-six years ago and was graduated from Columbia where he won honors for his Latin and Greek attainments. He is survived by his wife and two daughters, Mrs. Irma Le Gallienne, wife of Richard Le Gallienne, the poet, and Mrs. Clio Bracken.

Adams Joins Frank Seamon

M. J. Adams has joined the Frank Seamon advertising agency in Chicago, after many years of advertising success in Detroit. Mr. Adams handled Saxon automobile advertising with the Green-Fulton-Cunningham company in Detroit.



HOTTER THAN----

WOULD be a good description of the inside of a paper mill boiler house and the "Old Boy" would sure glory in it. Many a wise advertiser glories in it too, for he knows that the paper mills have to buy a bunch of equipment to "keep the mill fires burning."

Man! how those hungry furnaces eat up the coal! And after they have had a good meal, the life blood goes zipping thru the steam pipes at what the old medicos would say was a killing blood pressure. And remember that the man who keeps his finger on the throbbing pulse of power also writes the prescriptions for the plant. Good medicine generally consists of stokers, boilers, engines, pumps, fuel, valves, recording instruments, firebrick, meters, blowers, oils and greases, and last but not lowest, chimneys with a thousand other things in between. And while you are giving your undivided attention, don't forget the medium to carry your little message. "Paper" is nominated on the first ballot and if you will write us we will tell you the candidates' preconvention promises.

PAPER

471 Fourth Ave., N. Y. City

"Gotham for Art Work"

Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN ULLMAN • *Managing Artist*



*Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.*

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Calendar of Coming Events

April 21-23—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

Preparing for the Great Convention

(Continued from page 32)

will give every delegate the best thoughts from each department, and a broad perspective of the entire situation in the advertising and business world today. Each department will select its candidate for these sessions, a committee then deciding which shall be selected for the limited number of places open.

MOVIES OF A. A. C. W. WORK

On Wednesday evening, a general Exhibit session will take place before the entire assembly in a theatre, when several apt speakers will explain the campaigns shown in the Advertising Exhibit. Another innovation will be the showing of a moving picture film of the headquarters offices of the A. A. C. of W. in action, which will give each delegate a more accurate conception of the manner in which these bodies operate. This will take place on Thursday afternoon during the business meeting. Monday and Tuesday evenings will be devoted to entertainment of an original character. Great care will be taken throughout the convention in staging, scenic effects and appropriate settings for the sessions, according to the program committee chairman.

The schedule for the sessions, as outlined by the Program Committee, follows:

Sunday Afternoon: Public Inspirational Meeting at the State Fair Grounds; addresses by prominent officials; good music; address by Richard H. Lee, special counsel, representing Associated Advertising Clubs.

Sunday Evening: Public Inspirational churches, union services for city's guests with prominent advertising men in each pulpit.

Monday Morning: General Session: "How to make the best use of advertising now." This session will deal particularly with ways and means of improving advertising, of making good advertising better. Such subjects will be discussed, i.e.: Advertising as an economic force; How to analyze your market; Putting longer legs on the advertising dollar; The effect of scientific training for advertising men in schools and colleges; How to keep production up with advertising by selling the advertising to the workers.

Monday Afternoon: Departmental sessions.

Tuesday Morning: General Session:

"Advertising How and Now, in its relation to Distribution."

In this session, Secretary of Agriculture Meredith will talk on the more efficient distribution of farm products and of the part advertising can play in this field. There will be an elaborately staged demonstration and address on fitting display windows into local and national advertising plans, showing suitable and unsuitable co-operative material. Other subjects will deal with distribution of raw material, manufactured products and retail stocks, and the relation of advertising to each process.

Tuesday Afternoon: Departmental sessions.

Wednesday Morning: General Session: "New and Significant Developments in Advertising." Under this general head it is planned to take cognizance of the progress advertising is making in broadening its usefulness to business and society, with special reference to *how* it is being done *now*. This session will be an inspiration to all forward-thinking men.

Wednesday Afternoon: Interdepartmental session.

Wednesday Evening: General session for explanation of campaigns shown in National Advertising Exhibit.

Thursday Morning: Interdepartmental session.

Thursday Afternoon: General business session with election of officers. Moving picture film of A. A. C. of W. headquarters offices.

19 ADVERTISING PHASES EXHIBITED

According to Charles Henry McKintosh, chairman of the national exhibits committee, the exhibits this year will be the best that any A. A. C. W. convention has ever had. Housed in the State Capitol, the exhibits will show nineteen separate and distinct phases of advertising. Three complete national campaigns of advertising will be shown and the men responsible for the campaigns will be present to explain them in detail.

Arrangements are being made for a big parade with historical floats on the second or third night of the convention, when Indianapolis celebrates its one hundredth anniversary, and plans for a general celebration to be held in the parks on the nights during the convention are also being worked out.

Advertising & Selling

APRIL 17

1920

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Five States Versus Canada



HERE are twice as many people in The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) as there are in all Canada. One advertising medium (The Chicago Tribune) reaches one family in five in this rich territory. This situation is fraught with great possibilities for the manufacturer who merchandises his advertising.

Public Library,
Kansas City, Mo.

Foldwell

TRADE MARK



“There! That Circular Is *Right!*”

“That is exactly what I want—a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration.”

Circulars are invested with an extra selling force when made of Foldwell Coated Book. For Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity, forcibly expressed in Foldwell, are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will stay there till it has finished with your prospect.

Our Booklet “Paper As a Factor in Modern Merchandising” on request.

CHICAGO PAPER CO., Manufacturers, 832 S. Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
29 Lafayette Street, New York, N. Y.
Whitehead & Alliger Company,
8 Thomas Street, New York, N. Y.
John Carter & Company,
Boston, Mass.
D. L. Ward Company,
Philadelphia, Pa.
The Alling & Cory Company,
Pittsburgh, Pa.
The Alling & Cory Company,
Buffalo, N. Y.
The Alling & Cory Company,
Rochester, N. Y.
Chope Stevens Paper Company,
Detroit, Mich.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.

Cincinnati Cordage & Paper Co.,
Dayton, Ohio.
The Commerce Paper Company,
40 St. Clair Street, Toledo, Ohio.
Allman Christiansen Paper Co.,
Milwaukee, Wis.
Acme Paper Company,
St. Louis, Mo.
Kansas City Paper House,
Kansas City, Mo.
McClellan Paper Company,
Minneapolis, Minn.
St. Paul Paper Company,
St. Paul, Minn.
McClellan Paper Company,
Duluth, Minn.
Carpenter Paper Company,
Des Moines, Iowa.
Carpenter Paper Company,
Omaha, Nebr.

Carpenter Paper Company,
Salt Lake City, Utah.
Blake, Moffit & Towne,
San Francisco, Calif.
Blake, Moffit & Towne,
Los Angeles, Cal.
American Paper Company,
Seattle, Wash.
Tacoma Paper & Stationery Co.,
Tacoma, Wash.
Spokane Paper & Stationery Co.,
Spokane, Wash.
Blake McFall Company,
Portland, Oregon.
John Martin Paper Company, Inc.
Winnipeg, Ont., Canada.
Parsons & Whittemore, Export,
299 Broadway, New York, N. Y.

The
**VITAL
SPOT**
TO START
SOUTHERN
CAMPAIGNS

The
**VITAL
NEWSPAPER**
IS THE

WRITE

ADVERTISING DIRECTOR

New Orleans
STATES

EVENING

SUNDAY

ADVERTISING & SELLING, APRIL 17, 1920

30th year. No. 43. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City

The Publisher's Representative



THE E. Katz Special Advertising Agency was established thirty-two years ago.

Long and hard have we worked at our business. For years we have studied its every angle, trying hard to be always more to our publishers than just advertising salesmen.

We have known intimately the business of many publishers, sat in their councils, with them worked out their problems, shared in their successes.

With that experience we have taken obscure, unknown publications and helped build them into the paying properties they are today.

And we have, too, aligned ourselves with publications already successful and increased enormously the value of their business and the quality of their good-will.

We have helped make newspapers better vehicles for advertising.

Among advertisers and agents we are respected as persistent, creative, dependable salesmen.

To publishers anticipating the future, desiring to insure a substantial income from national business, and who want to know more about our kind of representation, we have an attractive proposition to submit. Will you write for it?

E. Katz Special Advertising Agency

15 East 26th Street, New York City

Harris Trust Bldg.
CHICAGO

Waldheim Bldg.
KANSAS CITY

Candler Annex
ATLANTA

Monadnock Bldg.
SAN FRANCISCO

Advertising & Selling

Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING Co., Inc.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

APRIL 17, 1920

Number 43

Auditing the Advertising Agencies

Conditions Arising in That Great Branch
of the Business Which Suggest the Need
of Such Action and Some Methods Proposed

By RALPH BEVIN SMITH

IN a middle-sized New England manufactory not so many years ago, a smudgy placard adorned the hallway. It read simply:

BOOK AGENTS AND
ADVERTISING MEN
KEEP OUT!

The card no longer hangs upon the wall; the industry long since has become one of the great forces in "Down East" business. The man who lettered the sign is in his grave. But so long as he lived it stayed there as an admonition to persons of the advertising fraternity to attempt no business dealings with his house.

He was an advertiser—an ardent, intelligent one—but he had had an experience, obviously of the unfavorable sort, and he was SORE on the whole aggregation of persons and firms who form one side of the great Business Triangle of Production, Advertising and Publishing.

It may not be fair to assert that he represented a state of mind, a general attitude, toward makers of advertising. I have not the slightest doubt that this New Englander had "met up with" a firm whose members proclaim to the world that they are in "the advertising game."

In his day, of the three factors heretofore mentioned. Production

was the best organized, the most stable and the most reputable in the eyes of the world. Publishing was a haphazard business, all but in the

them as legal agents and their earnest desire to really render a maximum of service to their clients.

But there were then, and still exist, so many advertising agents, both firms and individuals, who either lack those up-standing ideals, or are manifestly incompetent to direct and engage in the business of advertising, that many a manufacturer and many a publisher may find little comfort and no profit in doing business with them.

The publishers themselves, it seems but a few years ago, were not averse to taking the underground routes to business, but in countless numbers they, too, have stepped into the light of over and above board dealings on standardized lines.

AGENCIES HELPED THE PUBLISHERS

I believe that, generally speaking and allowing for a very few exceptional cases, manufacturers and advertising agencies alike will admit the soundness of the publishing situation.

Manufacturers and agencies today are finding no difficulty whatever in transacting their affairs with the publishers on a solid square-deal basis.

In that connection need I add that it was the really reputable agencies, of their own volition, who helped put the publishing situation where it is?

Auditing the Ad Agencies

NEARLY every advertising man, publisher and advertiser has, at some time or another recently, thought along the lines of Mr. Smith's article on auditing agencies. Whatever the conclusions have been the subject never has been discussed freely enough, nor has it been treated to the extent that the practices complained of have been eliminated.

There seems to be no reason to believe that the Audit Bureau of Circulations should be chosen for the task the writer cuts out for it; nor is it safe to assume that the A. B. C. would be available for such duty. But the fact remains that some good points have been scored and they are worthy of mature reflection before the subject is permitted to slide.

There may be better ways to improve the situation forecast for the "tight" years which seem to be ahead, and if there are we should wish to be among the first to bring them to notice.—THE EDITOR.

"game" class itself, while Advertising, because of the character of its individual workers and the practices they employed, was not, to say the least, in an ethical sense, a profession. If it is pressing on to that dignity today it is because of the high ideals of the central groups of toilers in the field; their faithfulness to the obligations put upon

The agencies, in having brought into existence the Audit Bureau of Circulations, if I may resort to personalities, have accomplished a great good for American industry. The statement is not far fetched. Anything that tends to make honest advertising more effective is to that purpose, granting that advertising is a truly powerful force in industrial development, as it has proven itself.

Is it possible that, while correcting the publishing situation, the agencies have overlooked another and very important—not to say urgent—matter, that of self-correction?

To get back to the New England manufacturer, I venture to state that the conditions of which he complained, and which he resented, have in some degree corrected themselves. In fact for some years there have been noted some remarkable developments in the advertising agency situation.

In a directory which lists 1,161 advertising agents in the United States and Canada, in 1919 (this same directory listed in 1918, a total of 1,144) it is remarked that 91 went out of business during 1919 and 108 new ones came into the field.

If twenty-three more agencies had failed the ones that went under would have equalled 10 per cent of the total.

The number that actually failed is equal to nearly 90 per cent of the number that began business in the same period.

These figures may or may not tend to show the popularity of "the advertising game."

THE "RECOGNIZED AGENCIES"

Of the 1,161 advertising agents now doing business, the American Newspaper Publishers' Association recognizes only 363, to be exact.

Membership in the American Association of Advertising Agencies numbers at present 117 agents.

Advertising agencies, baited by prospects of immense profits, which seemed easy to garner—and were all too "easy" in some cases—have been springing up on all sides since the old "Down East" businessman was laid to rest. The war has intervened, with its enthusiasm and its odd impulses. The war left its imprint upon advertising and the minds of the men who make it, and those who think they could do it better.

Who does not know, today, of some persons or group of persons recently (and with amazing lack of experience and financial equipment)

embarked in the "advertising game"? The lists are full of them. Where do they come from?

A leader in the advertising agency field received a very personal call from an acquaintance, a Wall street broker, not many months ago.

A conversation of interest to all who are engaged in advertising ensued.

"I'm just dropping in to get your advice," the broker began. "Wall Street is beginning to tire me, my strength isn't what it was once, and I am thinking of getting out down there. In fact, I expect to break into the advertising game."

"Are you serious?" inquired the cautious advertising agency chief.

"Yes, indeed. What do you think about it?" was the reply.

The advertising man did not reveal to his friend the fullness of his thoughts on the subject. His answer was:

"Just this: that if your many years of experience in the brokerage business have fitted you, and you can conscientiously offer the right degree of training and knowledge of advertising to your prospective clients, there is no reason whatsoever why you should not become an advertising agency man. But I want to tell you that it has taken me a lifetime to build my agency to a sound, service-giving standard upon which I can deliver to those who entrust their accounts with me all the value they pay for.

"It is no compliment to me, to say that you think of undertaking, without experience, what I have great difficulty in doing after years of study and practice.

"Why not tackle law—or medicine? Either one of them is far simpler to master and less complex in its ramifications than advertising."

In this case the stranger was turned away from the gates. But he has entered, in so many other cases under exactly similar conditions, that there arises in my mind the grave question of "When is an advertising agent really an advertising agent?" And I hold that the query is a just one.

It is toward the finding of the answer to that question that I have been turning my thoughts, as have many other persons, who have looked just a little into the past and gathered rather gloomy forebodings over the future.

A BUSINESS JUGGERNAUT

Today advertising is a giant industry, loosely operated and, by some, recklessly indulged in. Yes—

terday it was an experimental effort to find and employ the best methods of obtaining distribution of ideas, service and merchandise. Tomorrow it will be a thoroughly established, scientifically operated business—again profession if you will—calling for the highest character, the deepest experience and the soundest financial integrity.

It is only fair to survey the past and present, as I have done, in order to arrive at a hint of what the future holds. The present is peculiarly indicative. The hand points to a situation more dangerous than ever existed before, both for the advertiser whose money is invested and for the publisher who is expected to maintain the mediums employed. The publisher suffers with the advertiser every time an inexperienced or unscrupulous agency "puts over" his methods. The publisher stands the loss every time an agency "goes to the wall." The publisher reduces his legitimate earnings every time he has to resort to unusual methods to collect his accounts from an agency. He is entitled to know in advance, what he has been assuming in the past, that all agencies he deals with are on the good standard of absolute reliability, irrespective of their size.

The newspapers of the United States now recognize about 500 advertising agencies, while the magazines, dealing with larger individual accounts, have pared the total down to not more than 350—except the Curtis publications which admit the existence of about half a hundred.

At first glance this might look like restraint of trade—as if certain interests were seeking to exclude all but themselves from the field. As a matter of fact, the restraint is upon only the irresponsible.

In the case of the newspapers and other publications, there is very little talk of restraint of trade because the Audit Bureau of Circulation sets up standards which all must accept and meet. And yet there are hundreds of small newspapers honestly filling their missions, doing business legitimately on known standards.

LOOKING TO THE IDEAL

Such a condition easily could be brought into existence in the advertising agency field, I believe. In fact, steps looking to that end already have been considered by the American Association of Advertising Agencies, formed largely for that purpose. Of course, my view—

point is that since the A. A. of A. came into existence there have been more marked gains in the other kind of advertising agencies than in the sound ones.

I do not see why there should not be an Audit Bureau of Agencies. And I am not alone in that attitude. But neither is the viewpoint unopposed.

The A. B. C. has been mentioned because of the remarkably fine work it does with the publications. That does not imply that it should perform a second similar service to the great Business Triangle. The result of an audit, however, would be beneficial perhaps even more to the advertising agency business than to the other two sides of the Triangle. There is nothing radical about the idea. The chief contention against it is that it is "meddling" with the business of others. But putting the A. B. C. on the trail of unfair publishers was "meddling," too, until the results became perfectly obvious. Now the publishers are taking pride and profits in their A. B. C. audits.

Advertisers should remember that a big name, a flashy office and a good "line of talk" do not make the best partners in an advertising enterprise. Personal integrity, financial soundness, unquestionable experience and complete equipment are far better participants in your advertising accounts.

In a publication there appeared recently an advertisement headed "Wanted, an Advertising Agent." It was an imposing, full-page ad that explained in detail just what kind of a man was desired. "We want someone," it ran, "who is a real asset to our advertising, not just a tax of 15 per cent on the budget. Considering what our agency is going to clean up on our account in the next ten years, we feel that we ought to get a few constructive ideas. *If none are available, we would rather do the best we can ourselves, and deal with someone on a purely brokerage basis.*"

Nothing could show much more clearly than that last sentence why some agencies are recognized and others are not. Here, in itself, is a cogent reason for the reputable agency to demand a standard audit, that the sheep may be separated from the goats and each put where they may at one glance be spotted. The "brokerage basis" should be discouraged, no matter in what guise it appears.

OTHER POTENTIAL BENEFITS

The correcting of this evil, however, is not the only benefit that would accrue from supervision of an Audit Bureau. The rating of agencies and the auditing of their accounts would make for their standardization and the constructive stimulation of business as well. Not that business needs any stimulation just now—I am looking to the time when present day practices will be looked back upon as very fair by comparison with what seems to be in store, when the advertising rate cutters and rebaters of today will have to extend their practices to the

The Rainbow

The rainbow was the first great advertisement.

It has position. It has color. It holds out a promise of benefit—in effect: "I shall not drown you again if you behave." And then it has the value of repetition, because it repeats in the same position and color and promise after every rain.—Arthur Brisbane.

limit to induce accounts now easy to obtain.

Advertising agency heads, the most interested parties, ought to be able, and I believe they will be, upon mature reflection, to see that through such an audit arrangement a decidedly beneficial relationship among themselves might well be built up, through which perhaps the Four A's itself might be able to render inter-service of a highly valuable nature. For example, it might be desirable to assist each other financially to handle their affairs at times when purely financial matters were involved.

William H. Rankin, of the Wm. H. Rankin Company, of Chicago, who was among those to whom I went for the "inside point of view" not only believes the audit of advertising agencies is a good thing to undertake, but feels further that the Audit Bureau of Circulations would not be overstepping its legitimate field of improving the business of publishing, by conducting such service. Mr. Rankin expressed his views on the subject in this wise:

A MATTER OF SQUARE DEALING

"What's sauce for the goose is

sauce for the gander." The answer to the agency recognition question is to have the A. B. C. audit the new agencies and give an unbiased report to the newspapers, magazines, farm and trade papers, the same to be paid for by the applicant.

"Then, when the A. B. C. has made a success of auditing new agencies before recognition, let's have all agencies audited by the A. B. C., just as all agencies insists that publishers have their circulation audited. And then I'd go a step farther and have the A. B. C. give the publisher an audit showing that all agencies and advertisers are given the same square deal.

"Agencies never should be allowed to sell a publisher's space at lower rates than the publisher would sell the advertiser direct; and the A. B. C. audit will eliminate rebating and giving of commissions direct to advertisers.

"Three years ago, at an A. B. C. meeting at the Chicago Advertising Club, I made the suggestion that the agencies be audited and the publishers present certainly endorsed that idea.

"Now is the time to put that plan into effect and if the publishers will have their rates audited and the agencies their records audited, it is a 50-50 proposition."

"But why," another well known agency man asked me, "should the A. B. C., particularly, take up this work when it is already sufficiently covered by the functioning of the American Association of Advertising Agents?" Then he continued: "The members of the A. A. A. A., numbering 117, are the most highly accredited agencies in the country. Membership in this organization signifies close adherence to the ethics and standards of the business. Why is any further supervision or auditing necessary?"

The fact that the agency represented by this man is a member of the A. B. C. made his objection worthy of consideration at least. It may as well be stated right here that I met with the same attitude from several executives of well established and above-reproach agencies. The first reaction of these men to the idea is one of mild resentment. They seem to get the impression that it involves distrust of, if not disloyalty to, the American Association of Advertising Agencies, an organization which has conscientiously and consistently labored to raise the ethical standards of the profession. That much no

(Continued on page 58)

Building Quality to Back Sales Campaign

The Interesting Story of How the Nunn, Bush & Weldon Shoe Company Struck Out for Prestige First

RECENTLY the first national advertisement for the Nunn, Bush & Weldon Shoe Co. appeared in one of the prominent weeklies. This advertisement marks the culmination of several years' planning and the beginning of a new effort in the highest class men's shoe field.

The business of Nunn, Bush & Weldon Shoe Co. was started some seven years ago. The first products were strictly work shoes and as the business grew semi-dress shoes were added to the line.

The aim of the founders always has been to make a quality product and to eventually make a finer shoe than any other house in America.

With this in mind preparations were begun several years ago to obtain a class of labor that could make really fine shoes. Various plans such as a profit sharing insurance, employees cooperative association, etc., were built up to hold employees with the house, because unusual skill is demanded of makers of fine shoes and a shifting labor would not assure the quality of work necessary.

In the meantime, the business had grown until three buildings are necessary to house the company and produce daily the more than seven thousand pairs of shoes required to care for each day's business.

A year ago the first shoes of superfine quality were placed with the trade with the idea that a year's experience with them would iron out all selling and manufacturing troubles. Last April an advertising department was organized under the direction of Gurth F. Chambers, formerly with the merchandising department of Klau-Van Pietersom-Dunlap of Milwaukee.

Under Mr. Chambers' direction, the complete campaign mapped out includes one general weekly, four juvenile publications for advertising the boys' line, three trade journals and direct literature and dealer aids.

The weekly used is the *Saturday Evening Post* and the idea behind the campaign there is to create the impression, through art and copy, of extreme quality. The illustrations of shoes are placed against

ity without attempting to describe any shoe. It has been decided preferable to build up in the consumer mind the idea of the extreme quality of Nunn-Bush shoes rather than attempt to sell one style.

The fact that the shoe is made of the most carefully selected hides, that only pure silk thread is used in fitting the uppers, that the tongues are curved to conform to the foot, are all exclusive points left for the Nunn-Bush dealer to emphasize.

Color inserts and black and white pages in the trade journals backed up by an intensive direct literature drive is merchandising the *Saturday Evening Post* advertising to the dealer.

Portfolios are carried by the salesmen showing all national advertising and dealer selling aids. A plan of getting the co-operation of local newspapers to induce local merchants to advertise, laid out by Mr. Chambers, is in successful operation and will increase the amount of space used by local dealers 300 per cent from present indications.

The thorough merchandising of the national advertising has been a big feature this campaign. The dealer has had the story of the campaign told him from several different angles. The first announcement piece sent to some 20,000 prospects brought replies from over 1500 shoe dealers in the United States who bought a pair of the new shoes and placed themselves open to attack by salesmen carrying the complete line.

This season's business during the first four weeks exceeded any previous first four weeks by over a half million dollars so it is felt that the company sales policy is proving a success.

The campaign is being extended into the junior field, by means of generous advertisements in *The American Boy*, and some of this copy is reproduced here, to show the juvenile appeal employed.

"I Hardly Know I'm Wearing Shoes"

American Boy shoes fit so snugly and are so smooth and pliable that the lucky boy who has a pair feels delightfully foot-free and easy. For twenty years thousands of boys have enjoyed the looks, fit and wear of

American Boy Shoes

"For School - For Play - For Holiday"

Made in Milwaukee, a great leather center where we have first choice of the finest leather and most skilled workmen.



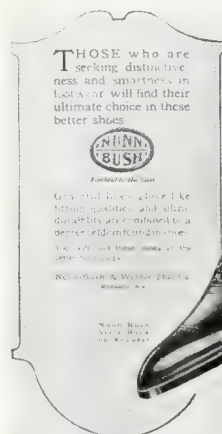
American Boy shoes have the easy lines that make you feel well-shod when you're dressed for a party. Comfortable foot action makes them wonderful wear-resisters for country hikes or town trips.

They cost no more than others and give you world-class satisfaction.

You can trust the merchant who offers you American Boy shoes.

American Boy Shoe Co.
DEPT. A-1 MILWAUKEE, WIS.

DEALERS - Samples of our expensive built-ups.



THOSE who are seeking distinctive dress and smartness in footwear will find their ultimate choice in these better shoes



Established in the East

Grained leathers, close like fitting qualities, and ultra durability are combined to a degree seldom found in shoes.

The only real leather shoes in the better shoe class.

Nunn-Bush & Weldon Shoe Co.
Milwaukee, Wis.

Write Back
Nunn-Bush
No. 1000



Two excellent specimens of the quality copy

backgrounds that carry an appeal of quality. One advertisement shows a shoe on a velvet cushion against a background of heavy draperies. Another shows a shoe in a very exclusive store window with a full-blooded dog gazing in the window. Statuary, and indoor and outdoor scenes that bespeak quality, are also used.

The copy breathes exclusive qual-

Alfred, the Adman, Clears His Desk for the A. N. P. A. Convention



Cartoonist Stanley, of ADVERTISING & SELLING, shows how obstacles are overcome

Putting Story Interest In Advertisements

"Once Upon a Time——" Style Is Old Because It Is Good, and Makes for Reader Attention
By FRANK FARRINGTON

WHETHER we read stories or not, we all like stories. If we are reading a treatise on the Ethics of Ethnology or an essay on the Future of Fatalism and we scent the narrative effect, we prick up our ears immediately.

There used to be an old fellow in my town who claimed to be the first advertiser to use full page space. He offered one day to bet that he could prove his claim. A stranger who heard him make his boast invited him to put up his money, at the same time taking out of his own pocket a roll of bills. There, when I started in to tell you about an incident, about a case where something happened; in short to tell a little story, didn't you feel a quickened interest and jump right into that narrative? And doesn't that injection of a hint of a story prove my first statement?

Why isn't that natural tendency on the part of any reader fair game for the advertiser? Why ought not the advertiser to take advantage of that common interest in stories and

make his advertisements more compelling by the use of the narrative form in one way or another.

We will read the actual description of a concrete case with interest where we will not give any attention at all to the abstract. If an advertisement tells of the experiences of Johnson with his Plankrode Twinsix we will read it through, provided it has something worth while to say. If the same space is devoted to stating certain abstract principles, the same that were demonstrated in the Johnson story, we pass them over with a glance at the picture of the car. What do you say to these contrasts:

THE MOTOR CAR BEAUTIFUL

Most beautiful car made in the United States.

Lines of grace, wonderful piano finish, exquisitely trimmed, the acme of style.

No car is so generally acclaimed the queen of all cars. To see it is to be delighted with its high class appearance.

It is impossible to buy a prettier car at any price. Let our dealers show you that all we claim for this car's attractive appearance is true. Plankrodes are beauties.

So much for the abstract. Now for the concrete:

"CLASSIEST CAR IN TOWN"

Going down Broad street the other day a man stopped me and pointed to a Plankrode touring car parked by the curb.

"There's the classiest car in town," he said. "I was out riding with the owner and I noticed that all along the street people turned their heads to look at the car, and whenever we stopped someone would come up and look it over and exclaim about its good looks."

It is a common report that the Plankrode has it over the rest for good looks. The explanation may be that the designer, in addition to being an expert on automobile construction is an artist and sees how a car may be made beautiful as well as merely utilitarian.

Then suppose we replace the typical cut of a car in the first advertisement with an illustration in the second advertisement showing the man being shown by his friend the Plankrode standing by the street. This, in a way, makes a story out of the advertisement and gives it the human interest touch about which we hear so much.

Or we might take a different advertised product, tires:

WONDERS OF TIRE CONSTRUCTION!

The making of the modern automobile tire is a marvel of ingenuity.

Years of experimenting. Thousands of dollars spent in trials of all kinds of tires. The genius of hundreds of expert workmen. Factory tests and road tests.

We have stopped at nothing to perfect our product and today it stands paramount—the tire of perfection, the Hardnox Tire.

That is well enough as tire advertising goes, but wouldn't the narrative form get over better and in more instances?

HIS TIRES FOOLED HIM!

Joe Blossom of Catamount, Montana, is one of these rough drivers who never look to see where the road is smoothest! He drives his car right through the thickest of everything.

You know that kind?

He bought a new car equipped with Hardnox tires and in his usual way, he had two spares put right on because he always found that two were none too many right at the start.

Well, Joe has been driving that car for six months now and he has the same tires on it he started with and the spares have never been used.

We claim that Joe's experience is typical of Hardnox tires and we can prove it with lots of testimonials. Let us send you two or three from your vicinity.

And in illustrating this advertisement why not refrain from entering the contest for the production of the most beautiful tread design, and instead show a cut of a tire that has been used a record number of miles?

Along another line is a suggestion for a phonograph advertisement that will interest and instruct rather than merely instruct. Advertising that is instructive only does not get as many readers to instruct.

MARVELOUS TONE REPRODUCTION

The Tonafole presents a new development in the reproduction of the tones of the human voice or of musical instruments.

It presents an entirely new arrangement of tone arm and diaphragms. This new conception is the work of Mr. Bran who has given his life to the study of phonograph perfection.

The tones of the Tonafole cannot be found to differ from the natural original tones. You will be amazed when you hear one.

You can go on that way for pages and nobody cares much. You may interest some readers and a page of advertising of any kind will produce some results, but perhaps more readers might be secured by giving the advertisement more interest, for example:

THE CONGREGATION WEPT

Reginald Perrin for years sang each Sunday in the Church of the Messiah. By voice and by personality he was endeared to the people of that church.

He never allowed his engagements to meeting held at the Advertising Club last Saturday night.

Two business films, "How Mephisto Bits and Angers Are Made," and "The Story of Men's Hats," as they are manufactured by Stetson, were shown. Cleverly presented and intensely interesting all the way through, the pictures proved very entertaining as well as educational. In the Stetson picture particular interest was shown in Miss Donworth's pithy titles and "leaders" which, with sketches, traced the development of headgear from the days of Babylon to the present. Then, in viewing the evolution of a felt hat, beginning with that industrious little animal known as the beaver, was not only impressing to the young advertising men and women, but illuminating as to the wide range of possibilities that the film offers in the industrial field.

Following Joseph Ellner of the United States Foreign Language Press Association, who spoke on "Advertising in the Foreign Press," much applause greeted Miss Donworth when she made clear in no uncertain terms the attitude of the American manufacturer towards the foreign worker. In closing Miss Donworth told of the manner in which she secured her merchandising experience, and her first start in business. After having thanked her by a rising vote, a short business session was held in which Jason Rogers, publisher of the New York Globe was elected as an honorary member, and then the Triaders adjourned.

The Tonafole reproduces tones absolutely. We have made hundreds of people think they were hearing the original.

Abundant volume of sound and perfect accuracy of tone makes the Tonafole great.

Then, take soap, for example:

THE PERFECTION OF PURITY

Soap that is almost pure is not pure at all. The slight impurity is just enough to create exactly the condition you seek to avoid.

It seems like a good deal to say that Ultimo Soap is absolutely pure, but it is true.

We not only eliminate from Ultimo part of the impurities. We eliminate them all, making a soap that will not irritate the skin or create any unpleasant sensations.

It does not infect. It cleanses. There can be no better soap than Ultimo. We know of none as good.

That is claiming enough for the soap, but not enough people will read it or believe it implicitly. Let us put the soap advertisement in a different form.

HE ASKED US OUR SECRET!

A prominent chemist the other day asked us what was the secret of the production of our absolutely pure Ultimo soap.

Now, this chemist is a good friend of ours and he has sometimes intimated that we claim the impossible for our soap, though he confesses that he has found by analysis that we must be right.

"There is no secret," we told him. "All there is to it is the taking of infinite pains and never relaxing in vigilance. We see that every impurity is taken out of the soap and kept out not one day but every day."

That is the answer. We took this chemist through our plant and we proved to him that our claim is true. We proved it so conclusively that he said, "Even if I had never analyzed Ultimo I would be convinced."

In some periodicals the advertising pages today vie with the most interesting "reading matter" between the two covers. If this narrative form of advertisement were judiciously used—not foolishly and to extremes—the advertising pages would take a step still further in advance of the so-called "reading matter" and more people would go through the advertisements before they look at the other pages.

Miss Donworth Treats the Triad League to the Movies

Members of the Triad League of New York University and advertising students of Columbia University were given a treat by Miss Camilla Donworth, president of the Films-of-Business, at a

Plan Chain of 1,000 Stores

The Community Wholesale Purchasing Corporation, which was organized with headquarters at 120 Broadway, New York, this week plans to establish a thousand or more co-operative stores throughout New York, in an effort to reduce the high cost of living.

The organization, which was incorporated in Delaware with a capital of 1,000,000 shares of par value of \$5, has modeled its plan after the Rochdale, England, co-operative scheme which began in 1843 with a capital of \$140, and in 1914 had grown to a membership of more than 3,000,000 and operated 1400 retail stores in England and Scotland, doing a business that year of more than \$650,000,000.

O. C. Trask, assistant grand president of the Brotherhood of Maintenance of Way Employes and Railway Shop Laborers, is the president of the new company. Robert P. Brindell, president of the New York Building Trades Council, is first vice-president; F. Hunting Clark, second vice-president; the Rev. Joseph J. Genthner, pastor of the Reformed Dutch Church and chairman of the East Harlem Community Council, treasurer; and George H. Salmon, secretary and chairman of the Executive Board. The directors include two Columbia University professors, members of the ministry and others.

Another New Beverage

To introduce the beverage, Fam-ly-ade, to the New York market, the Fruit Valley Corporation, Rochester, N. Y., are planning to release an extensive advertising campaign in the city's newspapers.

Kansas City Ad Club Publicity Director is a Woman

The publicity for the Kansas City Advertising Club is now being directed by Miss A. J. Lambkin of the Ferry-Hanley Advertising Co. in that city.

THE NEW YORK GLOBE

180,000 daily circulation among a class of
New Yorkers with money to buy
advertised goods.

The Globe Sells Advertising As a Commodity

at the same time to all comers for like
service under like conditions

GLOBE READERS HAVE CONFIDENCE IN ITS ADVERTISING

Because its columns are kept clean and
no fake or offensive copy is admitted.

Member A. B. C.

The New York Globe

180,000 A DAY

JASON ROGERS, Publisher

Getting Your Trade Name Into Webster's and Losing It there

What Some of the National Advertisers Think of the Effects of Publicity That Makes a Proper Noun All too Common

By RALPH BEVIN SMITH

SHERMAN said it. War is just that for the poor etymologist.

Every time he came up for air during the great conflict in Europe, forsaking to listen to the boom of cannon along the western front those linguistic depths where the submarines with Skeat in hand and Max Muller for guide, pursuing the Greek enclitic or nosing among the succulent roots of the world's languages, some rude person in uniform shoved a new word down his gullet.

"Archie," "dud," "whizz-bang," "zoom," "wash-out" and "zero hour" choked off his cries for help; if he dived into the dictionary for safety, "tank," "blimp," "barrage" and "camouflage" still pursued him.

In fact, the late unpleasantness was just one awful annoyance after another for the men who labor at the dictionaries and under the delusion that they can ever write "finis" to their task of setting down the symbols that, taken together, compose our language.

Yet, as Milton did not say, peace hath her terrors, too, no less renowned than war; only, in peace, it is not Kipling's "single men in barracks," but ruthless men in advertising agencies who slam new syllables into the distraught countenances of the word-mongers.

THEY'RE COMMON NOUNS NOW

Celluloid, kodak, victrola, pianola, comptometer, and a score of trade names like them get by without capitalization today, become generic terms and even climb into the dictionary, while the men who invent them or give them publicity pat themselves on the back over the success of their inventive genius or their advertising skill.

But, verily, I say unto you, the etymologist shall have his revenge.

There is another side to the case which F. W. Wilson set forth in the January 31 issue of ADVERTISING & SELLING, ending his summing up with this statement:

"In fact, it should be the aim of every advertiser, if possible, so to shape his advertising as to popularize his trade names so that they will be generally used as common nouns."

The Other Side

ADVERTISING & SELLING promised to present the other side of the question as to whether manufacturers should endeavor to convert their trade names by advertising into common nouns at the time that F. W. Wilson's article, declaring that they should, was published.

The writer has succeeded in bringing together a number of interesting opinions from advertisers who disagree with Mr. Wilson quite emphatically and sets them down here in a lively tone that may prove provocative of further discussion of this very important subject.—THE EDITOR.

I find the argument for that other side best epitomized in these words of C. F. Abbott of the Celluloid Company:

"A trade name, according to my ideas, is of great value to the company that protects it. It is the character of protection and the manner in which it is safeguarded that permits it to develop into a valuable asset to any company.

"If you are going to permit the name to be absorbed as a general term, then it seems to me that you are going to lose the very thing that you are trying to develop."

What about the penalties—in counter-distinction to the profits—of getting your trade name into the language and into literature?

These are ably discussed by Mr. Abbott, who represents a company especially cited by Mr. Wilson as having put its trade name into the dictionary.

DANGER OF ABSORPTION

"It is my personal opinion," he says, "that it is most undesirable to permit the general use of a trade name to the point where it is absorbed into the language as a generic term.

"I have seen a great many instances in the case of the trade name 'Celluloid' where it has developed very embarrassing situations, simply because it has become a general term, in wide commercial use. Throughout Europe 'Celluloid' is thus employed; again, in some of our own governmental statistical data, 'Celluloid' is used generally to cover pyroxylin compounds.

"The value of a trade name lies to a very large extent in its exclusive use by a certain manufacturer, jobber, or owner. If you are going to permit its general use by the public whenever they desire to do so, then the exclusiveness is gone and the value of the good will has been reduced."

C. W. Page of the C. W. Page Company, of Richmond, Va., is another who believes that "it is bad business to get the name of your product into the dictionary."

"Take the case of the Victrola," he said in discussing this question. "Has the Victor Company gained or lost by having the word 'Victrola' become a common noun—that is to say, a name for all talking machines? You'll notice every advertisement of the Victrola contains a notice that the genuine has the Victor trade mark, that the Victrola and the Victor records are made for one another and perfect results can be obtained only by their use in combination.

"Does the Victor Company fancy the indiscriminate use of the word 'Victrola' in reference to other talking machines? I do not pretend to speak for them, but imagine a large number of prospective Victrola customers, sold on the merits of the genuine article by the Victor Company's splendid advertising, going into a store that has thrown out the hint in one way or another that it has the genuine article.

WHAT IS A "VICTROLA"?

"Imagine a line of buyers going into such a store, asking if they sell Victrolas and being answered, 'Yes certainly, just step this way.'

and being shown something that never saw the Victor plant.

"I believe the number of non-descript machines that are sold as Victrolas is beyond computation. How often have I heard some person say, 'We have bought a Victrola,' and on entering the home and lifting the lid of the machine found some other name there. I am sure that, in many cases, the owners of such instruments thought they had genuine Victrolas. Why did they think so when a different

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



ORANGE-CRUSH *and* Collier's

The Orange-Crush Co.,
is using Collier's as the
backbone of its national
advertising campaign for
Ward's Orange-Crush
and Lemon-Crush.

Watch Collier's

name was plainly stamped on the machine? That, I cannot answer unless it is just natural carelessness. A great part of the public are only half way reached by advertising. They only get a smattering of the advertising message—not quite enough to keep them from being victimized by the dealer in the imitation article.

"I wonder how the Victor Company feels about that competitor who advertises in the classified columns of numerous daily papers to sell his 'Large size, new victrola model talking machine with records at a sacrifice for cash.' I say, 'I wonder,' but does anybody wonder how competition of that class is regarded?

"My guess is that the Victor Company would rather 'Victrola' were not the common noun that it is.

"Equally suspicious am I that the Aeolian Company would rather the good name 'Pianola' had been kept out of Webster's. Haven't you noticed the sentence that runs in the Aeolian Company's advertisements to the effect that 'Pianola' is their trade mark name rightly used only with their product?

"It's the same kind of a notice that the Victor Company publishes—the same that the Eastman Company uses. Having advertised their trade mark name into the dictionary, they now strive to undo the damage.

PIANOLAS AND "PIANOLAS"

"Go into some music store that does not handle the Aeolian Company's Pianola, ask the salesman if he can show you a Pianola and notice the cheerful abandon with which he will lead you to the 'Smith and Jones' Player-Piano and demonstrate several other makes. Not every piano store will handle you that way, but enough to make it interesting for you and exceedingly uninteresting for the Aeolian Company, makers of the real Pianola.

"I've another guess to register namely, that the Aeolian Company would rather the name 'Pianola' were not the very common noun that it is.

"The trouble about getting the trade mark name of your product in the dictionary is that it then becomes everybody's property. Other manufacturers sell goods on the reputation of yours. It is much easier for the unscrupulous dealer to put off an imitation on a purchaser where he feels no restriction in using the name of your genuine product."

G. C. Hosch, President of the Measuregraph Company, will endorse the stand taken by Mr. Page.

Calling my attention to the Eastman Company's slogan—"If it isn't an Eastman, it isn't a Kodak," and to the fact that the well known firm of Felt & Tarrant is using a similar line to the effect that—"If not made by Felt & Tarrant, it is not a Comptometer"—he expressed the opinion that Mr. Wilson's arguments for striving to get a trade name into the language are also excellent reasons for avoiding this result.

THE ETYMOLOGIST'S REVENGE

And, finally, Samuel C. Dobbs, President of the Coco-Cola Company, informs me that he would look with unfriendly eye, indeed, upon any attempt by a too clever advertising man to get the famous Coca-Cola name into Webster's as a common noun.

"My thoughts are," he said,

"that nothing should be done whereby a trademark would be made a generic term."

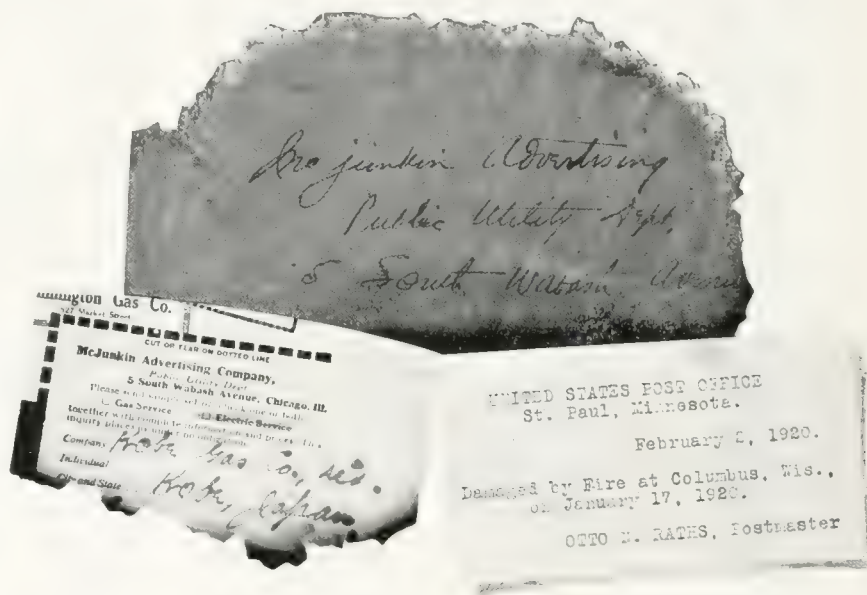
In other words, Mr. Dobbs and all those who agree with him have learned, through their own experiences or through the experience of others, to fear the revenge of the etymologist.

What that is, you have already guessed. Thrust upon him, for his dictionary, that precious trade name of yours that has something of yourself in it and he must, if you are insistent enough, take it. But he will take nothing of YOU. YOU will be squeezed out in the process. What goes into the dictionary will be a common noun, alright—so common that it will be used by the World and his Wife to cover every product in your line, as Mr. Abbott declares "Celluloid" is used.

And then, where will you get off?

Well, you won't have to get off—you won't be riding on the advertising bandwagon any more.

Good Ad Resists Fire



From across the great Pacific with its storms and unexpected typhoons, over the perilous heights of the Rockies with their snow slides, a letter addressed to the McJunkin Advertising Company, and containing a coupon clipped in Kobe, Japan, from the *Gas Record*, a Chicago publication, traveled safely until it reached Columbus, Wisconsin. In the mail coach as the train neared the town of Columbus, a fire broke out, and it started to consume the package of letters with which the inquiry from Japan had weathered so many vicissitudes. The edges of the envelope and of the coupon burned away before a rescuing hand came.

All quite unusual, true enough, but probably even more strange when we know that the headquarters of the magazine which brought the answer from the distant land is located within a stone's throw of the advertiser, and that a matter per-

taining to gas should be harmed by fire, its ally, and aid, fire. Smoke-browned and charred, the crumbling letter, with both the address of the advertiser and inquirer still legible, was finally delivered, accompanied by a note from the postmaster at St. Paul, Minn. And so, the Kobe Gas Company, in spite of the elements, will get the advertising service of the McJunkin Agency.

Advertising "Henry the Fourth" Cigars

Schedules are being sent out to daily newspapers for the C. C. Snider Cigar & Tobacco Co., Birmingham, Ala., on Henry the Fourth cigars, by Chambers Agency, New Orleans. The Snider Co. are distributors in the South for the brand, which is manufactured by the Preferred Havana Co., of New York, Havana and Tampa.

HABIT

BACK in 42 B. C. a certain man made a remark which all those who want to sell to the railways today might well keep in mind.

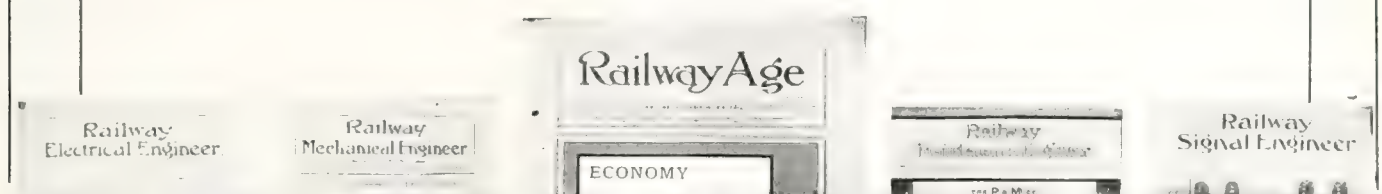
"Powerful indeed is the empire of habit," remarked Publius Syrus; and while Friend Publius hadn't the slightest idea either of modern publicity or modern railways, he gave a tip which exactly meets railway conditions now that the roads are back under private control once more.

Sixty-four years ago railway officials first formed a habit which you who desire to sell to the railways the innumerable things needed in the business of transportation should consider with care.

That was the habit of reading the RAILWAY AGE—a habit which proved so valuable that each year it has grown stronger. And as the railway field became more highly specialized, other habits were formed by railway officials—the habits of reading the RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER and RAILWAY MAINTENANCE ENGINEER. And so valuable have these habits proved to them, that today it takes a circulation of 40,000 copies of these publications, which form *The Railway Service Unit*, to satisfy the demand.

Right now, when the railways must purchase innumerable articles in vast quantities, is the time to reap the advantage which comes from having your message placed exactly where busy railway officials have formed the habit of looking for information concerning ways of securing better service and greater economy.

The only problem is, which publication or combination of publications will best serve you. And here too, we can help you if you put that problem up to us, and more—we will tell you how best to use the publication which exactly meets your requirements.



SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING
NEW YORK, N. Y., U. S. A.

CHICAGO, ILL.

CINCINNATI, O.

CLEVELAND, O.

WASHINGTON, D. C.

34 Victoria St.
LONDON

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers.

The Men and Women Who Make Our Mediums

GARDNER COWLES

Publisher of the Des Moines Register

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By CHESLA C. SHERLOCK

SOME MEN are in the newspaper business because they were born with the smell of printing ink in their nostrils; others work within the sound of the roar of presses because to them it is the only business in the world that has any romance attached to it; and others (they are a rare species) have entered the newspaper business at middle age because they recognized a great chance to serve the public.

In setting out to introduce you to Gardner Cowles, publisher of the Des Moines Register, I am going to tell the story of a man who falls within the latter classification.

Do not look for references to a long ancestry engaged in the newspaper or printing business! it is not here.

Do not look for the usual story of the boy who set out to make his mark in the world, and did it by getting a job as "devil" in some shop and fighting his way up until he bought the sheet and married his rival's daughter.

There is nothing dramatic in the manner of Gardner Cowles' introduction to the newspaper business. The thought that he would make a good publisher never entered his head until a number of friends put it there, and it took some pretty persistent hammering to induce him to believe it.

A BUSINESS MAN FIRST

Seventeen years ago, Gardner Cowles was a country banker at Algona, Iowa. He had been in the banking business all his life, and he had made good. He liked Algona, his work, the business possibilities. He had plenty to do, and he felt that his service in aiding in the development of Northern Iowa was a man's task, and he was content to keep at it.

Then along came Fate in the guise of Harvey Ingham, a lifelong newspaper man, who had at one time owned a paper in Algona. Mr. Ingham had gone down to Des Moines sometime before to edit *The Register & Leader*, then published

by George E. Roberts, now a famous New York banker. In the course of time Mr. Roberts wished to go East. His interests were for sale.

Ingham could think of no one in the world who could step into Mr. Roberts' shoes better than Gardner Cowles, so he wrote him letters, had his friends get after Cowles, and finally he got on the train and went back to pry Cowles loose from his bank.

And so Gardner Cowles came to Des Moines and entered the realm of humming presses and extra editions.

"I felt from the first," he said, as he told me the story, "that the business principles which had made my bank a success could be applied to the newspaper business with equal success."

"So many papers were just printed—they had struck a gait and they seemed content to stick in the old rut. Makeup was poor, they lacked features, human interest."

"And there was usually a poor business organization getting out the paper. It was seldom well-knit, and the idea of team work hadn't yet found expression."

"Merchants were beginning to learn that the man who could furnish the best services to his patrons at the least cost was the one who was forging ahead. Newspapers often were content to furnish an ordinary service."

A SOUND NEWSPAPER BUILDER

When he took over *The Register* seventeen years ago, Mr. Cowles found a circulation slightly in excess of 16,000 copies. He has doubled his circulation every five years since then!

"It has been done, I think, through our policy of putting every possible dollar back into the paper," he said. "We have tried to give the public the utmost in newspaper service. That and the team work of every person on our staff has made the paper what it is."

The Register will be remembered as the home of "Ding," the famous cartoonist. Ding still makes it his home. He tried out New York City for awhile, but got so homesick for his old office and the atmosphere in Des Moines that he came back.

Having a cartoonist on the staff isn't a special feat, but it threatens to be one when you consider that Des Moines hasn't been able to claim more than a hundred thousand population until this census; and when you add to it a man of "Ding's" caliber you find that the Cowles' policy hasn't consisted in talk alone. But this is pertinent to the present discussion only insofar as it raises the question: "What sort of a man is Gardner Cowles?"

He is, first of all, an organizer. Team-work is his passion. Unless he can have team-work from his staff, he realizes that the paper will languish and fall by the wayside.

EXPONENT OF TEAM WORK

"When you have three hundred and fifty people employed on one project, every last one of them has to be on his toes with his shoulder to the wheel," he said, the other day. "If you are going to arrive."

The first and only thing you see when you enter his office is a large motto which hangs on the wall above his head. It is placed where YOU can see it, not him. It is from Kipling, and it reads:

"It ain't the individual nor the army as a whole."

But the everlasting team-work of every blooming soul!

That expresses Gardner Cowles better than anything I can say. It is absolutely the only bit of decoration you will find in his office. With a desk, two chairs and a small filing cabinet, it makes up his entire working equipment.

He is a heavy built man, roundish in face and quiet in manner. He speaks and acts with a great deal of reserve. He is the sort of a man that could be described as having no temper at all. He never gets out of gear.

He is a smooth running machine, today, tomorrow and forever. He knows what he is after. He goes after it. There is no hustle and bustle and excitement.

One of his outstanding characteristics is his abhorrence of personal publicity. He is easy to meet, and will talk readily about *The Register* and his work for it, but when you get down to Gardner Cowles, it takes a great deal of cross-examining to strike pay dirt.

EXCLUSIVE OFFICES SHOW ROOMS
AND FILM EXCHANGES
101-103 HALL 35 WEST 4TH ST
NEW YORK CITY

AMERICAN FACTORY AND LABORATORY
PATHESCOPE BUILDING
101-103 HALL 35 WEST 4TH ST
NEW YORK CITY

The Pathoscope Co.
OF AMERICA, INC.

NEW YORK CITY
March 30th, 1920.

H. E. Lesan Advertising Agency
Incorporated

440 Fourth Ave.
Republic Building

New York
Chicago

WILLARD B. COOK, PRESIDENT
H. E. Lesan Advertising Agency,
440 Fourth Avenue,
New York City, New York.

ATTENTION: - Mr. H. E. Lesan.

Dear Sir:

In planning our contracts with you for a greatly enlarged advertising expenditure for 1920, it occurs to us that you may be interested to know the results which came from your services last year.

During the first eight months of 1919 we did practically no advertising and our business for that period showed an increase of only about 2% over the corresponding period of 1918. This small increase was due entirely to the defection of one of our principal Agencies, which took over the sale of a competing article, for a larger territory than they enjoyed in our representation.

In August you began placing advertising for us in the rotogravure section of the four principal New York Sunday papers and half page ads in the high-class magazines like Country Life in America, Vogue, Vanity Fair, Town & Country, House & Garden, Spur, etc.

During the last four months of 1919 our business exceeded that of the first eight months of the year by more than 37%. It exceeded that of the corresponding period of 1918 by 11%.

What will be even more interesting to you is that the increase over the corresponding period of 1918 was more than six times the amount of the advertising expenditure by you in our behalf.

The conclusion is irresistible that the increase was due largely to advertising.

Not only did the advertising apparently produce almost immediate results, but we find that this publicity has established a prestige and good will of apparent permanent value.

For the above reasons we have placed with you an advertising contract for the year 1920 involving more than three times the appropriation which you expended for us in 1919.

Very truly yours,
THE PATHESCOPE CO. OF AMERICA, Inc.
Willard B. Cook
PRESIDENT.

WBC/AMK

What It Means!

FOR several years Mr. Willard B. Cook, President of the Pathoscope Company of America, has believed, and we have believed with him, that there was room for a portable motion picture projector using non-inflammable films, both in the home and in the business world.

By a modest outlay for advertising, the field was tried out and the right plan of procedure arrived at.

Mr. Cook's letter, reproduced above tells the rest of the story.



GARDNER COWLES

His belief in teamwork is probably the explanation for this trait. He doesn't consider himself any more important than any other unit in the organization; he is just a part of the whole, like anyone else in the institution. Gardner Cowles is the least known and least advertised man on the whole *Register* staff.

He works just as hard as anyone in the building, and as regularly. For months, I used to pass the building in the evening when the "help" were leaving. Sometimes they were all gone. But Gardner Cowles was sitting at his desk. Sometimes he was apparently dreaming, for his desk was cleared and he wasn't doing a thing. But that brings out another trait in him. He plans the next day's work in those few minutes in the evening so that first thing in the morning he knows just what that day is going to be.

He had his fling at politics a few years ago. He served four years in the Iowa Legislature, but that was

enough for him.

"Let the man who wants to hold office seek it," he said to me one night. "But not for me! A man can spend his time and his money in an honest effort to serve, and then have his motives misunderstood and his character assailed in the most uncalled for manner. Politics is an attractive goal to some people, but not for me."

He is one of those fellows who find their recreation in their work. He cares for golf about as much as he does for politics.

"I play sometimes for company, but as for being a golf bug, I deny the allegation."

There is only one thing that interests Gardner Cowles and that is his job. His avocation I would designate as his passion for keeping out of sight personally.

All he cares to do is to serve his readers and his advertisers a little better than they were served before. That is his job and his creed. To him, nothing else matters.

How to Build a Mailing List

The compilation of a live mailing list becomes comparatively easy when the merchant sells principally to a special trade or profession, but, as the *Retail Public Ledger* points out, the firm which sells the general run of regular people has a little harder job.

Here are ten suggestions by Julian M. Solomon, manager of the exhibitors' service department of the Famous Players-Lasky Corporation. It's the way the movie houses get up their lists, and most of the ten suggestions will convey valuable hints.

First.—From local dealers. It's a case of swapping lists between two or more sellers of different types of goods to the same class of customers.

Second.—From Blue Book and Social Register. These publications give the names, addresses and lines of business of prominent people. They are valuable when it is desired to reach a social or money class.

Third.—From society columns of the newspapers. Here again it is a case of social or money prominence as a rule. The announcements of weddings, dances and other functions at least convey a pretty good hint as to who is spending money.

Fourth.—From canvas by boys. The children of a neighborhood may be put to work this way by the offer of prizes. Often the local Boy Scout organization is glad to undertake it in return for a donation of some sort to the organization. In this case printed slips for name, address and telephone number should be distributed to the canvassers.

Fifth.—From the telephone book. This is a fairly accurate guide to substantial people and within periods of publication (three or four times a year) is up to date. If a neighborhood list is desired, the compiler may run down the telephone number column, skipping all but the local exchange. It's a process that's somewhat tedious, but it yields a big list, with the phone numbers as well as addresses. Of course, the classified sections of the directories speak for themselves. They are ready-made.

Sixth.—Through newspaper advertisements. If the merchant is able to offer any inducements to prospects convincing them why they should be on his mailing list, there is no better way to announce it than in a newspaper advertisement. This will bring in a list of genuinely interested ones.

Seventh.—From membership lists of clubs, lodges and societies.

Eighth.—From canvassers who also "sell" the store. If the right saleswoman can be found it is often profitable to put one or two of them at work steadily over an extended period, in a house-to-house canvass. They make no attempt to take any orders unless the prospects themselves suggest it. They simply ask for names, and make some brief suggestions to the prospect as to reasons she might find it profitable to trade with the merchant in question.

Ninth. From the State Highway Department. A list of automobile owners may often be secured from this source.

Tenth.—From the local librarian.

What Has Become of Class Appeal?

What Exploded This Time-Honored Theory Which, With All Its Subtle Variations, Made-Up About Two-Thirds of the Average Newspaper Representative's Selling Talk?

By DONALD WILLIAMS

WHAT would you think of an advertiser whose product had an actual or potential national distribution, who decided not to erect a great electric sign on Broadway because *all* classes of people would see it?

And yet that seems to be the mental attitude of many advertisers who still worship the fetish, "quality-class-appeal."

Up to two years ago, forty-five minutes of every hour in conference between advertiser and space seller was devoted to an analysis of the "quality-class-appeal" of the newspapers under consideration. Of late in the minds of most national advertisers this time-honored, wind-worn theory has been exploded.

The successful advertiser now methodically builds up mass interest in his product. He gives the idea of its reliability, utility and superiority a tremendous momentum by driving it into the massed minds of all the overlapping classes of Americans. The product that all the people think about and talk about, has working for it a selling force as powerful and as lasting as the Falls of Niagara.

The seasoned advertiser has found out that while individual minds are more intelligent than others, individual tastes more sophisticated, in the mass, the elementary impulses which move all humanity are the same. The society favorite, and her sec-

Advertisement

ond maid are moved by identical psychological impulses, and what interests the one to a great degree interests the other also.

If all the people in every little neighborhood think about your goods, they will also talk about your goods. And the retailers—if your goods are handled by retailers—hearing many customers speak of

your brands, will decide that yours is a line to carry.

On every side of us we find testimony to the value of mass interest in products of every price. Rents and property values in certain city sections, for example, are tremendous because the crystallized experience of generations has taught merchants that it is profitable, at almost any price, to establish shops where they can be conveniently reached by the greatest number of passers-by. Successful merchants devote valuable space to great display windows because the same crystallized experience has taught them that the most advantageous location loses much of its value unless it offers an opportunity to display merchandise attractively and effectively to all classes of passers-by.

And so in selecting an advertising medium the decisions of the seasoned advertiser are being based more and more on large circulation and the opportunity offered by the publication for a large and effective display.

But, says some one, all this is theory. We agree with him but we also agree with Edgar Allan Poe—that unless theory will work when applied it is not a real theory at all.

We claim the actual results from great color pages in the *American Weekly*, with its two and a half million circulation, have done more than anything else to turn advertising thought away from the carelessly nourished fallacy of the "quality-class-appeal."

For direct returns prove that the American Weekly sells anything from five cent packages of candy to \$10,000 ready-to-erect houses in great volume to all classes of people—in fact it sells anything that more than two and one-half million progressive American families use



SPRING writes the promise of the future in a blaze of color. Who can resist the blue of her sky, the gold of her sun, the green of the grass and trees, the pink of blossoming orchards, the cheery red tulip and her dancing daffodil, as she breathlessly tears through the grey, silent background of winter, and reenters gay and buoyant—the symbol of nature's rebirth.

**TWO AND A HALF MILLION
FAMILIES READ
THE AMERICAN WEEKLY**

*"If you want to see
the color of their money—Use Color"—A.J.K.*

Consider for a moment a few of numerous astonishing examples. A color page in the issue of December 28 brought 30,000 inquiries for a product costing from \$500 to \$10,000 (name furnished on request).

A toilet goods manufacturer ran a page which brought 45,000 inquiries, each with ten cents enclosed (name furnished on request).

And perhaps the most astonishing, overturning all the fixed ideas of book advertisers, a single color page run by the Review of Reviews Company recently sold directly \$100,000 worth of O. Henry books.

And—after using a single of these great color pages—The Fleishman Yeast Company writes that they have scored a substantial increase in sales in every considerably sized city and town in America.

When we consider this remarkable and diversified pulling power of AMERICAN WEEKLY color pages, naturally for our own information, we analyze the factors which create it.

First, the American Weekly has a circulation of more than 2,500,000, the largest of any publication in America. It is the leading feature of the Sunday editions of seven great metropolitan newspapers: The New York American, Boston Advertiser and American, Chicago Herald-Examiner, Atlanta Georgian-American, Los Angeles Examiner, San Francisco Examiner, and the Washington (D. C.) Times.

An important fact! The AMERICAN WEEKLY is national in reader interest— but, it is circulated with fresh, local news. Wherever it circulates it is a newspaper; the most progressive and leading newspaper in its locality.

Again, the American Weekly, because of its widely separated points of distribution as a feature section of local

newspapers must have a fundamental and universal appeal.

For superficially the New York City dweller differs from the New England Yankee, the Southern from the California "native son" and the breezy Chicagoan. But the American Weekly appeals to them all alike. Advertisers of all kinds of products find that returns come—in direct proportion to the distribution of the American Weekly's circulation—from all parts of the country.

In other words, the American Weekly makes no "class" appeal. It makes an "every-class-appeal," an universal appeal to two and one-half millions of prosperous, pro-

gressive American families. The quality is all there—broadly distributed.

But even the largest circulation in America and a universal "every-class" appeal would scarcely account for the phenomenal returns obtained by advertisers in the American Weekly if one did not consider also that the American Weekly publishes the largest page for advertising purposes printed in full color.

The effect of a large color advertisement cannot be over estimated. Color is the natural medium of human expression. Displayed effectively as in the American Weekly it becomes almost irresistible.

It attracts the eye and startles the imagination. It awakens mental associations and impulses. It is a powerful action stimulant of all living things.

It has been scientifically proved that while black and white tax the imagination to form color associations, color alone, without a written word, can create any emotion or impulse in the human mind and actively stimulate the imagination.

When one considers that the American Weekly is distributed with seven progressive newspapers, that it makes a universal appeal to every class of people, that it has the largest circulation of any publication in America and that its color pages are the largest in any publication, is it any wonder that:

90% of last years advertisers in the American Weekly doubled their space contracts for 1920. And that most of the available space for 1920 is already contracted for.

NO wonder great color pages in the American Weekly are producing phenomenal returns on everything from a five cent package of candy to a ten thousand dollar ready-to-erect house.

Not only are its color pages the largest available, permitting the most effective display of color, but its circulation is larger than that of any other publication in America. Two and a half million of the more progressive and well-to-do families of the United States look for it every Sunday as the principal feature of the

NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA-GEORGIAN-AMERICAN

The **American Weekly**

A. J. KOBLER, Manager
1831 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

Why Our Men Now Sell 50 Per Cent More

The Golden Rule in Selling Brings the Seller Something More Substantial Than a Feeling of Satisfaction

By MARTIN L. PIERCE

Merchandising Manager, the Hoover Suction Sweeper Company

WITHIN my recollection there are three distinct types of sales control. All three are still to be found in business, but the two older types are of interest historically and as warnings rather than as models. I shall relate my experience with all three types, and tell about some methods distinctive of the third type that are giving exceptional results.

The first of the three types existed during the period when the traveling salesman, representing either manufacturer or jobber, literally owned his trade. During this period, in many cases, the employer did not dare to send a letter or a piece of literature to the trade without the consent of the salesman. The control of the salesman over his trade was so complete that in many cases he changed his line or changed his house and held in line practically every one of his dealers.

My first experience in merchandising was in a small store in eastern Indiana. In the community it was known as the West End Grocery, one of those typical small stores that kept groceries, standard drugs, hardware, thread, and a few dry-goods. The boss and I did all the selling and the traveling salesmen who visited us did all the buying.

One salesman in particular very vividly typifies this. He represented a wholesale grocery house in Richmond, Ind. He came usually on Friday, driving up to the store in a buggy between 3 and 4 o'clock. He would get out of the buggy, go into the store, walk behind the counter, look in all the barrels and boxes, take out his order book and commence to write up what we needed for the next week. Practically everything that the boss did was to sign the order after it had been made out.

This salesman was typical. He was shrewd, a hail-fellow-well-met, always had a good story, plenty of good cigars, and knew just when the boss was due a good meal. He always threw an air of mystery about his business and when taking the order he talked in a low, subdued tone of voice. After putting down each item he invariably would say, "Do you think that's enough?" Each week he would take time for

a little visit but would always leave immediately after the order was signed.

Two or three years later I was working in a clothing store in Richmond, Ind., where the same methods were repeated. A man by the name of Levy, selling children's clothes, visited us regularly. He looked over our line and made up the order and even would go so far as to count out the money at night and make a record of the cash, put it in a sack, and hand it to the boss. It is not a misstatement to say that Levy literally owned the business. As with the grocery salesman, he could have changed lines and still sold the boss just as many clothes.

What Do YOU Think?

Which branch of advertising pays best? This is a question frequently discussed. Representatives of good papers imagine that the selling end brings in the better prizes. On the other hand, skilful copy writers find this the best way to important and influential positions. Whether the beginner in advertising should start as a canvasser or on the inside staff of an agency is still undecided, but there can, I think, be no question that work in an agency gives the better training. It would be interesting to have the views of leaders in the profession on what course should be adopted by those who wish to take up advertising as their career. The subject is certainly sufficiently important.

I presume that every other man of 40 or more who began his merchandising experience early in the 'teens could recite other illustrations of the same kind.

WHEN A MERCHANT IS AT THE SALESMAN'S MERCY

The merchants in those days, for the most part, were held in line because of their gross ignorance of the business in which they were engaged. For instance, my boss in the grocery had started in business as a representative of a northern Ohio nursery company. Practically all he had done in a business way during his life was to sell fruit trees until he bought out this grocery. It is literally true that he could not

have made out a bill of groceries intelligently to show quantities and qualities needed.

It was always a part of the salesman's work to stick something in which had a long profit for his house no matter how slowly it might move for the dealer. Half of our stock was dead. We had eight or ten different brands of baking powder, and quantities of stuff for which we never had a call. This went on until all of the boss's capital was tied up in inactive goods and he was compelled to sell out or go into the hands of a receiver.

The clothier for whom I worked had a similar experience. I remember certain patterns vividly to this day because of the number of times I dusted them off. As was the custom in those days, we started on Monday morning to clean stock, working at odd times until we had completed our work. We had a line of odd pants. Ninety per cent of them had been in stock for over three years but we kept buying from year to year new stock to be sold and the old stock was retained.

My second boss did not go into the hands of a receiver but went out of business, having made practically no money in a venture that took up some of the best years of his life.

The second type of sales control has been known as psychological. Later merchandising history has gone to prove that the methods were neither psychological nor was the man using the methods of a real salesman.

When my boss in the clothing store failed to give me a much needed raise, I launched into the insurance business. One of the first experiences I had was to be taken to a city nearby, along with about 100 other insurance salesmen from various towns in that district, to spend two days under the direction of one of these high-pressure distributors of psychological selling methods. He did not spend 15 minutes during the two days in talking about the real service the company was capable of rendering. He did not lay upon the representatives the necessity of carrying insurance in the company; but he did lay out to them strong-arm selling points

and methods and strong talk that would help them to go to their prospect and carry away an application.

WHEN THE GOLDEN RULE WAS NOT CONSIDERED

The idea of fitting the policy to the prospect or the idea of selling the prospect what he really needed was not mentioned. The sole motive put into the minds of the agents during that conference was that a certain percentage of the first year's commissions would revert to them and for that reason they should sell the prospect as large a premium as possible.

The history of life insurance as a profession is literally strewn with the wreck of hundreds of fine young fellows who could have made a success, had the insurance companies in those days had the same visions that a number of them have today, realizing that the company is responsible for the development of the salesmen who come to them, rather than simply handing them a rate book and telling them to go and hunt up the prospects.

Years later, while I was teaching in a southern college, we had several of the same type of men visit us. The college I was identified with was an industrial school. The boys went out from year to year, during vacations, to do some type of selling. It was my business, directly after the holidays, to drill these fellows for the work they expected to do during the following summer.

Invariably, sales representatives of the high-pressure variety would be sent to us from the companies representing stereopticons, books, kitchenware, and similar products. They brought no message of service and spent no time in showing the men how they could be of real help to the people they were to call upon; the whole time was spent in showing the tricks of the trade and the quickest and easiest methods to get names on the dotted line.

These high-pressure men made it a business to spend a day or two with the men in the field, going over again with the group the same tactics and the same methods pursued before the men had commenced work. Until quite recently the majority of sales managers, particularly those selling specialties, followed this method of sales control. As a result, a constant procession of salesmen went through their offices. Sometimes during a year there would be a turnover of 200 or 300 per cent.

The men knew nothing of the

commodity and cared less. As a rule, they did not even read the advertising matter that was sent out from the house describing the product they were selling. They had but one thought and that was getting an order, sending it to the house, and getting the commission check. When they had sold once they never expected to see their prospect again.

This method of sales control, and these men, as I have said, represents a past generation. There are still salesmen, however, who do own the business. There are sales managers still trying to put across their business with strong-arm selling methods. But each year their number becomes less. Merchandising today is being recognized as simply a method whereby one man serves another.

In the third type of sales control, as I see it, the outstanding function of the manufacturer and jobber is to sell his salesmen and his dealers a selling plan independent of any given volume of business. The American Multigraph Company says, "You can't buy a Multigraph unless you need it." Hart, Schaffner and Marx says, "Every suit is all wool." The American Chicle Company advertises good digestion. The Elliott-Fisher Company advertises the service performed by their products; and so I might go through the entire list of up-to-date merchandisers.

These concerns carry on educational work with their salesmen, their dealers, and their dealers' salesmen, to the end that they shall know the value of their commodities and shall enthusiastically satisfy the consumer demand by recommending these advertised products.

Overloading the dealer has "gone out." Profit is based on turnover and in order that the retailer may realize the full possibilities of his commodity, it must come to his stockroom persistently, but at no time in large quantities. Every manufacturer turns down enthusiastic dealers who insist on placing orders for more stock than can readily be disposed of.

EVEN THE NEW DEALER CAN'T ALWAYS HAVE EXACTLY WHAT HE ORDERS

This policy has been so persistently followed by our company that it dates back as one of the very first of our fixed principles of merchandising. It would be hard to find a single manager in the entire organization that could not give you a long list of instances where new accounts were made without any

reference whatever to the number of machines that were being ordered.

Some time ago a new dealer in an Ohio city was put on. Our manager deliberately cut the initial order to one-fourth of its original size. This, of course, was in the days when the company could make shipments within 30 to 60 days of the time the order was placed, but it definitely sets forth the spirit of the company and its attitude.

Some time ago, according to a washing machine friend of mine, a washing machine company doing business in Chicago found that they were making slow progress with the old method of loading up the dealer, and therefore suddenly changed the past policy, upon the advent of a new sales manager. The manager began a policy of giving the dealer only what he could reasonably be expected to sell within 30 days; and then the company cooperated persistently in the sale of the product. As a result of this changed policy the sales were increased 100 per cent during the following six months.

Last summer I met a salesman for a stove concern in the store of one of our hardware dealers. I found that his method of handling the trade corresponded exactly with our own. He was then booking the dealer for the following year but was doing it on the basis of his past sales, and after a careful analysis of the sales possibilities of the dealer's territory. There was absolutely no attempt made to sell a single stove in the line that he could not reasonably expect the dealer to sell during the stove season.

AN IMPORTANT TRUTH THAT SOME EXECUTIVES MISS

Goods are not really sold until they are in the hands of satisfied users. Manufacturers have learned from experience that the service end of selling is after all just as important as the initial sale, and in many cases it is really more important, for it affects not simply the sale of the original quantity sent to the dealer but also an endless string of other units that are to be sent into that territory year after year. One stove, in a community, that does not give real service, can kill the sale of a hundred others. One of our district managers not long ago told me that he definitely figures that every machine properly sold will, within the next thirty days, produce another unsolicited sale. Over a period of three or

\$122,500,000— Baltimore's Industrial Payroll

The latest available figures show the number of industrial plants in Baltimore to be 2,700, with a yearly output valued at \$640,000,000. The salaries and wages paid to the employes of these 2,700 plants every year amount to over \$122,500,000.

Even the wage-earner of Baltimore can afford nearly anything he desires. He has more money to spend today than ever before in history and he is spending it.

Clearings of Baltimore banks for the year 1919 were \$4,343,466,570, a gain of \$987,864,826 over the year 1918.

With so much money in circulation, any worthy product finds a ready and responsive market in Baltimore.

This exceptional market can be covered thoroughly, effectively, economically, by the use of *The Sunpapers* because—

Everything In Baltimore Revolves Around **THE SUN**

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York.

GUY S. OSBORN
Tribune Bldg., Chicago.

four years this has absolutely checked out in his territory.

My thought is that the manufacturer or jobber who today does not realize that his prosperity and the prosperity of his dealer is one, is doomed to failure. Because of this merchandising fact the manufacturer or jobber today is constantly funding the experience of his own sales organization, that of the dealer, the dealer's salesmen, and the user, and then passes these facts on for further use in the development of his merchandising plan.

With these educational facts in front of him, the manufacturer or jobber can definitely forecast the volume of business that there is for him in any given territory during any given year. It is just as mathematical as for a man to go to his register and count out the cash in the evening. In our case we know how many electrically lighted homes there are in a given community. We know the sales that dealers throughout the country have made in a community over a period of years. We know the volume of business in the community. This volume and an exact chart can be laid before the dealer to show him how to get the business. It is a definite, scientific method of sales development.

The last educational development which our company has made is the establishment of a school at North Canton. The purpose of this school is definitely to fund all the experiences of the entire Hoover organization, to classify them, adjust them, standardize them, and pass them on to the managers, dealers, and salesmen selling to the consumer. Various groups are brought in to the factory and these facts are laid before them.

A certain amount of field work is done by this department where this information is carried out and given to groups in the territory that cannot conveniently come to the factory. This field work, however, in no way takes the place of the regular class work being done by the school at North Canton.

The results thus obtained have been phenomenal. Men who have had no selling experience have gone into the territory and made good from the very first day. Men who have been fair salesmen, have as a result of receiving this educational cooperation, gone back into their territories and doubled their former sales record. One salesman, who had had practically no selling experience whatever, went back to his dealer but found that he had

no stock. This man borrowed a machine from a user for demonstration purposes and he sold thirty machines before the dealer had obtained his shipment. The average increase in sales of men who have gone through the school is 50 per cent over their former volume of sales.

Thomas Edison recently said that the present century would stand out in history as a century of human engineering in the same way that the last century stood out as a century of mechanical engineering. Every economic fact gleaned from present-day experience would indicate that this is a true analysis of the present situation.

For that reason, if for no other, the success of every manufacturer

and jobber is intimately tied up with this third method of sales control. People can no longer be controlled by petty bribery nor by personal influence; nor can they be controlled permanently by strong-arm selling talks. There must be a fundamental basis on which the buyer has as much, if not a greater, opportunity for profit than the seller. The seller must absolutely see the transaction from the standpoint of the buyer and he must be genuinely interested in the success and prosperity of his customer. This is the only satisfactory, reasonable, and successful way whereby the modern merchandiser may extend the glad hand to his customer.—*System*, the Magazine of Business.

Building Export Departments Calls For Much Care

Generalities Should Be Avoided and Particular Aims and Requirements Considered

By DR. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

Foreign Trade Questions Answered by Dr. Pratt

DR. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.

J. and H., Inc.,

Cincinnati, Ohio.

We are manufacturers of a specialty which is widely used in this country, and for which we believe there is a market abroad. Would you advise us to develop an export department of our own, or make use of the export firms in New York and elsewhere? Please give us the reasons for your advice.

This question goes to the root of the export problem, as it affects the manufacturer. The questioner in this case has made the usual mistake,—a mistake always made by those unfamiliar with export business. He assumes that there is a

right and a wrong method for the manufacturer to pursue, and that the question of establishing an export department is an abstract one like any mere engineering problem or a chemical reaction. To talk with some uninformed manufacturers, you would think that the export problems of his organization could be analyzed in the laboratory and an exact answer found to each query.

Nothing could be farther from the truth. No man, however skilled, can answer the question propounded in this instance. In the first place, we haven't sufficient information. Only the writer of this letter, or possibly his Board of Directors, can give the necessary information. The best that I can do is to point out some glittering generalities that bear on the subject.

As indicated, there are in general two courses open to the manufacturer: first, the establishment of an export department, and in consequence the development of a *direct* export business; second, the making of certain connections with export houses in New York and San Francisco, and in consequence the development of an *indirect* export business.

The decision as to whether his

Market Data on Erie, Pa.

This analysis of the Erie market and newspapers is designed to help you get the salient features immediately; then clip and file the page for convenient reference.

Population

Erie present estimate, 105,000. Suburban (35 mile radius), 52,000. Substantial, desirable class of citizens; small foreign element.

Appearance of City

Scientifically laid out. Streets are straight and generally of good width. Principal thoroughfare 100 feet wide. Majority of other streets 60 feet wide.

Principal retail business street is State. Stores are many with plenty of the finest class of merchandise. Mercantile and public buildings and factories, modern and imposing. No poor residential district. Most houses are brick or concrete. Many mansions. Modern apartments. Several manufacturers have high class, modern housing developments for employees. This insures a steady, more-than-average worker, accustomed to modern conveniences, luxuries and responsive to judicious advertising.

Manufacturing

Erie is a prosperous manufacturing city. Diversification of manufactures insures stability. No abnormal labor supply or excessive unemployment. Fair wage scale and high class of employees are reflected in character of large number of homes owned by workers.

Erie is the center of the engine and boiler industries of the world with factories which lead in the manufacture of sterilizing machinery, clothes wringers, bond and ledger paper, roofing and building paper, steel forgings, tools, malleable and grey iron castings, horseshoes, stoves, hardware, pig iron, hollow ware, brass and iron pipe fittings, meters, electric motors, electric engines and electrical goods, locomotives, art metal specialties, rubber tires and tubes, baby carriages, wood products, building materials, air compressors, bolts and nuts, brass tubes, chemicals, flour and feed, lubricating oils, bricks, freight cars, structural steel, silks, pipe organs, furnaces, and sheet metal specialties, paper boxes, stove furniture, valves, vises and wrenches, corsets, trousers and overalls, confections, foundry products, feed water and storage heaters, show cases, caskets, aeroplane parts, etc.

Fishing

Erie is the largest fresh water fishing port in the world, with an annual haul of from 12,000,000 to 20,000,000 pounds of fish, most of which is handled and shipped by large freezing and packing houses located on Presque Isle Bay.

Location and Relation to Future

Erie (port on south shore of Lake Erie on Presque Isle Bay) is 88 miles from Buffalo, 95 miles from Cleveland and about mid-way between New York and Chicago.

Erie harbor, 4 1-2 miles long and 1 1-2 miles wide, insofar as nature has a hand in it, is the finest on the great lakes. Commercially, however, this wonderful natural advantage has been neglected, although the lake commerce right now is of no small consequence.

This under-development of the port is but an added assurance of future prosperity and certain growth. This means that the City is sure to become larger and more important, and therefore a logical market for you to obtain a foothold in right now.

Erie's location for commercial purposes is unsurpassed. It is within easy reach of half the population of the United States. The outlying territory includes a splendid fruit growing and farming region.

Transportation

The facilities are adequate, including steam and electric railroads and limited lake boats.

The New York Central, Nickel Plate, Pennsylvania, Erie & Pittsburgh, and Bessemer & Lake Erie Railroads pass through or have their terminals at Erie.

Three interurban trolley lines connect Erie with all the important cities and territory east, west and south, affording freight as well as passenger service.

Wholesaling

With Erie increasing in size and importance, the wholesale business should rapidly develop. At any rate, there lies certain opportunity.

While the greater portion of the jobbing business is now controlled from Buffalo and Cleveland, from an advertising and merchandising standpoint Erie stands alone and supreme.

Erie Daily Times

(A. B. C. Member)

Paid Circulation 28,194

Average for 6 months ending March 31, 1920

Line Rate 7c Flat

Evenings Except Sunday

Not a little of Erie's growth is due to the influence of its dominant newspaper—the Times. Space will not permit showing the Times' imposing record of influence for good. Established 32 years ago in 1888, its policy has been and is fearlessly independent.

Circulation

A. B. C. records show to what extent the Times saturates the Erie market reaching practically every worthwhile family. Obviously the Times is at once the class and mass paper.

The following record shows the paid average circulation for March, 1920:

Territory	Population	Number of Homes	Erie Times' Paid Circulation
Erie City	105,000	21,000	20,238
Erie suburbs (35 mile radius)	52,000	10,000	7,262
Country			1,366
Total			28,866

Erie has three daily newspapers—one morning, two evening. The Erie Times has about 50 per cent MORE than the combined paid circulation of its two DAILY competitors and about TREBLE the circulation of either.

Few Parallels in the Nation

Of what avail is an oversized market in a disputed newspaper territory? How much actual money do you make by entering a vast field where to dominate you must increase your selling cost in several mediums.

Erie, Pa., and the Times should be in every national campaign. The territory is big, concentrated and prosperous; one newspaper saturates

the field—which reduces your selling expense to a minimum—and increases your actual net profit even above that in larger cities where keen newspaper competition increases your selling cost.

Indeed, Erie and the Times stand out as one of the exceptional combinations, with few parallels in the entire United States.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.
NEW YORK

Harris Trust Bldg.
CHICAGO

Waldheim Bldg.
KANSAS CITY

Candler Annex
ATLANTA

Monadnock Bldg.
SAN FRANCISCO

export business shall be *direct* or *indirect* rests upon the manufacturer and the facts upon which to base that decision are mostly in his hands and nowhere else.

The decision of *direct* or *indirect* exporting rests, in the main, upon the following considerations:

(1) *Character of the Product.*

Some articles are particularly adapted to direct exporting, as for example those widely used; e.g., sewing machines, cigarettes, etc., or articles where the element of service is important and where direct contact with the factory is essential. In other cases, where the product is more standardized, e.g., coffee, zinc, certain types of machinery, etc., the necessity of close contact with the buyer is absent and the manufacturer is well served by an exporter.

(2) *Capital and Credit.*

Any producer or manufacturer who desires to export direct to foreign markets must be prepared to give credit to

his foreign customers. In order to give credit, he must have not only sufficient capital to carry on his domestic business, but to add a very considerable line of credit for his foreign customers. Some manufacturers have been fortunate enough to be able to exact cash for their merchandise, especially during the war. But today the manufacturer in general has the choice of giving credit or doing business through a middleman.

(3) *Margin of Profit.*

The margin of profit oftentimes determines the question for the manufacturers. If the margin is wide, a large and specialized selling organization may be built up. If the margin is small, any selling organization may be too expensive. To a very considerable extent the margin of profit depends upon competition abroad—a point that must be kept in mind.

(4) *Brains.*

Some industries are notoriously lacking in brains. If the manufacturer thinks that such is the case in his business, he had better not embark on a program of direct exporting. There is in fact no business in which the necessity for highly trained brains is so great as in the export department of a manufacturing establishment. No executive, no matter how competent, can look after the details of an export business, and hence that part of the business must be delegated. There must be brains at the top, and brains in the export department.

(5) *Willingness to Export.*

Manufacturers sometimes think they want to go in for direct export business, when they have not really considered all the consequences. The Willingness to develop direct export business presupposes a carefully and thoughtfully made decision and not a chance, a prejudice, or a mere lucky stroke. Any man who decides to go into direct export business should have the determination to go through with it, come what may.

The considerations mentioned above apply to all export business, but particularly to direct exporting. The direct exporter carries his products directly into foreign markets. He builds up a selling organization abroad, which may consist of his own officers, travellers, warehouses; or of his own agents and representatives; or of a large number of customers and mail contracts. He builds up his foreign advertising. His foreign credit information equals his domestic credit information. His shipping department is familiar with the technique of foreign shipments. His financial department understands drafts and foreign collections. In short, the man who exports direct must be prepared to extend his domestic organization with foreign countries.

If the manufacturer is not prepared to do these things, he can use the export house or a middleman, and his obligations will be discharged upon the delivery of his merchandise into their care.

Finally, let me say that the decision

to extend his business into any foreign territory should be based by the manufacturer on exactly the same factors as his decision to open up any new domestic territory. If his decision is so based, it is likely to be successful; if not, he is likely to meet with unfortunate results.

Philippine Advertising Plan a Feature of Missouri Journalism Week

An extensive advertising plan of the government of the Philippine Islands, taking the form of a Made-in-the-Philippines Banquet, will have a prominent place on the program of the eleventh annual Journalism Week of the School of Journalism of the University of Missouri to be held from May 3 to 7 this year. Newspaper men and women from all over the United States who will come to Columbia, Missouri, for Journalism Week will be dined on the food of the Philippines, delighted with the decorations from the Philippines, and have displayed before them numerous exhibits, both agricultural and industrial, to prove to them the remarkable development of the Philippines along these lines since becoming possessions of our government. Appropriations by the government there to cover the expenses of the banquet amount to 150,000 pesos or \$75,000.

Food for 600 guests, to which number the plates is to be limited, will be accompanied to Columbia by Filipino cooks who will prepare and serve it in the Philippine manner. Decorations characteristic of the Islands will transform the banquet hall to a tropical scene where Filipino students now studying in this country will sing their native melodies. The shipment of materials, now being collected in Manila to be sent direct on an army transport, will also include appropriate souvenirs which will be distributed among the guests.

Another event standing out on the program for Journalism Week is the dedication of Jay H. Neff Hall, the new \$75,000 home of the school, which is now nearing completion. It is a gift to the school from Ward A. Neff, an alumnus, in memory of his father, Jay H. Neff, who was widely known as an agricultural editor of the Middle West. The building is now being equipped with a modern newspaper plant at a cost of approximately \$30,000 in which will be published the *Evening Missourian*, the daily paper issued as a laboratory product by the students of the school. In addition, it will contain a stereotyping department and class rooms, and will be the first building in the country to be used exclusively as a newspaper plant and for instruction in newspaper work.

622 Registered Beverages in U. S.

Given in a list of manufacturers and distributors of beverages, including beer substitutes, soft drinks, grape juice, table waters, etc., prepared by the National Register Publishing Co., New York, are the names 622 brands. The names ranging alphabetically from Aca-dia, and numerical identifications such as 40-60, to the last drink Zip the Zip, were compiled, with a few exceptions, from the trade marks registered in the United States Patent Office during the past three years.

Keeping Up With The Times

A FACT A WEEK

Put out of the reckoning, for the moment, the phrases, "most responsive circulation," "the paper of results," "a hundred thousand lines gained a month," "advertising refused," "the paper of the home," and think of The Washington Times in this aspect:

The Washington Times has 60,000 daily buyers—all in one edition—not duplicated (population and circulation figures prove that) sells out completely every day—circulation growth limited by white paper shortage.

This big Times city is waiting, money in hand, to buy the products that appeal. The rest is up to the advertiser.

The Washington Times

WASHINGTON, D. C.

ADVERTISING IN FINLAND

The following are the principal papers in Finland, which carry most of the advertising done in the country:

Name	Place	Language	Circulation
Helsingin Sanomat	Helsingfors	Finnish	60-70,000
Hufvudstadsbladet	"	Swedish	45,000
Uusi Suomi	"	Finnish	35,000
Kauppalehti	"	"	"
Mercator	"	"	"
Turun Sanomat	Abo	"	30,000
Uusi Auran Abo Under	"	"	24,000
Rättelser	"	Swedish	6,500
Aamulehti	Tammerfors	Finnish	20,000
Karjala	Viborg	"	25,000
Karjalainen	"	"	"
Aamulehti	"	"	20,000
Ilkka	Vasa	"	12,000
Vasa	"	"	10,000
Vasabladet	"	"	8,000

Kauppalehti, a daily published in Finnish, and *Mercator*, a weekly magazine, published in Swedish, are commercial organs. The others are general newspapers.

The circulation of papers published in Swedish is confined largely to the cities and the south and west coasts, as these are the centers of the Swedish-speaking population. It is estimated that one-seventh to one-fifth of the circulation of the papers published in Finnish is confined to the cities. The remainder goes to country subscribers.

COST OF ADVERTISING—CHAMBERS OF COMMERCE

The first and last pages of Finnish papers are given up to advertising. The middle is the news section. Advertising on the first pages costs 60 penni*, on the last pages 50 penni, and in the news section 70 penni, per millimeter column. For Sunday editions these figures are 70, 60, and 80 penni, respectively. If the advertising is to occupy a fixed place on the page the charge is 10 penni additional per line. The Vasa papers are carrying advertising at 10 penni per millimeter column less than other papers at the present time.

There are well-organized chambers of commerce in Helsingfors, Abo, Hango, Viborg, Tammerfors, Vasa, Uleaborg, Bjorneborg and Kuopio. The central chamber for all Finland is at Helsingfors (Central Handelskammare Borshuset, Helsingfors). Commercial catalogues and trade magazines descriptive of American goods will be received by these chambers and placed at the disposal of interested merchants.

*100 penni make 1 mark, the normal value of which is 19.3 cents.

Southern Pine Association Appointments

King H. Pullen, publicity manager of the Southern Pine Association since 1917, has been appointed acting manager of the Trade Extension Department to succeed L. R. Putman, who resigned to become manager of the newly organized American Lumber Association.

J. F. Rhodes, secretary-manager of the association, also announces the appointment of Earl Dionne to have charge of the Salesmen's Service Association. Mr. Dionne, who has been identified with lumber trade journal work, will edit "The Southern Pine Salesman," and will serve as secretary-treasurer of the salesmen's association.

America's

NEW YORK AMERICAN

THE BEST PAPER
for the BEST PEOPLE

*Sunday American Circulation
Limited to a Million*

TWICE the PRICE
and

TWICE the WORTH

of Any Other New York Newspaper

READ BY THOSE WHO
WANT THE BEST AND
ARE READY TO PAY FOR IT

*The Most Prosperous, the Most Liberal
and the Most Discriminating Body
of Citizens in the United States*

AND MORE THAN A MILLION OF THEM

CHARACTER QUALITY ENTERPRISE
ACCURACY
New York American
THE AMERICAN PEOPLE

LARGEST CIRCULATION IN AMERICA

Selling a New Idea to Old Salesmen

**How Adler Orders Were Increased
by Use of the Advertising Portfolio**

DURING one of the departmental sessions of the Associated Advertising Clubs at New Orleans the question arose as to how to best insure hearty cooperation from the salesmen in the carrying and use of portfolios containing the pieces of matter which go to make up the average advertising campaign.

Considerable complaint was made that salesmen too frequently neglected this important material, either failing altogether to take it out on their trips or else handling it in a way not calculated to secure the big return which should accrue from a proper presentation to the trade.

The consensus of opinion seemed to be that the proposition was, in its final analysis, one of selling the salesmen so completely that they would recognize that the neglect of such a sales stimulator reacted directly against their respective sales records. In support of this and as an evidence of accomplishing the wished for result under especially difficult conditions Ed. D. Wolff, Advertising Manager of David Adler & Sons Clothing Co., of Milwaukee, manufacturers of Collegian Clothes related the experience.

"Our organization," said Mr. Wolff, "is made up of capable fellows who have reason to feel that they know their business thoroughly and most of their customers intimately. I expect that most of them feel that their territories are handled to the very best advantage and, in the main, we are inclined to agree with them.

"Our product is marketed through the medium of one good agency in each town and since it is our earnest endeavor to place that agency with only the best type of merchants it is not always possible or policy to appoint a distributor unless we can get just the sort of representation we feel our line demands.

SELLING NEW IDEAS TO OLD SALESMEN

"Because the business was established in 1849 we naturally have some old timers in our sales organization. They have been selling David Adler's clothes for such a long time that it is not the easiest thing in the world to convince them that the said world do move and

that some of the innovations of present day sales methods might be helpful in the way of increasing their commissions.

"When we decided to get up a portfolio of our advertising with a view to having our men carry the material with them I knew there was some selling ahead for me. I could foresee trouble and knew pretty well where to look for the strongest opposition.

"Regardless of this we went

ahead and prepared the portfolio confident that in the final analysis we could be able to convince the organization that the carrying of such ammunition was good business and certain of increasing the earnings of the salesmen.

"When we were ready to 'shoot' I decided to pick out the hardest target first, arguing that if I could sell him the others would be easier. We have one salesman who has been selling Adler clothes for forty-two years and I decided to practice on him.

"When I had him comfortably seated in my office I brought forth the portfolio and laid it on the table before him. 'I've fixed up some-



**The
CAPPER FARM PRESS**

**will help you
investigate, for your
product, the World's
Greatest Farm Market**

**The
CAPPER FARM PRESS**

**has established
a standard for
authoritative sales
data in the Midwest—**

thing here,' I said, 'which I thought you would like to have. It might help you get some more business.' He looked at it a minute, grunted and rose from his chair, remarking as he did so, 'Not for me! I don't need any of that sort of truck to help ME sell clothes.'

"I realized that I'd have to work quickly or he would be down stairs freely expressing his opinion of the new fangled scheme the advertising manager had sprung on him. So I said, 'Now just wait a minute, old man! I don't know whether the scheme is any good either, but there is a chance it might be. What's the harm of trying it on some of the folks you aren't selling in your ter-

ritory? Supposing you do not show it to your old accounts! I guess perhaps they won't be interested anyway seeing they know you so well.'

"Let's see, haven't you got a couple of towns out there where we haven't been able to 'horn in' because we can't get just the folks we want? Seems to me one of the firms you wanted does a lot of advertising. I'd guess they would be interested in seeing what we are thinking of doing this year in the way of clothing advertising—curiosity, if nothing else.'

A "SALE" HALF-MADE

"That seemed to strike the old man as quite reasonable for he sat

down again and commenced to look the portfolio through very carefully while I continued on with my job of selling the idea. He listened carefully and when I'd about run out my string, said in a somewhat doubtful tone, 'Well, Ed, maybe you're right! Anyway I'll give it a show.'

"He again arose but I asked him to sit down again. 'Now,' said I, 'I want you to take this thing down stairs and show it to—(I then named the three other men whom I thought would be hardest to sell on the idea)—and try and persuade them to try it in their territories the same as you are willing to do.'

"He took the book under his arm and said he'd see what he could do. In about an hour he came back with a broad grin on his face and said he had got them to agree. And then he added, 'Say, do you know I believe that's going to be a darned good scheme!' Well, then I knew I had won—he had sold himself in his efforts to sell the others.

"The best part of the story lies in the fact that on his very first trip out with the new portfolio he landed the firm we had talked about as being good advertisers. They were very much interested indeed as soon as he gave them a peep at the Adler portfolio and the account has been worth from one thousand dollars up in commissions to him each year since."

International Publicity Co. Started

The International Publicity Co. has been established at Lima, Peru, to act as advertising and general publicity agents not only in Peru but also all through South America, where the firm is establishing branches, agencies or affiliated companies. J. Laureano Rodrigo, who is general manager, has had over ten years' experience in the publicity business in Argentine and Peru and has recently stayed over a year in New York studying advertising.

N. Y. U. Campaign to Start Wednesday

With the slogan, "It's in New York—It's for New York," the advertising campaign to raise \$6,450,000 for New York University, will be launched in New York morning papers on April 21, and will continue until May 21.

Who Can Spare Copies of Advertising & Selling for November 15, 1919?

THE ARCHITECTURAL AND BUILDING PRESS, INC.

Publisher of
The American Architect, Building Age, Metal Worker, Plumber and Steam Fitter
243 WEST 30TH STREET
NEW YORK

Editor, ADVERTISING & SELLING.
In accordance with our telephone conversation I am desirous of securing one or two copies of the last Trade Directory Number of ADVERTISING & SELLING, and if you can do anything to assist me in securing this I will greatly appreciate it.

Very sincerely yours,
FRED S. SLY, Business Manager.

Will the farm folk of the 16 Capper States buy YOUR product?

A Kansas City Distributor recently said:

"If we were just opening up this territory I would go first to the Bureau of Research of THE CAPPER FARM PRESS and enlist its services; the men in charge know the territory; they know the sales possibilities; they know the potential markets and they can route our travelers the efficient way."

It is the province of our Bureau of Research to study trade conditions, sales opportunities and potential markets in the Midwest; and to furnish advertisers data based on first hand contact.

Thru our field men and our branch offices in leading distributing centers, the Bureau makes investigations that many advertising agencies and advertisers have found of real value in planning campaigns that sell goods.

Its services are at your disposal. You will never find a better time to investigate and develop this market.

The
CAPPER FARM PRESS

(Member A. B. C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

Topeka, Kansas

- CHICAGO.....109 N. Dearborn St.
- NEW YORK.....501 Fifth Avenue
- DETROIT.....Ford Building
- KANSAS CITY.....Graphic Arts Bldg.
- ST. LOUIS.....Chemical Bldg.
- OMAHA.....Farnam Bldg.
- OKLAHOMA CITY...Farmers Nat'l Bank

How Fifth Avenue Was "Sold"

A Famous Shopping Street Takes a Week to Tell About Its Wares
By MYRTLE PEARSON

HAVE you picked out a week for your very own yet? Everybody's doing it. "Coffee Week," "Bicycle Week," "Orange Week," "Save Money on Meat Week," and many others—considerably more than the year's quota of 52—are marching by in close array, over-

lapping and, we strongly suspect, overworking. Sometimes the weak idea is a pretty weak idea, indeed. It's a wartime idea. War times are past. Public opinion is more than willing to consign war ideas to war's boneyard. Like inimitable Cousin Egbert, of Harry Leon Wilson's

"Ruggles of Red Gap," the harried consumer "can be pushed just so far"—and no drive on earth is going to push your product or service over the top if he is pushed further. He has already been pushed a long ways. 'Ware rebellion.

But when Fifth Avenue has a week in a Fifth Avenue way, that is a steed of an entirely different complexion. From April 4 to April 10, Fifth Avenue—"New York's Rue de la Paix," as we say if we are Francophiles, or "New York's Bond Street," if we are Anglomaniacs—celebrated a week that was as "different" as Fifth Avenue is different from every other street in America. For seven days, Fifth Avenue shops became a thing of beauty, the memory of which is a joy forever.

SELLING FIFTH AVENUE

The basic idea of Fifth Avenue week was the selling, not only of New York, but of the whole United States, the whole world, on the idea that the merchandise displayed and sold in the Fifth Avenue shops is the very finest that can be found in the richest country in the world. For Fifth Avenue week, and in competition for the Arthur Williams Medal, offered as an award, the shops along the noted thoroughfare surpassed all previous achievements in window decoration. The medal being offered for the most artistic evening window display, special efforts were put forth to arrange unusual lighting effects. A drive down the avenue on any night of the week became a journey through a corridor of the land of faerie. The medal was awarded to the House of Joseph, 632 Fifth Avenue; B. Altman & Co., William Baumgarten & Co., and Dobbs & Co., receiving special mention in the order named.

Sales managers cooperated with the window display managers, arranged special sales for the week and bent their efforts toward convincing customers of the unique opportunities offered for quality buying "on the Avenue." It was consistent with the Avenue's reputation that emphasis should have been placed on quality rather than price.

To the advertising managers fell the biggest task of all—that of selling Fifth Avenue Week to the nation. The fete idea was stressed both in the newspaper space during the week and in national mediums. Consumers country-wide were invited to make this week—the traditionally dull after-Easter week incidentally—their shopping week in New York.

FORTIFY YOUR PRESENT MARKET AGAINST FUTURE COMPETITION

And be ready for the period that is rapidly approaching when the supply of goods in many lines will exceed the demand, when competition will be keen again, and when manufacturers will have to do more than quote prices.

OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

IT IS "GOOD-WILL ADVERTISING"

It insures continuous buying on the part of the consumer, because he receives a direct monetary return for money expended. Quality and price being equal he will insist on such brands.

No stock to carry. No detail to worry over. No investment for premiums. You pay after the sale has been made.

The following firms that we serve are a few that may be referred to:

The Nestles Food Company
Lever Brothers Company
The J. B. Williams Co.
Foulds Milling Company
Federal Snap Fastener Corporation.

If you have a trade-mark product, write or 'phone.

THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131

DID IT GET ACROSS?

What of results? That Fifth Avenue Week was an artistic, civic and educational success goes without saying. That the big firms along the avenue are more than favorably impressed with its value as an advertising and selling feature is testified to by the commendatory remarks of ten firm members, advertising or sales managers whom it queried on the matter.

I. M. Wheeler, vice-president of C. G. Gunther's Sons, furriers, was a keen supporter of the proposition to make an annual event of the week. "It made the store executives wake up to the possibilities of displaying and merchandising their wares," he said. "It encouraged them to do big things in a big way. On the consumer's side, Fifth Avenue Week put before the public the distinctive characteristics of Fifth Avenue merchandise, an achievement of very certain publicity value."

"It centered shoppers' attention on the Avenue for the week and it will keep the Avenue in their minds the year around," said R. U. Brett, advertising manager of James McCreery & Co. "While the drive should not be overworked, I feel that this effort, as an attention-fixer, was exceedingly worth while. It should go on every year."

"I believe that all the stores along the Avenue have enjoyed increased sales during the week," said Francis J. Best, publicity director of Franklin Simon & Co. "Fifth Avenue Week looks forward to the day when, with America increasing in wealth and importance, Fifth Avenue will become the Rue de la Paix of the world."

"It is a little early to express an opinion as to results," said A. S. Jackson, advertising manager of B. Altman & Co., "but certainly Fifth Avenue Week attracted attention to the Avenue and the Avenue's stores and anything that does that is good publicity."

"Advertising Fifth Avenue's prestige must increase Fifth Avenue's prestige," said James White, advertising manager of the Lord & Taylor store. "I think the idea and the way it was carried out, particularly the way the stores cooperated with their splendid window displays, reflects great credit on the business men of the Avenue."

AN IDEA FOR OTHERS

And so they go.

Fifth Avenue is big enough and famous enough to sell to the whole country or the whole world. There

are other great shopping streets of wide fame in the United States that can be sold, if not to the whole United States, to special sections of it. It is probable that the Fifth Avenue Week idea, its display features, its entertainment features and its educational features will be adopted and adapted in many cities throughout the country. Indeed, inquiries that have been pouring in from Chambers of Commerce and Boards of Trade to the headquarters of the Fifth Avenue Association makes this a certainty rather than a probability.

M. Walter Dunne Dies

M. Walter Dunne, who was associated with the late Peter F. Collier in the formation of the publishing firm of P. F. Collier & Son, died on Friday of last week in Brentwood, N. J., aged 57 years. During his connection with the firm he directed the preparation of an American edition of de Maupassant.

U. S. Tire Sales Manager Rewarded

George S. Shugart, general sales manager of the United States Tire Co., has been honored by his election as a vice-president of the company. Mr. Shugart assumes the office formerly held by Joseph C. Weston.

**"I infer that the
nine hundred girls
in this state college
must 'eat it up.'"**

So a professor of English in one of the large women's colleges of the middle West wrote to the publisher of the

Theatre Magazine

"We especially enjoy your department of amateur theatricals," he goes on, "and get some very valuable suggestions as well as pictorial enjoyment out of it."

The Theatre Magazine is a valuable text book of dramatic art, as well as one of the most popular school and college magazines.

Indeed, The Theatre Magazine in the library of a school is an index to the spirit of the students. The Theatre Magazine in the library of a home is an index to the culture of its residents.

And remember, advertisers, those who are interested in things theatrical, are those who buy fine clothes and cars, vanities and luxuries.

Theatre Magazine

LOUIS AND PAUL MEYER, Publishers.

6 East 39th St., New York

Advertising in Newspapers and Other Mediums

A User of All Kinds of "Space" Gives the Experiences Which Determine His Appropriation

By J. M. DUNLAP

Sales and Advertising Manager, Chandler Motor Car Co.

AS to the proper division of expenditure between newspaper and other advertising, no general rule can be given because conditions are so different with different manufacturers. Frankly, my people are great believers in newspaper advertising. We believe it is the most active selling element in all our advertising. For the past year, for example, our own expenditure in newspaper advertising has been 30 per cent. of everything chargeable to advertising, and you know what that includes. But coupling with that 30 per cent an equal amount of money, dollar for dollar, spent by us for our distributors and dealers, it increases our newspaper advertising expenditure, as against total expenditures of which we have any record—because we have no record of outdoor advertising or theatre programs—to 50 per cent.

We look on our newspaper advertising as an active selling factor, and try to use it in just that way. We do not lay out six months of advertising and prepare the copy and send it out—it is mostly done from month to month. Sometimes, if we feel very certain of what we want to accomplish particularly, we will plan and prepare copy for two months ahead. Generally, though, it is only a month, although we have our general plans outlined for six months at a time.

I believe in magazine advertising, and we buy as fine a list and use it regularly, as we can put together in this country, and buy it on good big schedule. Our magazine advertising runs about 21 per cent of our total advertising expenditures, but the total is a very low percentage of our sales, and is getting lower all the time, although the advertising is getting heavier.

We are using about 11 per cent in farm papers. A lot of people use farm paper advertising I believe with little benefit. Chandler never did much farm paper advertising in the first three or four years of its history, frankly because our car in the country towns was at that time, you know, a fairly high priced car. Country people were buying small cars largely. There was an occasional sale of a medium or high

priced car, but it looked to us as though until we built up distribution in the small towns we should not do foreign advertising, but now we have increased that to the point of 11 per cent.

Three years ago in July, when there used to be slumps at about that season, I had a few things that I wanted to tell and decided to tell it through the newspapers. We did not have much time, but we had something to say, and we dictated it and sent it to thirty Sunday newspapers. It costs a trifle over \$9,000 to send it to papers all across the country. Two days after the publication of that newspaper page, which went to probably six million people, we could just feel things. We ran forty-seven extra orders a day over the wire, which shows the selling power of newspaper advertising.

There is no question in my mind that the good magazine—and there are different kinds of good magazines—carries a lot of value, a lot of steady influence, and it is helpful. And I want to say that you can buy volume in magazines and not put all your eggs in one basket. I buy three units that give me over three million. We would not give this advertising up for anything. But the newspaper seems to be the one active sales force. It does all the

salesman's work. Now that is our story, and that is all I am trying to tell you because I do not theorize on these things. I have been in advertising for fifteen years; I was in agency work for eleven years.

I was a newspaper man when a youngster on the St. Louis *Chronicle*. I know something about newspapers and that perhaps, is why I am a little more enthusiastic. The sales effect itself is hard to measure—I do not care whether it is a little old home paper or what it is. It certainly carries an active influence in the development of business. I had the pleasure of helping work out, in my old days at the office, the first regular fifty-fifty contract form that was ever sent to the publishers. At that time most factories were sending out cuts, and maybe some sample pieces of copy and leaving it to the dealers as to when they would run them, and the bills came to the factory and had to be checked, and all that sort of thing. We absolutely control our newspaper lists except for such special work as the dealers may wish to do. We do not share in that at all because we believe our releases are sufficient to meet the situation. If the dealer has some special reason for additional expenditures we generally approve it.

The Motor Serves Two Purposes



The owners of this automobile truck consider it one of their best advertising mediums and feel that by employing its front and sides for advertising purposes the truck is helping doubly to pay for itself. This is an ad for the ad, not for the car.



The Newspaper Publisher Is Doing Great Work; Stand By Him

The newspaper publishers of today are manufacturers. Into their finished product go vast quantities of expensive raw material, an extraordinary amount of costly skilled labor and a great deal of brain, real brain.

Their output, the newspapers, nowadays of higher quality than ever before in the world's history, constantly and regularly produced and widely distributed, are very properly recognized as tremendous factors in the successful merchandising of nearly every other manufactured article.

No other manufacturers have been beset and badgered by such exasperating difficulties as have fallen to the lot of newspaper publishers.

It is not alone the high and uncertain price of newsprint and other material, but all too often, a question of any supply at all.

Their labor problem never deserts them for a moment. Wages have mounted to points to which salaries never aspired in days gone by, and salaries have gone figure-mad.

They must face and fight their way constantly through the same transportation troubles that others battle with occasionally.

The newspapers are standing loyally and faithfully on tried and true precepts and principles. Their vigilance and the searchlight they constantly bring to bear does much to assure public safety now. Eventually the return of sanity and reason to lines of public thought will come all the more quickly and surely because the multitude of real newspapers of the land have not wavered nor wobbled.

They are teaching courage, cheer, optimism, and faith in our established institutions. They are spreading the doctrine of Americanism with its uplifting message of equality and opportunity. They are proving that religious and political liberty is a fact and not a theory, whenever and wherever the sowers of seeds of unrest and discontent poke their dastardly faces.

The advertising manufacturer, his advertising agency, the advertising fraternity generally, owe to newspaper publishers a greater, more cheerful, and active spirit of helpfulness than ever before.

Moss-covered customs and precedents that hamper and restrict the newspaper publishers should be forgotten. Selfish requirements and demands founded thereon, that serve only to put obstacles in the publishers' way and prevent better service to all, should be taboo.

This is a new day, with new conditions, situations, and problems, and they are best met and most satisfactorily solved in every line of business by those of vision and mind who can see beyond the moment and think without the accompaniment of a precedent.

The pre-eminent value of newspapers among advertising media was absolutely established and acknowledged in the dark days behind us.

The need of the newspaper as an advertising medium was never greater than now, and surely will increase in days to come, when the period of re-adjustment already dawning will tax our resourcefulness to the utmost.

Right now every shoulder should go to the wheel with a hearty Heave Ho!

The newspaper publishers have truly earned and richly deserve unhesitating and unstinted support.

Heave Ho!

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

NEW YORK
9 East 37th Street

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Healey Building
ATLANTA

Post Intelligencer Bldg.
SEATTLE

Advertising & Selling

The National Magazine of Modern Merchandising

A Publisher asked us a few days ago:

"Why should I bother about Merchandising Problems?"

And we told him:

"Because that's how you get your living-- by Merchandising. Your ability to produce, your advertising wisdom and your sales skill measure your success as a Publisher."

Whereupon he said:

"I see what you mean, but how am I to obtain all this information?"

There are fifty-two ways every year—one for each issue of Advertising & Selling, The National Magazine of Modern Merchandising.

ADVERTISING & SELLING is edited in a Helpful, Interesting, HUMAN style, to appeal to National Advertisers. It helps them in every phase of their work. Many of the ideas adopted by the National Advertisers are being used with profit by Publishers in building their own business.

The Publisher who is not concerned with National Advertising Campaigns, with modern business problems, with labor conditions as they affect advertising and with advertising as it influences labor conditions, is not a candidate for *More Business* in his medium.

ADVERTISING & SELLING is the Medium of Mediums, the clearing house of Ideas and a means to the solution of promotion problems in the *Modern Way*.

It is the Story Book of Successful Business. Its contributors say their say in an entertaining, easy-to-digest manner which renders the problems they deal with simple, and at the same time points lessons that apply to general Business Practice.

Do you sometimes look at the advertisements on the pages of your publication and wonder how they got there? Do not the Stories behind those great campaigns, the stories of Merchandising Success, tug at your interest? They are full of helpful suggestions. And you ought to know your National Advertisers if only to meet them on the basis of *what you understand about their aims*.

That's some of the Brass Tacks Information supplied by ADVERTISING & SELLING, seldom obtainable by personal effort and never gleaned from books.

Because it gives you just such help as this ADVERTISING & SELLING is today the fastest growing publication in the Advertising world, a medium serving its field in the widest sense and making some notable records in so doing.

This Publication recently received the largest contract for space ever placed by a Publishing house with an Advertising Journal.

This Publication recently received from another advertiser the largest contract ever placed by *any concern* with an Advertising journal.

This Publication has just received the largest contract ever placed by a Newspaper with an Advertising journal.

**ALL BECAUSE ADVERTISING & SELLING IS THE
GREATEST SERVICE MEDIUM IN ITS FIELD**

Advertising & Selling

INCORPORATED

471 Fourth Avenue,

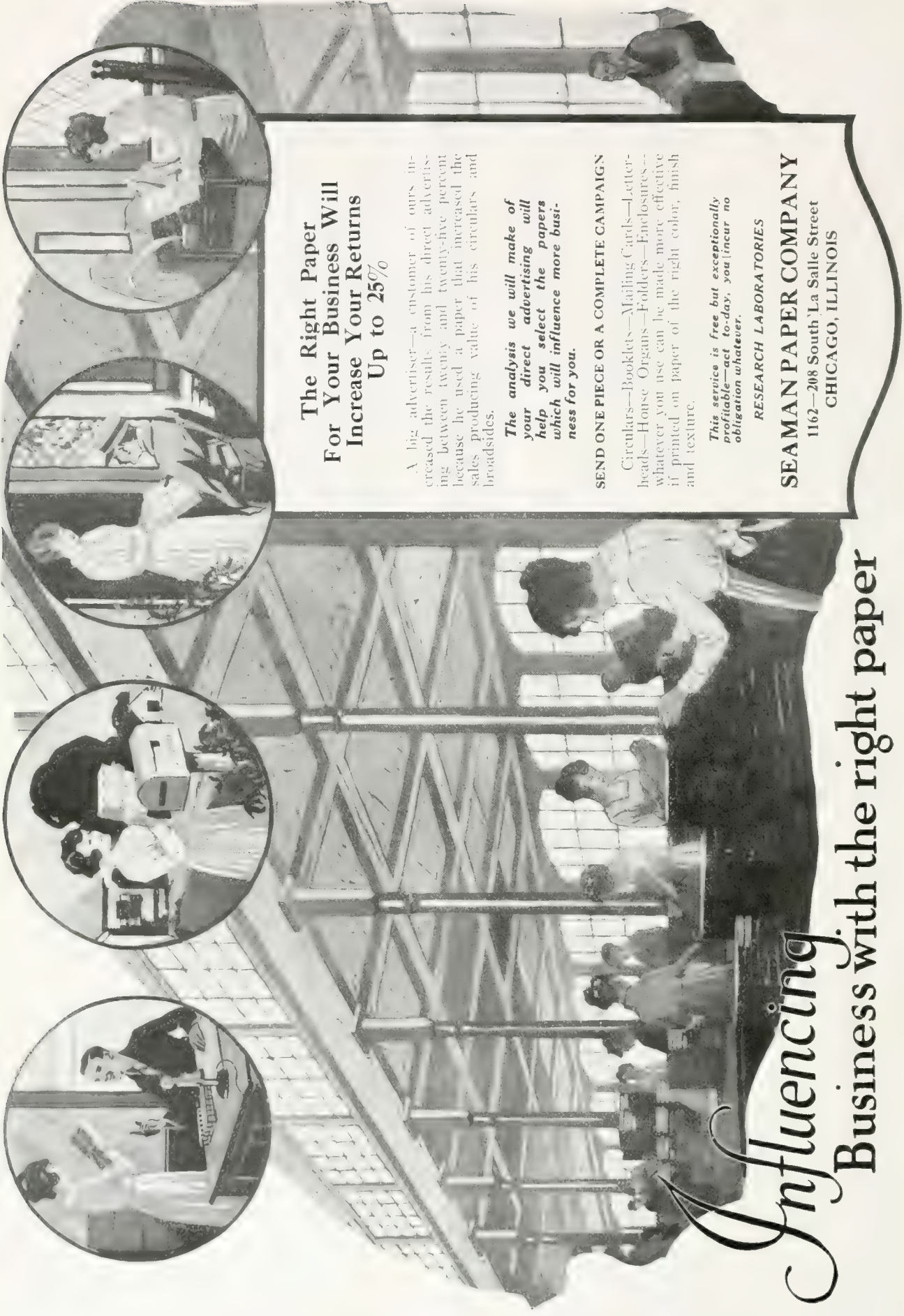
New York, N. Y.

J. M. HOPKINS
President

H. B. WILLIAMS
Vice-President

WM. B. CURTIS
Treasurer

**To Reach National Advertisers Advertise in
Advertising & Selling**



The Right Paper For Your Business Will Increase Your Returns Up to 25%

A big advertiser—a customer of ours increased the results from his direct advertising between twenty and twenty-five percent because he used a paper that increased the sales producing value of his circulars and broadsides.

The analysis we will make of your direct advertising will help you select the papers which will influence more business for you.

SEND ONE PIECE OR A COMPLETE CAMPAIGN

Circulars—Booklets—Mailing Cards—Letterheads—House Organs—Folders—Enclosures—whatever you use can be made more effective if printed on paper of the right color, finish and texture.

This service is free but exceptionally profitable—act to-day, you incur no obligation whatever.

RESEARCH LABORATORIES

SEAMAN PAPER COMPANY

1162—208 South La Salle Street
CHICAGO, ILLINOIS

Influencing
Business with the right paper

Further Letters of an Adman to His Son

In Which It Is Shown That There Are
Many Really Worth While Things to
Be Considered In Preparing Campaigns

By S. DEWITT CLOUGH

DEAR BUD: Congratulations, Chief. I knew you'd make the grade. Your mother is as proud of you as the day you were made a corporal and so am I. Now that you've captured the first trench, I suppose you'll be planning an early offensive on the copy department. Your last letter would seem to indicate that you have been doing some scouting in that direction.

The sample ads you enclose look



good for a starter. You've done just right in scraping an acquaintance with the art department. Keep it up. I want to talk to you later about illustrations.

Advertising art is a study in itself. The more you learn about it, the better copy you will produce. But, to get back to your ads. Don't you think you can get a little more human interest into your copy? Loosen up and meet us common folks with the smile and hand-shake you did on the dock that day. You've got the punch all right. That's fine, but you sort of want to put yourself in the other fellow's shoes, when you write copy and think how it would appeal to you if you were the reader and not the writer. Just try to be natural, that's all; not flashy, or mushy, or too high-brow, either. Of course, the product you are writing about, and the audience you are talking to, must determine, in a measure, the style of your copy, but the same psychology appeals as a rule to the layman, the professional man and the chap we sent to Congress last fall.

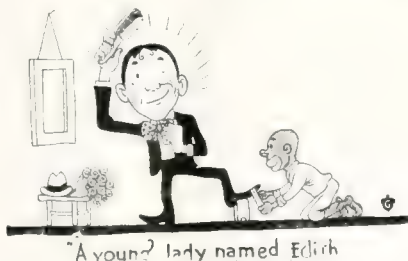
Striking an average and drilling deep, you will find the same source for a common appeal. We all want health—that's fundamental. The health appeal forms the basis for much effective copy, both good and bad. Fortunately, you are entering business at a time when the quack and the faker in advertising are about eliminated. They are on the defensive and waging a losing battle against the forces that have fought for honest advertising, so I repeat:

the legitimate appeal for the preservation of health and the promotion of hygiene is most effective.

Of course, we all want to be wealthy—who doesn't. You're traveling a well beaten path when you appeal to the pocketbook, and listen, Bud: now that the almighty dollar has fallen from its throne it's like a fifty cent piece calling for its keeper. There never was a better time to talk values, if you really have them.

All classes of people are on common ground in wanting, wisdom, comforts, clothes and good cooking. Advertising is one of the greatest educational factors we have for teaching people what is worth while and where they can get it. There is little or no advertising in Russia. That's the proper place to live for those who don't believe in advertising, or let them at least spend a few years in Russia. When they return they'll enjoy reading real advertising and appreciate what it is doing for civilization.

You see, Bud, it's not hard to discourse at length on how to write an ad, but there are mighty few who, with a lead pencil in one hand and a can of beans in the other, are able to induce attention, interest, desire to buy and action. Some get attention without interest; others interest



without awakening desire and still more attention, interest, willingness to buy, but no action. The copywriter who can combine all these result-producing effects in every ad is a rare bird.

You can't hit the bull's eye every time, especially on the long range. You can, with practice, become an expert marksman and then a sharpshooter. And say, when you're out with your gun don't poach too much.

I'll be expecting to hear in your next letter that you're well on your

way over No Man's Land to the next trench.

Send me some more samples of your work, if you don't mind the chatter of your

PROUD PATER.

* * *

Dear Bud: Your bundle of proofs came to the office this morning. I took them home with me and have just had a chance to give them some study. You are coming along fine. That new soft drink ad is a dandy. It has action and punch and is unusual, too, in attention value. There is a lot of competition now in this class of copy—it must be unusual to get across.

You don't say whether you prepared the layout or not, but it dovetails with the copy, showing that you at least must have collaborated with the art department in hooking up the display with the reading matter.

You've noticed ads which appear



to be the work of three or four different departments, working independently. First, the artist has a brilliant idea all his own; next, the copy writer must, in some way, adapt his story to the picture and then the sales department has to shape its course accordingly, to catch the wind. It's like building a factory before you know what you're going to use it for, or how you are going to sell its output.

You know how it was in the Army, Bud, when an offensive was planned. First, the point of attack—generally the line of least resistance—then the forces to be engaged and the tactics to be employed. There must be so many divisions of infantry, aided by machine gun battalions, supported by artillery, backed by reserves, followed by ammunition trains and fed by the service of supply. Every detail is worked out in full-dress rehearsal. The artillery preparation, directed by keen observers, the rolling barrage, laid down with scientific accuracy, and the jump off, with

every man knowing just what he is to do, all are timed to the minute and with a definite objective in view.

If this system was applied to more advertising campaigns, there would be fewer self-casualties. That's why I want you to study every angle of the advertising business, Bud, so you can start with an idea, develop your plan, chart your campaign and carry it through to a successful conclusion. When you can do that, you will have graduated from the copy desk and be outside handling accounts of your own.

You'll find the conference plan helpful in securing cooperation and tying up all the factors in a successful campaign. After local investigations and tests have been made to find the range, the factory must know about production demands and be prepared for emergencies. The sales department must institute preliminary training for the salesmen, branches and agencies. The trade must be notified, dealers stocked and everybody made familiar with the part he is to play.

The advertising agency, cooperating with the production, sales and advertising departments, will prepare not only the copy in accordance with and along prearranged lines, but will have in readiness a follow-up plan which will not fall down under stress, including samples (if used), letters, literature, dealers, helps, lists, house-organs and the various other aids to a well-rounded campaign.

You'll think I started out to write a book, but I assure you, Bud that a book could be written about each and every item I have mentioned. You will find this out later for yourself. The idea I am trying to put over briefly, and the one I want you to get, is that advertising and merchandising are Siamese twins. A top-notch advertising man must be an organizer, an executive, a merchandiser and a mixer. He must be an art critic, a copy analyst, a student of psychology, a salesman; and a practical day-dreamer, with imagination, initiative, diplomacy, pep and the ability to work with and for other people.

Some bill of fare, you say. I'll say so, too, and "tell the world," as the Gob says. Trouble is, though, we're mostly "la Carte" advertising men instead of "Table d'hôte." I hope you'll fill the bill, from "soup to nuts," gastronomically speaking.

Now, for the good news, which I've saved for the last. Mother is going East soon, and there'll be a young lady with her who answers to

the name of Edith. So cheer up, and plan to separate yourself from dull care, for a few days, at least. Stay young as long as you can—take this tip from

FATHER.

A. B. Hall Elected a Director to the Greenleaf Co.

A. B. Hall, general manager of the Greenleaf Company, advertising counselors in Boston, was elected to the Board of Directors and became a member of the firm on April 1st.

As the result of a \$1.80 classified advertisement in a business magazine, Mr.



A. B. HALL.

Hall ten years ago came to Boston from North Dakota to become advertising and assistant sales manager for a prominent manufacturer of food products. He had graduated from the University of Michigan in 1908, and despite the attempts of relatives to decide his profession and career, he clung through the years to his one ambition—"to make good, selling goods."

Mr. Hall became sales and advertising manager of the Angier Mills, manufacturer of waterproof paper and packing specialties at Ashland, Mass., in 1913, and established a reputation as an authority on market investigations and direct-by-mail advertising. In 1917 at the St. Louis Convention of the A. A. C. W., he was awarded one of the three silver loving cups offered in the contest held by the "Making Letters Pay System."

A little more than three years ago Mr. Hall came with the Greenleaf organization as manager of their production department, and he was made general manager of the company last September.

Newspaper Departmental Program for Indianapolis Convention

Newspaper men will be interested in the program for their departmental at the A. A. C. W. Convention at Indianapolis June 6-10. According to plans just announced by Charlie Miller, president of the Daily Newspaper Department, they will crowd 14 business sessions into the short space of time allotted by the National Commission. These occur at the following hours:

Monday, June 7, 1:30 to 2:30 p. m.—executive; 2:30 to 4:30 p. m.—open; 4:30 to 6:30 p. m.—executive; 8:00 to 8:45, 8:45 to 9:30 p. m.—executive.

Tuesday, June 8, 2:00 to 2:30 p. m.—executive; 2:30 to 6:00 p. m.—open; 7:30 to 9:30 p. m.—executive; 9:30 to 10:30 p. m.—executive.

Wednesday, June 9, 1:30 to 2:30 p. m.—executive; 2:30 to 6:00 p. m.—open.

Thursday, June 10, 12:30 to 2:20 p. m.—executive.

It is important to note that membership in the A. A. C. W. gives every member who pays his registration fee at Indianapolis, the right to attend the open sessions, but only members of the Daily Newspaper Department who have paid their dues, viz., \$10.00 a year, will be permitted to attend the executive sessions. These are expected to be of the utmost value to publishers, business and advertising managers. Between 500 and 700 members are expected to attend them and a large hall is being arranged to accommodate that number.

One of the most important open sessions scheduled is that beginning at 2:30 Wednesday afternoon which will be given over to a discussion of the advertising agencies from the newspaper's standpoint. Some of America's leading newspaper men will throw bouquets and brickbats at the advertising agencies, while Collin Armstrong, Chairman of the Newspaper Committee of the A. A. A. and Thomas E. Basham, Chairman of the Southern Council of the A. A. A., will engage to handle the missiles. Members of the Advertising Agencies Departmental will be urged to attend this session.

Dates and hours for some of the important subjects on the program are: "Publicity Evils," discussed by A. C. Newmayer, New Orleans Item and Lincoln B. Palmer, Manager, A. N. P. A.—Monday, 8:00 p. m.; "The Flat Rate versus the Sliding Scale," A. L. Sherman, Fort Worth Star-Telegram—Monday, 2:30 p. m.; "The Value of Special Pages," W. A. Beatty, Lexington Herald—Monday, 8:45 p. m.; "The Zone Idea in Merchandising," by W. J. Merrill, Chicago Tribune, Tuesday, 2:00 p. m.; "The Daily Newspaper as a National Advertising Medium," Frank Webb, Baltimore News, and Frank Carroll, Indianapolis News, (for the newspapers), Horace Ryan, advertising manager, L. S. Ayers & Co., Indianapolis (for the retailers), G. B. Moxley, general manager, Keifer-Stewart Co., Indianapolis (for the jobbers), speakers for the agencies and for the manufacturers to be announced—Tuesday, 2:30 p. m.

Election of officers for the ensuing year will take place at the final executive session Thursday afternoon.

Raleigh "News Observer" Advertising Manager Resigns

James Stanley Brown, for ten years advertising manager of the Raleigh *News and Observer*, has resigned his position to manage two Texas newspapers. Mr. Brown, who was formerly of New York City, will go to Amarillo, Texas, to become general manager of the *Amarillo News* and the *Daily Panhandle*, the two Associated Press newspapers at that point.

The *News and Observer* has appointed J. T. Bell, of its organization, to succeed Mr. Brown as advertising manager.

Now ready for distribution

The Committee for Newspaper Research

announces the publication of

Attainable Ideals in Newspaper Advertising

An impartial study of
the best ways to use Newspaper space

DURING the next week there will be distributed to the principal advertisers and advertising agencies two publications of the Committee for Newspaper Research.

One book takes up the problem of getting satisfactory effects in illustration, reproduction and typography with newspaper stock and facilities. It is illustrative and suggestive, rather than dogmatic. It consists of a forty-page newspaper printed on newspaper stock, under regular newspaper conditions. It is filled with specially prepared sample advertisements which illustrate different phases of the problem.

The "copy" of each advertisement is expository of the principle involved.

The other book is text matter which takes up comprehensively and without bias the points for and against the newspaper as an advertising medium.

The publications will solicit nothing and have nothing to sell. They will be distributed without charge.

The Committee offers its publications in the hope that they will help solve some of the problems that confront users of newspaper space. It believes that those who receive them will find it worth while to study them carefully.

This study has been made under the auspices of:

THE BROOKLYN DAILY EAGLE

THE SACRAMENTO BEE

THE MINNEAPOLIS JOURNAL

THE MILWAUKEE JOURNAL

THE DES MOINES CAPITAL

THE OMAHA WORLD-HERALD

and their national representatives

O'MARA & ORMSBEE, INC.

Committee for Newspaper Research 225 Fifth Avenue, New York

Why National Associations Need National Advertising

With the Palmy Days of Free Publicity Gone,
Space Today Must Be Bought and Paid For

By PHILIP C. GUNION

Advertising Manager, Hyatt Roller Bearing Co.

THE time has come when manufacturers' associations, or combinations in any other division of the country's economic organization, must turn to paid advertising to gain publicity for the constructive ideas that they have to offer.

Free publicity, as a factor in getting an association's message before the public, is almost negligible under present conditions. Free publicity, when you can avail yourself of it, is, undoubtedly, first class publicity; but you must have paid publicity to back it up.

No association has benefitted more from, or gotten across more, free publicity than the Material Handling Machinery Manufacturers' Association before whom I spoke on this subject in February; but I do not think for a moment that the Material Handling Machinery Manufacturers could afford to stop with free publicity.

THE BAN ON FREE COPY

Without belittling the value and scope of free publicity in any way, I wish to point out why paid publicity—advertising—is superior. The publications of the country are fed up on publicity material of all kinds. They have been deluged with reams and reams of printed matter from Washington, most of which they must throw away. It is getting more and more difficult for them to winnow any wheat from the overwhelming amount of chaff. You may have heard the story of the editor of a small country newspaper who was recently fined for not making a special report required of corporations making less than a thousand dollars profit. His excuse was that he had never seen the notice informing him that he was required to make this return and he added that he got so much franked stuff from the Government that in order to have time to run his business he had to throw practically all of it away and he supposed he had thrown the revenue department's letter away also. Even after paying a fine for his negligence, he was still of the opinion that it would not pay him to read all of the material fur-

nished by the various and sundry departments of the Government who are endeavoring to get free publicity. It is claimed that of every million dollars spent by departments on so called free publicity, nine hundred and ninety-nine thousand, nine hundred and ninety-nine dollars are wasted.

So much for the competition that exists in obtaining free publicity.



PHILIP C. GUNION

There's another reason why paid publicity—advertising, can be more effective—because it can be specific. In a free publicity article, much story must be woven around the kernel of truth that we are trying to get across to the readers. In advertising we can flat-footedly state our case based on the facts and ask for the action we desire.

There's a great deal of business lost yearly because salesmen sometimes overlook the importance of asking the buyer for what they want. You have all had salesmen talk to you fifteen minutes, present a smooth-sounding story, but one that meant nothing to you, so that when they finished you didn't know whether they wanted you to say "yes" or "no," spend one dollar or a thousand.

SELLING HENRY FORD

An interesting story on this subject was recently told me by the vice-president of the Hyatt Roller Bearing Company. Henry Ford was in Indianapolis one day visiting the Marmon plant. Mr. Marmon in the course of the conversation asked him why he didn't buy a Marmon Sedan. Ford replied, "You never asked me before—sure, send me one."

Several weeks later the car was delivered in Detroit and caused a sensation among the Detroit automobile men. One of them, a representative of the Pierce Arrow, went to Ford and said, "Look, here, Henry, you and I have been mighty good friends in the D. A. C. for a long time, why did you go down to Indianapolis and buy a car? You're a fine patriotic Detroit citizen. Why didn't you buy a Pierce Arrow from me?"

"Because you didn't ask me to," replied Ford.

To get such an economically important idea as that, for example, of handling materials by machinery across to the responsible men of the country, we must tell them in no uncertain language just what it will do for them and we must ask them to take the desired action.

The effective way to do it is by using bought—not only free—space in the proper mediums and therein driving our message home. Advertising is easily controlled, it appears just when we desire it to appear, and in the form we select. Talk through free publicity whenever we can, by all means, but let's clinch our arguments with the hard-hitting "ad."

Maas Joins "Tractor & Implement Topics"

Frank W. Maas, who for a number of years has been connected with the tractor publishing field, having represented *Power Farming*, *Agrimotor* and the *Implement and Tractor Trade Journal*, has, through the purchase of a large block of stock in *Tractor and Implement Topics*, become identified with that publication and has been elected vice-president and appointed advertising director.

Mr. Maas will also be advertising director of the new export paper, *Tractor and Implement Topics*. For over five years Mr. Maas was advertising manager of *ADVERTISING & SELLING*.

Newspaper Research Book to Be Exhibited at A. N. P. A. Convention

The Committee of Newspaper Research will share the booth of the Mergenthaler Linotype Co. at the American Newspaper Publishers Association convention at the Waldorf-Astoria next week. Copies of the Committee's publication will be on exhibition and the scope and purpose of the work will be explained to all publishers interested.

Boston Daily Post
Circulation Average for Year 1919

409,310

Copies per Day

Boston Sunday Post
Circulation Average for Year 1919

353,032

Copies per Sunday



HOW THE BOSTON POST COVERS ITS TERRITORY

IN METROPOLITAN BOSTON there is one copy of The Boston Post sold daily for EVERY dwelling in this section.

IN MASSACHUSETTS there is one copy of The Boston Post sold for every two dwellings in the State.

IN NEW HAMPSHIRE there is one copy of The Boston Post sold for every three dwellings

IN MAINE there is one copy of The Boston Post sold for every four dwellings.

IN VERMONT there is one copy of the Boston Post sold for every five dwellings.

New Orleans Advertising Man Directs New American Lumber Association

L. R. Putman, formerly director of advertising and trade extension of the Southern Pine Association, is now manager and director of the newly formed American Lumber Association, which is composed of the wholesale lumber dealers in all the important cities of the United States and which now has selling connections all over the world.

The association, which has its headquarters in Chicago, plans the creation of a central sales force to eliminate a large proportion of the \$50,000,000 now said to be expended annually by the individual manufacturers in marketing the nation's lumber output, now the largest of any country on earth and totaling more than 35 billion feet a year. It is proposed that the new organization shall render the same service that was performed for the government in the war by the National Bureau of Wholesale Lumber Distributors.

Mr. Putman, who has been identified with the lumber business practically all his life, is a former president of the New Orleans Advertising Club.

John F. D. Aue New Publisher Burlington "Hawk-Eye"

John F. D. Aue will go to Burlington, Iowa, to take the place of the late W. B. Southwell as publisher of the Burlington *Hawk-Eye*.

Mr. Aue was interested with Mr. Southwell in the Fort Smith *Times-Record*. He sold his interest in that property in order to come to Burlington where he will join the existing organization which will experience no other change. J. L. Waite will continue as editor. Mr. Aue went to Fort Smith about three years ago from Des Moines where he was connected with *The Register and Tribune*. Prior to that he published the Alton, Iowa *Democrat*.

J. F. Henry who was associated with

Mr. Aue on *The Times-Record* will continue at Fort Smith. The interests of Mr. Aue and Mr. Southwell in that were taken over by J. S. Parks and G. D. Carsey.

Mabel Hennessy Joins Winchester Advertising Staff

Miss Mabel Hennessy, for six years advertising manager of the Bunting Co., large hardware store of Kansas City, Mo., has joined the staff of the Winchester Repeating Arms Co., New Haven, Conn. Miss Hennessy has established a reputation for her writing on household hardware goods from the woman's viewpoint.

Batten to Advertise New Shoe Dressing

The Fitz Chemical Co., manufacturers of Dri-foot waterproofing for shoes at Phillipsburg, N. J., are planning to introduce a new shoe dressing. The company's advertising is now being placed through the George Batten Co., New York, and is directed by H. H. Garis, treasurer of the Fitz Co.

Southern Magazine Changes Name

The *Georgia Legionnaire*, a monthly magazine published at Atlanta, has changed its name to the *Dixie Legionnaire* effective with the current issue, and becomes the official organ of the American Legion in the states of South Carolina, Georgia and Alabama. Kirk Smith, until recently publisher and owner of the *Georgia Legionnaire*, then official organ in Georgia only, has sold his interests to the Dixie Legionnaire Publishing Company.

Finch Merchants Advertiser's Club Started

A co-operative merchandising service known as the Finch Merchants Advertisers Club has been organized by merchants in the Northwest in connection

with the advertising service department of Finch, Van Slyck & McConville, St. Paul, Minn.

The merchandising service, which, beginning with advertising, includes ten branches, is to be furnished to retail merchants who become members of the club for one year at \$25. C. E. Lawrence, advertising manager of Finch, Van Slyck & McConville, is the president; Fred P. Mann, of Mann's Store, Devils Lake, N. D., vice-president; J. W. Hamilton, sales manager of Finch, Van Slyck & McConville, is secretary-treasurer, and nine other merchants are members of the Board of Directors.

Edison Advertising Plans Weigh 15 Pounds

The portfolio in which the advertising and sales promotion plans of Thomas A. Edison, Inc., for this year have been placed, weighs 15 pounds. For three months the entire Edison sales and advertising personnel, together with advertising men and jobbers, are said to have worked upon the book. Every jobbers' salesman has been provided with one of the leather bound volumes.

"The Farm Journal" Conducts Straw Vote

The presidential vote which is being conducted by *The Farm Journal*, shows at this time that General Wood is running about one-fourth of one per cent ahead of Herbert Hoover, and that Hiram Johnson is a poor third. It is interesting to note that the poll based on nominations, which has been carried on by *The Farm Journal* during the past four elections, was correct in each instance.

Butler Oneida Truck Sales Manager

H. J. Butler has been appointed sales manager of the Oneida Motor Truck Co., Green Bay, Wis., succeeding C. J. Welch. Mr. Butler was formerly manager of the Chicago district for the Edison Storage Battery Co.

U. S. Shipping Board Advertises

Through George Edwards & Co., Philadelphia advertising agency, the Emergency Fleet Corporation, Washington, D. C., is advertising its surplus war materials.

Stein-Bloch Places Account

The Stein-Bloch Co., manufacturers of clothing in Rochester, N. Y., have placed their account with the Vredenburg-Kennedy Co., New York.

Omaha Agency Will Advertise Tires

The Darlow Advertising Co., Omaha, Nebraska, has secured the account of the Sprague Tire & Rubber Co.

Seeds Agency Handles Purity Oats

The Russel M. Seeds Co., Indianapolis, is now handling the advertising of the Purity Oats Co., Keokuk, Iowa.

Corbin Corporation Advertising with Maternach

The P. & F. Corbin Co., the big manufacturers of hardware at New Britain, Conn., have appointed the Maternach Co., Hartford, as their agents. The company formerly placed its advertising direct.

**Only Evening Paper
on the twenty-page
schedule of the
Farm Papers of
America is**

THE INDIANAPOLIS NEWS

First in America in 3c Evening Field

New York Office
JAN A. CARROLL
Telephone Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

Harold W. Ross, Appointed Editor, "American Legion Weekly"—Former "Stars and Stripes" Men on Staff

Harold W. Ross, who was editor of the *Stars and Stripes* in France, and has directed the editorial work of the *Home Sector* since its establishment, has been appointed editor of the *American Legion Weekly*. With the last issue of the *Home Sector*, which appears on April 17, three of Mr. Ross's associates who served with him on the *Stars and Stripes* will join the Legion as associate editors. They are: John P. Winterich, Philip A. Von Blon and Tyler A. Bliss. Mr. Winterich was managing editor of the *Home Sector* and Messrs. Von Blon and Bliss, associate editors.

Marquis James, who has been acting as editor of the *Legion*, is to be identified with the magazine in a publicity capacity.

Ten Best Books on Advertising

Professor George Burton Hotchkiss, head of the Advertising and Marketing Department of New York University, recently gave a list of ten books which he considers to be the best on advertising, to the students' newspaper, the *Washington Square Dealer*.

The list follows:

"Advertising, Its Principles and Practice," by Tipper, Hotchkiss, Hollingworth and Parsons.

"Advertising as a Business Force," by Paul T. Cherington.

"Making Type Work," by Benjamin Sherbow.

"The Psychology of Advertising," by Walter D. Scott.

"The Theory of Advertising," by Walter D. Scott.

"How to Advertise," by George French.

"Writing an Advertisement," by S. Roland Hall.

"Advertising and Selling," by Harry L. Hollingworth.

"Typegraphy of Advertisements," by Gilbert P. Farrar.

"The Business of Advertising," by Ernest Elmo Calkins.

Arthur Freeman Will Direct Group of Stores

Arthur Freeman, president of Einson Litho, Inc., who was formerly director of sales and advertising for Gimbel Brothers, New York, has been appointed director of the Sadowsky group of retail stores. Mr. Freeman will retain his interest in Einson Litho, but will devote his entire time to the activities of the association, which makes its temporary offices at 1372 Broadway.

The first activities of the group, which consists of 12 stores, will be research work in retailing among the members, standardization of systems, and exchange of information. Members of the organization are: Frank & Seder, Rosenbaum Co., and Lewin-Neiman Co., all of Pittsburgh; B. Nugent & Bro., St. Louis, Mo.; Ed. Schuster & Co., Minneapolis, Minn.; Wolf Marx Co., San Antonio, Tex.; Bailey Co., Cleveland, O.; Levy Bros. Dry Goods Co., Houston, Tex.; Grand Leader Co., Houston, Tex.; Ames Co., Cleveland, O.; Gus Blas, Little Rock, Ark., and the Bry-Block Co., of Memphis, Tenn.

J. Roland Kay Adds Three to Staff

Frank C. Lempert, who has been living in China for the last few years, has recently returned to this country and is now associated with the J. Roland Kay Co., international advertising agents, New York and Chicago. During Mr. Lempert's sojourn in China he was in the sales department and for two years acted as assistant advertising manager of the British-American Tobacco Company, making his headquarters at Shanghai. Mr. Lempert will devote the greater part of his time to helping manufacturers solve their sales and advertising problems for increasing the sales of American manufactures in the Chinese market.

Thomas M. Quinn, who has been assistant manager of Messrs. T. B. Brown, international advertising agents, New York, has recently joined the staff of the J. Roland Kay Co. and will make his headquarters for the time being in Chicago.

Harry Eduard Snohr, recently of Copenhagen, Denmark, who has been in the New York offices of the J. Roland Kay Co. for the last few months, is being transferred to the head office in Chicago. Mr. Snohr is intimately acquainted with local existing conditions, and is especially well posted on advertising in Norway, Sweden, and Denmark.

To Select Candidates

A nominating committee consisting of Frank H. Little, chairman, C. C. Green, Frank Presbrey, Paul Block, George B. Gallup, William H. Ingersoll and Dan A. Carroll, was appointed by the directors of the New York Advertising Club to select candidates for the offices of president, treasurer and three directorships, who will be voted upon at an election on May 11.

The Big Summer Issues of our Telephone Directories Go To Press Soon

They cover all of New York State and Northern New Jersey.

Over 9,200 advertisers are now using these books to deliver their sales message with good results. You can, too.

Ask us about them.



NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Sales Mgr., Dir. Advtg.

15 Dey Street, New York Telephone Cortlandt 12000

Putting Over "Coffee Week"

How Association Advertising Handled a Short Drive Successfully

"COFFEE WEEK" has come and gone, leaving behind it another advertising footprint, so to speak, deep-marked in the sands of salesmanship.

"Coffee Week," extending from Monday, March 29, to Saturday, April 3, inclusive, was a "drive" week, during which the Joint Coffee Trade Publicity Committee of the United States bent all its efforts to showing the importer, roaster, jobber and dealer how to make each other, and finally, the consumer, "Think Coffee and Drink Coffee" as they had never thought it—or bought it—before.

It was more than that. It was a public demonstration of the high power to which real, live association publicity can be carried to get results.

The range of this week's campaign and the diversity of media used in reaching the eyes and minds and stirring the buying impulses of those at whom it was aimed make up its remarkable features and distinguish it from a number of other association campaigns of a similar nature.

TALKING COFFEE

Space in twenty-six magazines with a combined circulation of 16,000,000 in 270 newspapers, and on forty-four trade papers, and on 100,000 paster strips for window display talked, shouted, shrieked coffee throughout the week.

Not satisfied with that, the Joint Coffee Trade Publicity Committee appropriated \$7,500 from its national advertising funds to produce a one reel motion picture story about coffee, called "The Gift of Heaven," which was produced in 500 theatres in 100 big American cities.

Not satisfied with that, it organized a nation-wide window display contest offering a capital prize of \$100 to the best coffee window in each of four districts of the country, and other prizes totaling \$400 more in each district.

Not satisfied with that, it went out to its dealers with a large variety of dealer helps in the shape of "heralds" for the movie, window cards, local publicity and other matter calculated to put the campaign across in each town and hamlet of the country.

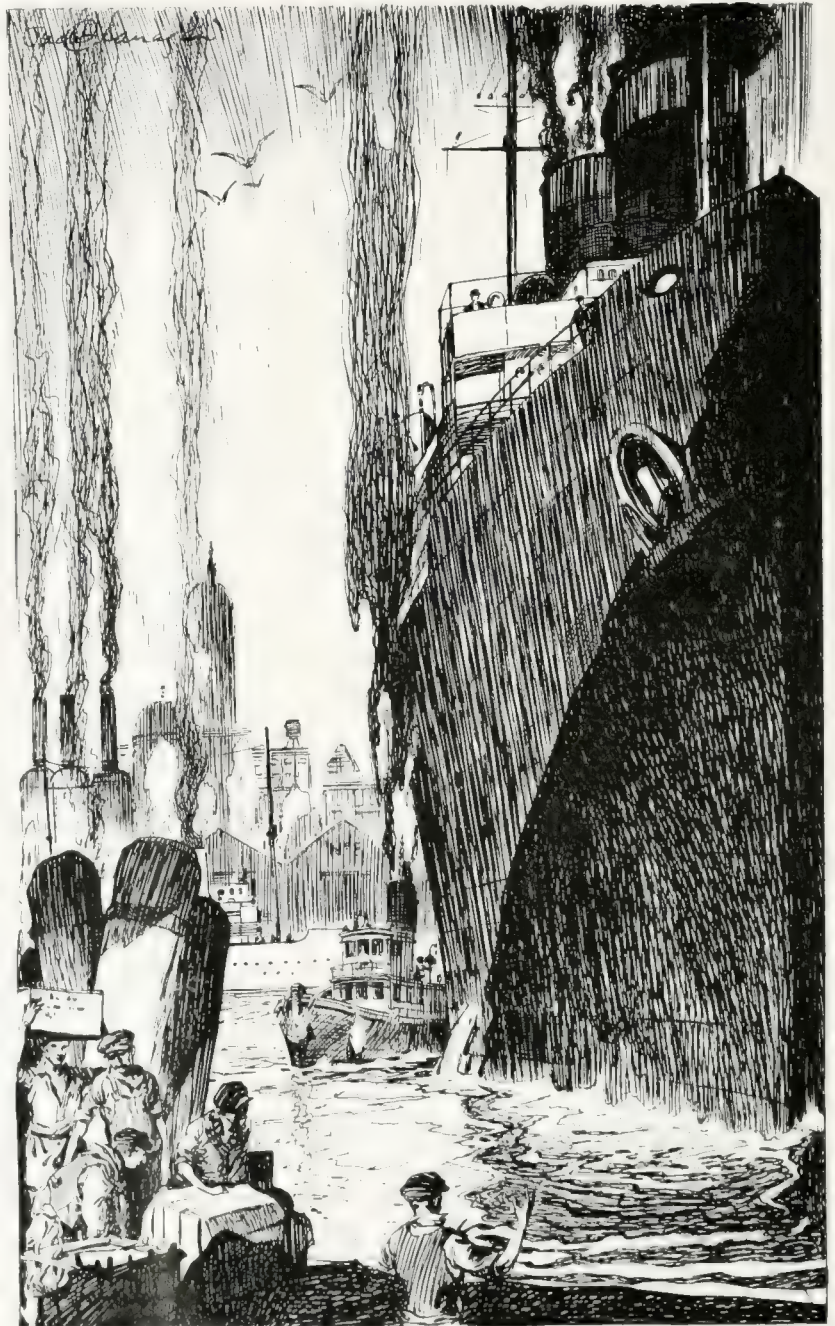
This was the big week of a cam-

paign that was started just about a year ago when roasters and importers and other men interested in the coffee trade called into being the Joint Coffee Trade Publicity Committee, raised a sizeable appropriation for it and instructed it to go ahead and impress upon America that coffee was the American national drink. However, there was nothing but coincidence in the exit of John Barleycorn about this time, they declare.

PREVIOUS PUBLICITY

Throughout the year, the committee has been hard at work on a national advertising campaign intended, by appealing to the keen American sense of the ridiculous, to dispel some of the existant fears about coffee. This campaign was described by Allan P. Ames in the November 29 issue of ADVERTISING & SELLING. A typical layout appeared in the national magazines during "Coffee Week." It depicted a mediaeval group of villagers burning coal in their public square as "injurious," and declared that calling coffee "injurious" is a modern form of superstition.

When the members of the com-



mittee came to put their heads together over "Coffee Week" it found that the trade leaders who had been behind them through the year were backing them stronger than ever for this week. As examples, duplications, by individual roasters, of the window display prizes offered by the committee raised the amount that will be disbursed for this purpose from \$2,000 to \$10,000; roasters, acting independently, called for 130 prints of "The Gift of Heaven" to distribute through their own efforts; advertising space regularly used by roasters and importers was greatly increased for this week; to the \$25,000 spent by the Committee during the week some \$200,000 was added by individual advertising out through the trade.

Campaigning for Foreign Trade

The Part Which Statistics Play
Is Analyzed by An Authority

STATISTICS and foreign trade are inseparable. To be a successful trader is to study statistics, not in a cursory manner but in an intensive manner. The great bulk of all information emanates from statistics. Dry, bare figures form the foundation. Out of analytical minds issues the comprehensive statements that show statistics in striking and understandable terms, which are of great importance in the carrying on of international business. A study of comparative sta-

tistics is absolutely necessary to every exporter planning to enter foreign markets under the most favorable circumstances and to the veteran traders seeking to retain and extend their connections.

Statistics are the concrete facts of history reduced to its lowest terms, declares Philip N. Kennedy, director of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce. Nothing is truer, he says, than the old adage that figures do not lie, but it sometimes takes a wise man to interpret them correctly. The more knowledge brought to bear on a subject, the more illuminating are the statistics. In a single page of figures giving the annual exports or imports of any staple commodity for a hundred years past may be read the growth and history of the nation, tariffs or reciprocity treaties; the gain in population and national wealth. The development of the industry may be inferred from increased domestic exports, and the creditor nation is indicated by the balance of trade as shown in the difference between imports and exports.

What bookkeeping is to the individual trader, statistics are to the nation's commerce, says Director Kennedy. The Division of Statistics of the United States Department of Commerce is one of the greatest melting pots for statistics in the world. In the statistics published by the department in the consular reports from the various countries, new fields are indicated that may be profitably exploited by American enterprise. A manufacturer, on receipt of a monthly statistical statement showing exports of metal-working machinery from the United States by countries, recently wrote that the figures had stimulated his interests in the market in British India, with the result that he investigated it and had already made considerable shipments to that country.

FIGURES TELL MUCH

Figures tell of enormous opportunities. They hold much valuable information and will be productive of great results to those who stop to analyze them. Many statistics reach the trader already analyzed, but other statistics come in the nude and

WITH the paths of foreign commerce and shipping opening up, America will surely come into its own. New methods will be required to hold and increase the field already gained. A quick turn-over of merchandise will be one of the first requisites. And the greatest aid in the "turnover" is advertising with a meaning.

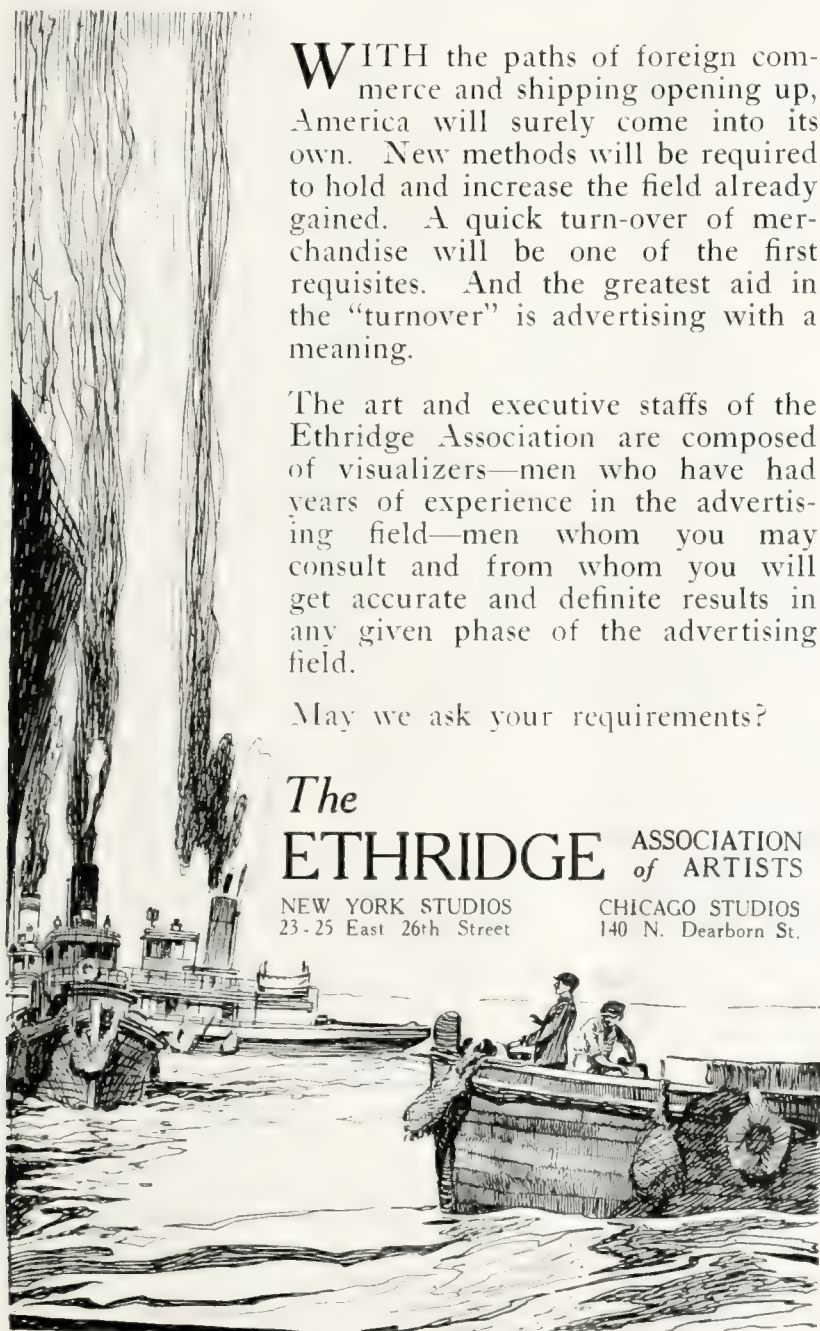
The art and executive staffs of the Ethridge Association are composed of visualizers—men who have had years of experience in the advertising field—men whom you may consult and from whom you will get accurate and definite results in any given phase of the advertising field.

May we ask your requirements?

The
ETHRIDGE ASSOCIATION
of ARTISTS

NEW YORK STUDIOS
23-25 East 26th Street

CHICAGO STUDIOS
140 N. Dearborn St.



it is too frequent that they go into the discard without being examined.

Fresh statistics should be read in conjunction with those of the same earlier periods, declares O. P. Austin, of the National City Bank of New York city, one of the best-known statisticians in the country. It is of comparatively little importance to know that the imports of such a country were so much for a single year, but if you have at the same time those for a dozen or score of years preceding, or if you care to compare them with those of other countries for the same year and for earlier years, they become meaningful. The greater the field for comparison both as to the earlier years, other countries and other lines of a similar general character, the more useful they are.

It is interesting to know, for example, that our own exportation of manufactures in the year before the war was a billion dollars, adds Mr. Austin, but that information becomes the more valuable when you have at hand the value of manufactures exported by our rivals—Great Britain, France, Germany and Austria Hungary. It is even more pleasing at the present moment to find that our exports of manufactures are three times as great in value as at the beginning of the war, and that we are now supplying more than one-third of the finished manufactures entering international commerce, instead of only one-sixth as was the case prior to the war, and that from 75 to 85 per cent of our exports to Asia, Oceania, South America and Africa consist of manufactures. It is also interesting to find, by comparing our own figures of imports of India rubber with the world figures of rubber production, that we are taking and consuming two-thirds of the world's rubber; also, by a similar process, to find that we are consuming considerably more than one-half of the world's silk.

HOW TO STUDY STATISTICS

"This is the spirit in which statistical statements should be studied; in comparison with those of preceding years and of other countries and with world production and consumption generally," says M. Austin. "They should, in fact, be considered as 'index numbers' rather than the mere single statement, for a single article or a single year."

The specific function of the Division of Statistics of the United States Department of Commerce is to collate, compile and publish the

import and export returns from the forty-seven customs districts of the United States, including Alaska, Hawaii and Porto Rico.

On account of certain fixed limitations incident to a public service, its stories are a little more difficult to prepare than those written by journalists for trade papers and magazines. For example, every government office, to effectively serve the public, must maintain an impartial attitude. This eliminates the personal element. The writers do not sign articles, which are credited to the division of the bureau in which they are prepared, nor is there an expression of personal opinion on

Hint to Copy Writers

Recently a prize of £25 was offered by the Ideal Film Renting Co. for the best four words to be used in connection with a poster dealing with their short Pictures, called "Ideal" Varieties.

Although many thousands of suggestions were sent in from all parts of the country, the best was deemed to be a quotation from Shakespeare's "Richard III."—(slightly adapted)—"Better brief than tedious."

The winner of the prize was a lady librarian in Bristol, Miss Nellie Gilshenan.—

—*Advertisers' (London) Weekly.*

any subject. As a rule, no facts or figures are used, other than those taken from official government sources, no deductions drawn unless they logically follow from a comparison or study of the statistics.

With these limitations, augmented by the rules of the government style book as issued by the public printer, a statistical story may be written on any article or commodity entering into the foreign trade of the United States shown in the export or import schedules of subjects related thereto, as, for instance, transportation, immigration, cost of living, prices, Panama Canal tonnage, etc. The writer may select a subject or accept suggestions from anyone in the division, or an appropriate topic may be found in the daily mail. The correspondence of the bureau keeps it in close touch with the subjects in which manufacturers, importers, commercial organizations and the public generally are most vitally interested.

HOW ARTICLES ARE PREPARED

In writing a story, advance figures not yet available in the published reports of the Bureau may be used, in the form of tables with similar sta-

tistics for previous corresponding periods of time in parallel columns, to show at a glance the increase or decrease, monthly or annually, in quantity, value, price, etc., as the case may be. The accompanying text may cover percentages of increase or decrease, the countries of origin and destination, the customs districts through which the trade passes, average prices, effect of the war on such trade, domestic production and consumption, the reaction during the peace year 1919, changes in the international trend of the trade, and any unusual features or developments in the industry indicated by the statistics.

The departmental library has on file 125,000 volumes and receives regularly about 3,000 periodicals, which include the various official publications of the United States, as well as many from foreign governments, the leading newspapers and financial, industrial, technical, and commercial trade journals, all of which are available for reference purposes. In addition the Division of Statistics has its own file of government reports and technical reference works, and subscribes to a limited number of trade journals.

While outside information is not used in the text of the stories, wide reading is necessary in order to properly interpret the figures. Text and tables are combined in a complete story which is passed to the revision section, where facts and figures are checked and double checked. The chief of the division then passes on the manuscript and transmits it to the editorial division, where it is edited for publication in Commerce Reports, galley proofs going to the Washington press correspondents, who call daily for copy. When published, the story is also used to answer future correspondence on the same subject.

Statistics should be read in correlation with other available data on a given subject. They should be read because they show exactly the quantity and value of the various classified commodities imported or exported, by countries, and by customs districts. Statistics showing the foreign competition in world markets are published in the consular reports from the various countries. They often indicate new fields that may be profitably exploited by American enterprise. S. E. THORNTON, in *Pacific Ports*

SOCIETE EUROPEENNE DE PUBLICITE

10, rue de la Victoire

PARIS



Dear Sirs:

It is with unfeigned pleasure that we are enabled to inform you that on the 17th of December last, the Court of Appeal in Paris pronounced a judgment ordering the withdrawal of the sequestration imposed on the Societe Europeenne de Publicite on the 13th of January, 1918.

By this judgment of the Court of Appeal, a great wrong has been righted, and tardy reparation has been made for the slanders, false statements, and judicial error of which we were the unfortunate victims for over two years.

In consequence of this judgment, our Company is enabled to resume its former activities; that is to say, that all Contracts and all Agreements which were operative on the 13th of January, 1918, between the Company and other parties are again in force.

It is on this basis that we shall be happy to take up again our former relations with you, and we think you will be pleased to hear that it has been indubitably proved that the Societe Europeenne was wrongly accused. We hope you will have the kindness to put us on your Service List.

We beg to add that the firm PUBLICITAS (formerly HAASENSTEIN & VOGLER) of Geneva, has been recognized as a purely Swiss firm, working with Swiss capital and under an entirely Swiss management.

JOHN F. JONES,

Knight of the Legion of Honour.

MAURICE MERY VAN MINDEN.

MAJOR PAUL MERY VAN MINDEN.

War Cross Managing Directors.

Directors:

President and Chairman: CHARLES GEORG, President and Chairman of the Publicitas Company of Geneva and The Unione Publicita Italiana of Milan (Italy)

Vice-President: HENRY GEORGE, Director of the same Companies.

B. GIROUD, Director of the Publicitas Company

B. WELHOFF, Honorary Financial Director of the City of Lille, Officer of the Legion of Honour.

J. LECONTE, formerly Public Notary.

LIEUTENANT A. BERTHELOT, Knight of the Legion of Honour; War Cross.

How To Test Out Bank Advertising

An Exposition of a Concrete Checking-Plan That Has Been Employed by One Big Institution for Determining the Influence Controlling Depositors in Opening New Accounts

"HOW do you know that this and that medium produces new business?"

This is a question I am called upon to answer almost daily.

"By what new depositors tell our new-account tellers is one of the ways," is my answer.

If a new depositor upon opening an account volunteers the information that Mr. Copeland, one of our old depositors, invited him to open an account with us, it is conclusive evidence that the credit for putting over the final punch that secured the account belongs in the column on my records headed by "Sent in by our friends." If another depositor upon opening an account tells us that he chose our bank because of its convenient location to his place of business or his office, it is just as evident that the credit for this new account belongs in the column headed "Bank Location."

Just what part newspaper advertising, bill-boards, and similar mediums may have had in securing this particular new business is hard to determine; but that they do play a big part is evidenced by the fact that right across the street and almost backing up into the "Guaranty" are two other banks with fully as convenient locations and fully as imposing fronts. These mediums undoubtedly influenced many of these new customers in their choice.

APPLY THIS TEST YOURSELF

Rule up a sheet of paper 8 1-2 x 11 inches so that the lines run lengthwise of the paper, and allow about one-half inch between each line. This should give you a line for your principal business-getting mediums and several lines for miscellaneous reasons why you secure new accounts. Begin far to the right and put down the several mediums you use, under each other. You can begin your list with "Sent in by friends," and under this, "Introduced by our officers and employees." Continue on down the column with "Newspapers," "Booklets," "Bank Location," "Window Displays," etc. Then rule this sheet with perpendicular lines so as to provide one column for each day of the week. Head-up these columns with the days of the week, beginning with Monday. After you

have decided upon a certain week in which to make your test, turn over your record sheet to your new-account teller, with the instruction that he place a small check for each new account after the medium entitled to credit for the account. Of course, he will not fail to keep each day's business separate from the other days of the week.

Infrequently a depositor may hesitate to tell why he chose your bank in preference to others, but with a little practice and experience your new-account teller will be successful in obtaining a satisfactory response from nearly every new depositor.

In tests which I have made periodically during the past six years, our new-account tellers have been successful in getting definite information in nearly every instance. We have found that about 25 per cent of all new depositors volunteer the desired information in one way or another while opening their accounts, and about 65 per cent freely declare their reason or reasons, as the case may be, upon invitation to do so. A little pressure put upon the remaining 10 per cent will usually bring a satisfactory answer of some kind, and without offending or embarrassing the depositor. If a depositor flatly refuses to disclose his reasons, after the bank has clearly stated why it wishes to know, there is nothing one can do but to apologize for detaining the customer, and of course he should not be permitted to go without the assurance that he has your good will.

ADVERTISING BUILDS BUSINESS

A great surprise awaits the banker who will apply a test as to why people select his bank in preference to others. Such a test will explode that old mistaken notion which a few bankers have that a large percentage of people just drift into the first bank that gets in their way, and without any good reason for opening an account there, throw their savings down upon the counter and call for a pass book. The facts are, 80 per cent of new depositors, according to my tests, have good and sufficient reasons for opening their accounts with the Guaranty Trust and Savings Bank, with which I am associated. This large percentage convinces me of the great

value of advertising as a business-getter for banks. If it were true that people drift aimlessly about, and opened their bank accounts without regard to where and why, so many of our leading banks would not be advertising for new accounts. But these tests show that the average new depositor gives considerable thought and study as to where he is to transact his banking business. Probably not two out of every hundred just drop into a certain bank because it looks good to them, and without any good reason part with their hard-earned money.

Just recently I conducted one of my periodical tests covering three days' business in our new-account department. During this period our new-account tellers obtained the desired information of 164 new depositors as to why they had walked past other banks to open their accounts with us. In every case the new customers gave good and sufficient reasons for choosing the "Guaranty," which reasons our new-account tellers recorded on the test sheet, and at the conclusion of the test passed on to me for my careful perusal.

It was disclosed that 32 per cent of those opening accounts during the first three days of the week were either sent to the bank by its pleased customers or personally introduced at the new-account department. In commenting on the percentage named above, let me say that it does not do justice to the good work which a bank's pleased depositors are doing for their bank. The percentage of new accounts as a result of the recommendations and introductions of your old depositors should not fall much short of one-half, or 50 per cent, of all new business obtained. Add to the above named 32 per cent nearly 20 per cent as a result of efficient service, which makes pleased customers, and your answer is about where it should be.

I believe, from the results of all such tests I have made that at least 50 per cent of the new depositors coming into the Guaranty Bank can be properly credited to the efficiency of the service rendered to those already our patrons. For it is only

A Record Breaker

In automobile advertising the News-Times scored a six months' victory of 155,722 lines over its competition in the South Bend field. During the six-month period the News-Times carried 319,396 lines of motor advertising to 163,674 in the rival paper.

This record clearly demonstrates the fact that the News-Times dominates in Northern Indiana and Southern Michigan in automobile advertising. More national advertisers are selecting the News-Times in South Bend.

What is true in motor advertising applies in a general way. During the same six months' period the News-Times totaled 195,174 more lines than its competition. No doubt about it, the News-Times is the paper to use in the South Bend territory.

Let us send you News-Times, Jr.

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago New York Detroit Atlanta Kansas City

by pleasing our present patrons that we can induce them to recommend this bank to their friends.

OTHER CONTROLLING INFLUENCES

"Business from other departments" scored 16 per cent of all accounts opened. This is due to the fact that the Guaranty Trust and Savings Bank never loses an opportunity to induce a customer of one department to become a customer of other departments of the bank. This is accomplished in different ways. I will mention but one. We have a list of several thousand

names of depositors in our savings department whom we circularize (direct-by-mail) in order to interest them in our trust department, or we may on a special occasion circularize these same depositors regarding the safety and convenience of safe deposit boxes, or the purchase or sale of bonds and other investments. We have other lists of our patrons, among which is a list of safe deposit box renters whom we circularize periodically in the interest of securing their savings and commercial accounts.

This 16 per cent is due to the efficient service rendered in other departments and to the results of direct-by-mail advertising. There is a big opportunity in large departmental banks with thousands of patrons to develop all departments equally right among their own customers by the use of direct-by-mail. Many banks are not making the most of this opportunity.

"Employees' Contests" scored 10 per cent of all the new accounts received while this test was being made. This is a little under the average for the past five years, due partly to the fact that our contests have run at frequent intervals during this long term, and the field is pretty thoroughly gleaned for new accounts so far as our employees' personal pull goes among their friends. It is my experience that business secured by the employees cost much less per account and per each \$100 than by many of the other mediums now being used by our banks, besides the business is inclined to be more permanent and more likely to grow. In a contest which closed December 31, 1919, our employees secured 183 new accounts, aggregating \$209,000 of new deposits, an average of approximately \$1150 an account. In addition to the splendid business secured, these contests have other features which should commend them to every banker. They make business-getters out of employees who ordinarily manifest but a nominal interest in the growth of the bank, besides every cent of money paid for this business goes directly to the bank's own employees, which in itself is a consideration of no little importance in these days of the high cost of living.

EFFECTIVE WINDOW DISPLAYS

Ten per cent of all new accounts received, according to this test, was the direct result of our twelve large window displays. How did we ascertain that 10 percent of the 164 new depositors came to the "Guaranty" as a result of these window

displays? This is how: Upon opening their accounts, sixteen new depositors called for the kind of accounts outlined in our window displays, or they asked for the loan of one of the small home safes then on exhibition in our windows.

The remaining 32 per cent was credited up to a half dozen mediums of more or less importance.


In drawing any conclusions from such tests as are made above it must be borne in mind that the medium checked as getting the business can not be given entire credit. As a matter of fact it may be likened to a salesman for a tire manufacturer. Certain salesmen are credited with all the sales which they may book, and if one goes no deeper, it would seem that money spent on national magazine advertising, billboards, etc., were wasted—that all that is necessary is to keep a force of good, live salesmen on the road. But the fact that an ordinary clerk can go out and take more orders for any one of the big advertising tire manufacturers than could be secured by the best salesman in the business trying to push an unadvertised and unknown line shows the folly of trying to test out such advertising mediums as newspapers, magazines, billboards, and car-cards by a merely superficial check of the reasons why any particular bit of new business is secured.

Once the test has been made and you have completed your report showing what mediums are pulling a full share of new business and those which are evidently ineffective, your problem is to either make the ineffective mediums producers or discard them, and thereafter expend your best thought and money on those mediums which your tests show conclusively are good business-builders.

MAKING THE TESTS

I would recommend that you take at least three tests before reaching definite conclusions. Select one week this coming month, another week the following month, and still another week the third month, and when you have made your tests take an average of the results for the three tests, and govern yourself accordingly.

In any event, it is good banking for you to know beyond any doubt which mediums are producing and which are non-productive. Your new depositors are in a most favorable position to give you this information, if you will but give them an opportunity to express themselves



THE MOST PROGRESSIVE HOUSE IN THE CITY

INGENUITY


AND A THOROUGH KNOWLEDGE OF MECHANICAL POSSIBILITIES AND TRICKS OF THE TRADE ARE ESSENTIAL TO THE PRODUCTION OF PERFECT FAC-SIMILIES.

STERLING FAC-SIMILIES ARE THE RESULT OF THIS KNOWLEDGE WHICH IS EVIDENT IN THE FINISHED PLATE

DUOTONES—THREE AND FOUR COLOR PROCESS—BLACK AND WHITE—LINE—BEN DAY.

The STERLING ENGRAVING COMPANY

UPTOWN—10TH AV. & 36TH ST.
DOWNTOWN—200 WILLIAM ST.
NEW YORK



on the subject. The cold facts are, if they do not know why they chose your bank in preference to others, who does know?

Put your advertising to the test, and I venture to say that you will find great satisfaction in knowing just how effective your advertising mediums really are, at least from the standpoint of those who call to open accounts. If your case is not an exception to the rule, I venture to say that you are using some advertising mediums which you will discard after you see the results of a test, while others will make such a good showing that you will push them for larger results in the future.—W. R. MOREHOUSE, in the *Pacific Banker*.

B. T. Babbitt Combines Advertising and Premium Departments

B. T. Babbitt, Inc., the large manufacturer of soaps and cleansers, has combined its premium department with the advertising department, and has placed J. B. Miller in charge. Mr. Miller, who succeeds E. C. Looker, Jr., as advertising manager, was formerly at the head of the premium department.

Savage Arms Buys Stevens Co.

The Savage Arms Co., manufacturers of automatic revolvers, have purchased the Stevens Arms Co., makers of shot-guns and small bore rifles and pistols in Chicopee Falls, Mass. At the annual meeting of the Savage Co. these directors were elected: W. F. Kies, F. H. Moses and F. R. Phillips. They succeed C. S. Miller, E. M. Willys and Henry Bruere, resigned.

Sarnoff-Irving Hats to be Advertised

A newspaper campaign for Sarnoff-Irving Hats is being prepared by Hanff-Metzger, Inc., New York. The campaign has already started in New Orleans and will open in other cities, including New York, within the next few weeks.

Presbrey Absorbs Bryant Advertising

The Frank Presbrey Co. has taken over the accounts of the Bryant Advertising Corporation, 103 Park Avenue, from April 1st; the Bryant agency discontinuing business.

\$50,000 to Advertise Piston Rings

The Burd High Compression Ring Co., Rockford, Ill., have appropriated \$50,000 this year for advertising. The company, which formerly placed its advertising direct, is now using trade papers and newspapers through Comrie & Cleary, Chicago advertising agents. M. L. Howard is the advertising manager.

Southern Agency in Larger Quarters

For the third time in a year the George W. Ford Company, advertising agents of Atlanta, have been required to move into larger quarters. The company now occupies a large suite in the Austell building, having until just recently been located in the Rhodes building.

Campaign for Ready-to-Fry Codfish Cakes

The Gorton-Pew Fisheries Co., Gloucester, Mass., has launched a newspaper advertising campaign in New York to introduce the Gorton Ready-to-Fry Codfish cakes.

Advertising Head, Business Manager

D. A. McKenzie, until recently advertising manager of the *Elgin Daily News*, will assume the duties of business manager of the *Elgin Courier* on April 19. Mr. McKenzie, who has spent more than twenty years in the newspaper business in Elgin, succeeds C. B. Strohn, whose election as vice-president of the Western United Gas and Electric Co. will necessitate his presence in Aurora, Ill.

I. W. Lyon to Wed

The engagement of Irving W. Lyon, son of the late Whitney Lyon of New York, to Miss Helen Maie Wilberding has been announced. Miss Wilberding is the daughter of Mr. and Mrs. Joseph C. Wilberding of Pelham Manor, N. Y. Mr. Lyon, who was a member of the class of '19 at Yale, left college for the war, serving as an ensign in the naval aviation. He is a member of the firm of I. W. Lyon & Son, the manufacturers of tooth powder.

Kramer with Comrie and Cleary

George A. Kramer, who was formerly with The Brunswick-Balke-Collender Company, Chicago, auditing department, statistical reports, is now connected with Comrie and Cleary, Chicago.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



The Needed Punch

If your letters are appealing but lack the needed punch that will make them impressive and give them more actual pulling power, perhaps the fault lies in your letterhead.

SYSTEMS BOND will make your letters look better and give your sales message every chance to win.

Standardize on SYSTEMS BOND—the unvarying paper—for your letterheads. It is available everywhere. All printers know it. Your printer can get it for you or a request on your letterhead will bring samples.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

These Things the A. N. P. A. Stands for and These it has Accomplished

A Brief Review of Organization Ideals and
Achievements, on the Eve of the Convention

By WARD GEDNEY

IN THE BAD old days of long ago when Lincoln B. Palmer, now manager of the American Newspaper Publishers Association, was advertising manager of the New York *Commercial Advertiser*, now the *Globe*, when every newspaper advertising manager thought every other newspaper advertising manager no better than he should be, never spoke to him and seldom spoke of him except in short and ugly words, someone, in an inspired moment, conceived the revolutionary idea of gathering the newspaper advertising managers of New York together at lunch once a week. "It would help them to know and to understand each other better," the inspired one said.

The idea was taken up in fear and trembling and, to everybody's surprise, proved a huge success. Those who came to scoff at it remained to see it pay and the metropolitan advertising managers, instead of acting like Kilkenny cats, suddenly realized that individually and collectively they were not such bad fellows after all.

THE IDEA BEHIND IT

Thereafter, the fraudulent "advertising game" began to lag in New York. Word got around that the ad. managers had formed an offensive and defensive alliance and that the days when you put something over on one of them by telling him that the others had already fallen for it were gone. The one knew just what the others were doing. Everything in the line of advertising information, outside of legitimate business secrets, became the common property of the alliance. From that day, newspaper advertising in New York began to walk with its head up.

Just such an idea as that which inspired the organization of the New York newspaper ad. managers' informal lunch club of yore fathered the organization of the American Newspaper Publishers Association. As Mr. Palmer put it in an address which he delivered before the New York Associated Dailies at Albany in 1917:

"During the years preceding the organization of the A. N. P. A. in

Rochester in 1887, newspaper publishers were working in an atmosphere of low visibility, and cooperation among them was unknown.

"The birth of the Association brought about a happier condition and today mutual helpfulness among newspapers is the rule.

"As a direct consequence of the spirit of amity which prevails, the Association has achieved results which have been of vital import to the well-being and prosperity of the craft and which, without organization, would have been impossible of accomplishment."

In other words, the A. N. P. A.

THE CONVENTION GALLERY

On the opposite and succeeding pages are new photos of some of the busy conventioners of the coming publishers' gatherings.

forms a national nucleus about which national ideals of newspaper publishing can develop and through which the battles of the newspaper publishing trade can be fought.

HOW IT STARTED

The American Newspaper Publishers Association, now passing its thirty-third anniversary, has 515 active members and three associate members. Few publishers outside of the membership have any conception of the extent and variety of the work done in many lines through the machinery of the Association, yet every daily newspaper in North America has been the beneficiary of the Association's work and is under obligation to it.

Prior to 1887, there were a number of editorial and telegraphic press associations but no organization of

the newspaper business interests. In consequence of the lack of cooperation between publishers, many difficulties were encountered and losses incurred. Publishers were not protected from irresponsible advertising agencies. Standing alone, their interests could not be represented in Congress when postal rate bills and other measures affecting their prosperity and their freedom from unwarranted interference were under consideration. They had no organization to confront the closely welded newsprint manufacturers. With the formation of the A. N. P. A. and the extension of its activities in many lines, all this has been changed. Today, there is a special Bureau of Advertising to stimulate advertising, and again and again in the last few crowded years the ability of A. N. P. A. committees to handle other problems germane to the newspaper trade as a whole has been adequately demonstrated.

The first convention of the A. N. P. A., at which its present name was adopted and its initial program of work laid down, was called to order by W. H. Brearley, advertising manager of the Detroit *Free Press*, originator of the A. N. P. A. idea, at Powers Hotel, Rochester, N. Y., February 16, 1887. The register of the convention contains 51 signatures, and 29 signatures of prominent newspaper publishers were affixed to the articles of association.

ADVERTISING FIRST PROBLEM

That misrepresentation of circulation and fluctuating advertising rates were the major evils of the time is shown in the subjects for discussion listed in the last call for the Rochester meeting, the bulk of which were concerned with rate-cutting, with the publisher's relations with the advertising agency, and with the necessity of having all publications truthfully represent their circulation.

Again, at the second convention of the Association held at the New Denison Hotel, Indianapolis, Ind., February 8-9, 1888, advertising was to the forefront. Messrs. Rowell, Goodrich, Erickson, Lord, Fuller

Newspaper Men Who Will Figure in the A. N. P. A. Convention



Newspaper Men Who Will Figure in the A. N. P. A. Convention



Newspaper Men Who Will Figure in the A. N. P. A. Convention



JASON ROGERS
New York Globe

G. B. DEALEY
Dallas News and Journal

LAFAYETTE YOUNG
Des Moines Capital

FRANK T. CAROLY
Indianapolis News

WILLIAM FINDLAY
Toronto Globe

M. F. HANSON
Philadelphia Record

JOSEPH A. DEAR
Jersey City Journal

COL. C. A. ROOK
Pittsburg Dispatch

L. J. VAN LAEYS
Houston Post

W. T. ANDERSON
Macon Daily Telegraph

HUGH HOFFMAN

and Doughty, the latter representing Messrs. S. H. Parvin's Sons, of Cincinnati, all of them advertising agents, appeared before the convention by invitation and delivered addresses. At the third convention, held at the Hoffman House, New York, February 13-14, 1889, the fruits of this long discussion of advertising problems were brought out in the adoption of resolutions recommending that the maximum commission paid advertising agencies by members of the A. N. P. A. be 15 per cent; that members pay commissions only to those agents whose names were upon a list approved by the executive committee; and that members have no preferred positions for advertising, but that when such positions were allowed an extra price be charged. In 1913, the A. N. P. A.'s Bureau of Advertising was organized. During the last year, the operations of this Bureau under the directorship of William A. Thompson and his associate, Thomas H. Moore, as described in the April 10 issue of ADVERTISING & SELLING, played an important part in rolling up the stupendous total of \$150,000,000 of national advertising placed in daily newspapers during the year.

As the A. N. P. A. has grown, the problems presented to it for solution have multiplied. The advertising question we shall always have with us. Indeed, advertising will hold a position not far from the center of the stage at the 1920 convention. Since 1915, the cost of newsprint has jumped 100 per cent. In the same period, overhead charges have increased at least 75 percent. According to an estimate made by the Bureau of Advertising of the A. N. P. A., average newspaper advertising rates throughout the country have been advanced no more than 25 per cent during the four years. While the subject of advertising has the floor next week there will be plenty of members to sound the alarm that the continued prosperity of the newspapers in the face of advancing costs demands an Association recommendation that advertising rates be raised all along the line.

TACKLING NEWSPRINT

However, the Association began to take up other big, vital problems soon after its formation. Among them—at the head of them was the newsprint paper difficulty.

The use of improved machinery and methods caused a downward tendency in the price of newsprint during the eighteen years preceding

1898, which year saw the incorporation of the International Paper Company, with a capital stock of \$55,000,000 and composed of twenty-four (subsequently increased to thirty) of the largest mills in the country and controlling 80 per cent of the total output.

During the same year, the A. N. P. A. appointed a committee to investigate the Paper Trust and at the annual convention of 1900 resolutions were adopted urging Congress to inquire into the price of newsprint which had been "arbitrarily increased in price from 60 per cent to 100 per cent without reason or warrant to be found in the conditions of the industry itself."

It is interesting to note that during 1900, for the purpose of combatting the trust, newspapers were trying most of the methods of economies practised today, such as abolishing returns, cooperative buying, and increase of subscription and selling price.

A. N. P. A. PROGRAM 1920

Wednesday, April 21:

Advertising Bureau Luncheon

Thursday, April 22:

Sessions at 10 a. m.; Luncheon at 12.30 p. m.; Session at 2 p. m.

Friday, April 23:

Session 10 a. m.; Concluding Sessions, 2 p. m.

**at the
WALDORF-ASTORIA
NEW YORK**

This year of 1900 was memorable because the General Paper Co., a consolidation of twenty-five mills in Wisconsin, Michigan, and Minnesota was also organized to secure control of the western market and compete with trust prices.

At a meeting of the A. N. P. A. in 1904, Don C. Seitz called attention to the advances in prices which newsprint paper makers had enforced. On behalf of Joseph Pulitzer, he subscribed \$10,000 toward a fund to combat the restrictive methods of the paper makers. Other subscriptions were tendered and a committee on Paper consisting of Don C. Seitz, John Norris and Condé Hamlin was appointed. As a result of that effort, the United States Department of Justice started proceedings which ended in the dissolution of the General Paper Com-

pany in June, 1906. The outcome was the first substantial victory of the Anti-Trust Law.

THE PRESENT CRISIS

From then until the fall of 1907 the average price of news print delivered in the eastern freight zone was \$40.17 per ton and the lowest price \$38 a ton. During August of that year, however, famine reports began to come in and quotations shifted from \$38 to a minimum of \$50 a ton.

The situation was so serious that the A. N. P. A. held a special meeting in September, 1907, to protest against the action of the paper makers and steps were taken to break the prices, which the protestants declared artificial, by legislation which would promote normal conditions. This action resulted in the reduction of the \$6 tariff on newsprint to \$3.75 and, subsequently, to its abolition on October 3, 1913.

From 1913 to 1916 the prevailing market price of paper was around \$38 per ton f.o.b. mill. The fall of 1915 witnessed an unexpected increase of newspaper advertising which resulted in increased deliveries from the mills and, by July 1, 1916, newsprint stocks on hand had dwindled to 58,000 tons, well below the danger mark.

At the end of 1916 came the third big squeeze. Contracts were renewed at increasing prices. During December of that year the International announced its minimum price to be about \$62 a ton at the mill for 1917 delivery and some other mills fixed even higher prices. In 1917, came the inquiry of the Federal Trade Commission into the activities of the Newsprint Manufacturers Association resulting in the dissolution of the Association and the imposing of fines upon some of the members. Everyone knows what part the A. N. P. A. played in the initiation of this inquiry. Followed closely, the war and the fixing of newsprint prices by the government.

In the present newsprint crisis, which finds the publishers caught in a fairly bad hole with the demand for newsprint paper far overreaching the supply, the A. N. P. A. has been of unquestioned service. Not as successful as it had hoped to be in regulating prices at the supply end, it has turned to the task of encouraging economy at the consumption end and has done much to bring about cooperative reduction in the tonnage of newsprint used. A. N. P. A. bulletins warn

Newspaper Men Who Will Figure in the A. N. P. A. Convention



members of fresh advances and advise of changing production conditions. Recently, the Association covered the country in an investigation to find out if any newspapers were really unable to secure newsprint as had been reported in Congress, and in the few cases located afforded prompt relief.

WATCHING POSTAGE LAWS

One should not leave the subject of this remarkable association without referring to the third phase of its activity—that which has to do with legislation affecting the newspaper publishing interests. Probably the two most important pieces of legislation of this kind in the past decade have been the Post Office Appropriations Bill of 1912 and the second class postage sections of the War Revenue Bill of 1917.

In helping to bring about a test, before the Supreme Court, of the constitutionality of the rider in the former which demanded that every daily newspaper advise the Post Office Department of its average daily paid circulation and publish the same every six months, and that every newspaper mark all paid matter "advertising," under pain of debarment from the mails, the A. N. P. A. helped to clarify these provisions of the bill and establish certain data that would prevent the Post Office Department from using its authority arbitrarily.

In the hearings on the second class postage sections of the War Revenue Bill of 1917, representatives of the A. N. P. A.'s Second Class Postage Committee were among those who spoke before the Senate Finance Committee. Unfortunately, the Association found itself divided into two factions on this vexing question and, with other factions which argued on the three and even four suggested solutions of the problem presented by the determined upon advance in rates, won the negative success of the hybrid flat rate and zone rate provision which went into effect July 1, 1918, to extend over four years from that date. Two of the specified years have passed and the highly unsatisfactory results of this law have, it is believed, united the members of the Association in favor of the Fess Bill, designed to correct its inequalities, which is now before Congress.

THAT BULLETIN SERVICE

This brief outline of A. N. P. A. activities will serve to indicate some of the aims and achievements of the great organization. It does not pretend to do more than outline the

program and to outline only some of the main features of the program at that. For instance, nothing has been said of the splendid vigilance work of the men at headquarters and in the field. The success of the leaders in arranging arbitration agreements between newspaper publishers and newspaper labor has not been touched upon. No more than a hint has been given as to that famous A. N. P. A. bulletin service, which posts its members on the latest developments in all departments of newspaperdom, warns them of

breakers ahead, advises them as to what others are doing, presents to them results of investigations carried on, furnishes them with data on proposed legislation affecting them, and gives them confidential information as to fraudulent operators in the publishing and advertising fields. Suffice it to say that the American Newspaper Publishers Association is doing a big work, the value of which to the press and to the nation, is being realized more fully with every passing year.

Expect Large Attendance at A. N. P. A. Convention

"The American Newspaper Publishers Association convention, which will be held at the Waldorf-Astoria Hotel, New York City, April 21, 22 and 23, will be more largely attended this year than ever before. The great importance of the discussions on newsprint, postage and labor, at this time, make certain that the various sessions will not only be crowded with members seeking information, but that they will also be of unusual value to those present."

This is the announcement sent out from A. N. P. A. headquarters heralding the big convention, which will be opened at 10 o'clock next Wednesday morning when the members gather for their first session in the Astor Gallery on the first floor of the Waldorf. As a heavy program will be carried out, emphasis is being laid on the fact that the business of each session will start promptly at the hour named for meeting, whether there is a full attendance at that time or not.

A. N. P. A. meetings will, as in former years, occupy Wednesday, Thursday and Friday. Practically the only deviation from the customary program will be the replacing of the final banquet by a luncheon on Thursday. This will be held in the ballroom of the Waldorf. At this luncheon, the addresses will be short, but there is a promise that they will be of the type that will hold members in their seats until the final applause has subsided.

On Monday, the directors of the Associated Press will continue their sessions from this week and on the same day there will be various committee meetings. On Tuesday the A. P. will hold its annual meeting in the morning. At this time will be presented the annual report of the retiring board of directors, applications for membership will be considered and passed upon, five new directors will be elected, with advisory boards and nominating and auditing committees. After luncheon, the A. P. members will re-assemble to hear the results of the morning's election and to wind up their meeting.

Wednesday will see the opening of the A. N. P. A. convention and the luncheon of the Advertising Bureau. Two sessions will be held on that day and on each of the two following days.

The full list of events for the week follows:

Tuesday, April 20.—11 p. m., A. P. annual meeting; 1 p. m., A. P. luncheon;

3 p. m., A. P. Meeting (concluded).

Wednesday, April 21.—10 a. m., A. N. P. A. opening session; 12:00 p. m., Advertising Bureau luncheon; 2 p. m., A. N. P. A. convention session.

Thursday, April 22.—10 a. m., A. N. P. A. convention session; 12:30 p. m., A. N. P. A. luncheon; 2:00 p. m., A. N. P. A. convention session.

Friday, April 23.—10 a. m., A. N. P. A. convention session; 2 p. m., A. N. P. A. concluding session.

Newsprint and postage again will hold the center of the stage in the convention discussions, and the question of boosting advertising rates to meet increased costs of publishing will be debated. Comparison of data as to methods in economizing in the use of newsprint paper is expected to furnish much interesting material for recommendations on this subject.

The election of officers for the coming year will take place on Friday.

As is customary, all available space on the convention floor outside of the ballroom and the Astor Gallery will be occupied by the representatives' offices and exhibition booths of publishing trade papers, printing machinery companies, feature services and syndicates. Twenty-two of these interests have obtained allotments on the floor.

Those announced to speak at the A. N. P. A. luncheon on Thursday are Edwin T. Meredith, Secretary of Agriculture, Harry Dwight Smith, of Fuller & Smith, Cleveland, president of the American Association of Advertising Agencies, and John Sullivan of New York, secretary-treasurer of the Association of National Advertisers. William F. Rogers, chairman of the ad bureau committee will be toastmaster.

Bill Would Prohibit False or Objectionable Advertisements Entering Mail

A bill introduced into the House of Representatives by Representative Steenerson last week would declare "any advertisement which contains any false or fraudulent statement or representation," and which refers to any person or persons from whom, or to any means by which, or to any place at which treatment or cure for certain private diseases, as nonmailable matter.

A penalty of \$1,000 fine or imprisonment for one year or both would be inflicted upon all violators.

Marshall Field Advertising Manager to Become Merchandise Chief of Federal Agency

Russell A. Brown, resigning as advertising manager of Marshall Field & Company's retail store to become merchandise manager for the Federal Advertising Agency (Inc.) of New York, was given a farewell luncheon by his former staff, in the Tip Top Inn on April 9. Those present were: Miss Rene Matisfield, Mrs. Irene S. Sims, Herbert Chadwick, V. C. Cutts, Miss Frances Hooper, Miss Margaret Macy, S. A. Sullivan, Nate Salisbury, Mrs. C. P. Wilson, Miss Achsah Gardner, Miss Margaret Haas, Miss Anne Mathieson and H. L. Peiwitch.

Detroit Club Condemns Advertising Tax

The Detroit Adcraft club at its last meeting went on record as opposing the advertising tax bill, now before Congress, as unfair. A resolution condemning the legislation will be forwarded to the House of Representatives. It is pointed out in the resolution that present heavy advertising appropriations, which have aroused the suspicion of congressmen apparently, were necessary in order for manufacturers to resume communication at the close of the war, with their markets. The resolution brands as foolish any suspicion that concerns are avoiding high income taxes by investing heavily in advertising space.

Meredith & Co. Organizes for Advertising and Selling

Meredith & Company, Inc., has been incorporated at Troy, N. Y., to carry on the business of a general advertising and selling agency. The president, Russell D. Meredith, was advertising manager for a number of years for Van Zandt, Jacobs & Co., makers of Triangle collars, Troy, N. Y., and more recently he was associated with the Byron G. Moon Agency, at Troy, as head of the sales department. The new company has its headquarters in Cannon Place Building.

Fletcher a "Visualizer" for Wales Agency

J. Alan Fletcher has joined the Wales Advertising Co., New York, in the capacity of "visualizer." A "visualizer" is an advertising executive who has a faculty for analysis, for the selection or creation of dominant ideas on which to base advertising campaigns, and for their execution in an effective manner. The larger advertising agencies, it is said, have created this position in the profession.

Mr. Fletcher did work along the same lines for the George Batten Co., and the H. K. McCann Co. before coming with the Wales agency.

Will Advertise Baker Tractors and Trucks—Rauch & Lang Buy Electric Vehicle Business

The Baker R. & L. Co., Cleveland, have disposed of their electric vehicle business to Rauch & Lang, Inc., of Chicopee Falls, Mass. The plant capacity thus released is now being devoted to a greatly increased production of electric industrial shop tractors and to closed automobile bodies. Plans now in preparation for an advertising campaign for the industrial tractors and trucks are in charge of The Powers-House Co., Cleveland.

Farnsworth Joins Murray Howe & Co.

Clarkson L. Farnsworth, who has been assisting in the editing of the "Advertising Club News" in New York for some time, has left the Club to accept a position with Murray Howe & Co., advertising agency.

Walter H. Collins, formerly with Louis Wiley on the New York Times, has succeeded Mr. Farnsworth on the "News."

Mallory, Mitchell & Faust Add to Staff

Clyde M. Joice, Lyman L. Weld and E. O. Ham have been added to the staff of Mallory, Mitchell & Faust, Chicago, advertising agency.

For five years Mr. Joice was connected with the Fair department store in Chicago, holding the position of advertising manager for the greater part of the

time. Mr. Weld, who is a graduate of the University of Chicago, has had a broad and varied agency experience, particularly in connection with national campaigns on rubber products, musical instruments, sporting goods, food products, automobiles and accessories. Mr. Ham was formerly editor for five years of "The Armour Magazine."

Chapin, Vaporub Advertising Manager

H. S. Richardson, president of the Vick Chemical Co., manufacturers of Vaporub in Greensboro, N. C., announces that C. F. Chapin has become advertising manager effective March 31. Mr. Chapin, who for the past four and a half years has been assistant advertising manager, except for the eighteen months he spent in khaki, succeeds Richard B. G. Gardner.

Concentrate

MANY national advertisers who want Chicago business are dazzled by far-flung circulation *when their objective is a single market.*

They have visions of dominating thirteen million people *around* Chicago, and disastrously forget the nearly three million right in Chicago that can be and are dominated by a single advertising influence—that of The Chicago Daily News.

How Much Can I Spend In Advertising

"How much can I safely spend in advertising?" is a question many local advertisers often ask. Of course they mean how much can be spent with safety, because it is quite possible to spend too much and too little.

There are several ways of arriving at the amount of the appropriation, but probably the best way is a percentage of the previous year's gross business.

The following table may be of some help in planning advertising appropriations. The figures are authoritative and are as recent as could be compiled. While no names are mentioned, they are all national advertisers.

Business	Per cent
Collar manufacturer	3½
Paint manufacturer	3½
Spark plug manufacturer	7
Clothing manufacturer	1½
Clothing manufacturer	3½
Soaps and perfumes	2
Cigarette manufacturer	5
Soap manufacturer	3
Phonographs	5
Grape juice manufacturer	10
Refrigerator manufacturer	7½
Food products	5

These manufacturers are large advertisers; their appropriations, based upon this percentage table, will all run over one hundred thousand dollars and some of them well over a million, annually.

If the appropriation is too small the progress will not be great enough to justify any advertising; on the other hand, not enough profit can be shown if the appropriation is too large. It is false economy to skimp the advertising appropriation.—*The Guiding Post*.

Auditing the Ad Agencies

(Continued from page 5)

one in possession of the facts will deny.

SUGGESTS THE FOUR A'S DO THE AUDITING

Said one agent, "Why go to an OUTSIDE organization to have our books audited; if they need auditing in this manner, why not have it done by the Four A's?"

I pursued this same line of discussion with the president of a big agency, and then asked him if he would express himself for publication. He is a member of both the Four A's and the A. B. C., and loyal to each in its established field. He said: "If the A. B. C. displays the same thoroughness and impartiality in handling the agencies that they have in handling newspaper and magazine audits, I cannot see that anything but good can result."

Perhaps more agency heads will feel the same way when they have

given the matter adequate consideration. Ninety per cent of the publishers are honest; 10 per cent, let us say, are dishonest. The 90 per cent support the A. B. C. and, with these as a nucleus, a campaign to bring all that are worthy of recognition into the Bureau could be attempted with prospects of success. The agencies backed the campaign for publisher members, and no doubt the publisher members would reciprocate. I admit, of course, that the A. B. C. might not look with favor upon the subject of assuming new responsibilities, of such magnitude.

It is pretty well established that there is need for an absolute discourager of rebating, and if it can be arranged before it is necessary to have recourse to legal measures, so much the better. For if the practice is not fought from within, it will be fought from without.

That, at any rate, is what I glean from the statement made by Commissioner William B. Colver of the Federal Trade Commission, who says:

TRADE COMMISSIONER'S OPINION

"I have expressed it as my personal opinion, not, however, as the opinion of the Commission nor as an official opinion, that the splitting of commissions with respect to advertising is an unfair method of competition.

"There are some legal questions involved which perhaps need not be gone into and which will have to be settled before a determination of the matter. A test case where the facts are undisputed and where the single and simple question is presented will be extremely useful in clearing up any doubts in the situation."

There has been some divergency of opinion, as I have indicated before, as to the suitability of the A. B. C. for the job of rating and standardizing. N. W. Ayer & Sons inquire, "What's the matter with Dun and Bradstreet?"

Jason Rogers, publisher of the *New York Globe*, gave me a short but carefully prepared statement as follows:

"In my opinion it would be foolish to inflict on the A. B. C. any checking up of the advertising agencies. Between the American Newspaper Publishers' Association, which insists on financial statements and other information before extending recognition, and the American Association of Advertising Agents, which is putting the whole advertising agency industry on a higher plane, I believe much progress toward increased efficiency and reliability is being worked out.

"The Audit Bureau of Circulation has about all it can reasonably care for in auditing circulations, which is what it was organized for. It is up to the publisher to recognize agents or not, and with the A. N. P. A. and the A. A. A. A. operating, we have practically eliminated the old-time fly-by-night agent. It is up to us to prevent unfair practices by illegitimate house agents cutting into the field of real agents, and to give increasing protection and practical support to legitimate advertising agents."

UNSTABLE AGENCIES NOT MADE STANDARD

It is perhaps unnecessary to explain why Dun and Bradstreet ratings do not cover the situation, but

there are many who will disagree with Mr. Rogers' assertion, "With the A. N. P. A. and the A. A. A. operating, we have practically eliminated the old-time fly-by-night agent." Remember that the newspapers recognize about 150 more agencies than do the magazines, and then consider that it is not merely the fly-by-nights who should come without the pale. There are several of the big and well-established agencies that are not free from the suspicion of being under the financial aegis of one or more of their large accounts.

Of course, as Mr. Rogers asserts, "it is up to the publishers to recognize agents or not," but inasmuch as there has been such a variation in publishers' standards, there is a corresponding variation in the matter of agency recognition.

Collin Armstrong, who feels positive that he represents between 99 per cent and 100 per cent of the agents, says that "if the publishers want an audit, they are the people to demand it," but he considers it "highly illogical" that the matter should be handled by the Audit Bureau of Circulations. "If I want credit from the bank," is his parallel, "the bank is the organization to investigate me." The suggestion is that the publishers and the advertisers should do their own investigating of advertising agencies.

Mr. Armstrong is not hostile to the idea of some organized audit of the agencies. On the contrary, he says he would welcome it, but he asseverates with very definite emphasis that the demand for it must come from the publishers. Having made this statement, he opened the way for my query:

"Supposing the publishers, believing as they do in the efficiency of the A. B. C., asked that the functions of the A. B. C. be extended to cover the auditing of agency accounts. This would satisfy your requirement that the demand should come from the publishers. Would you then be in favor of the A. B. C. taking up the work?"

The question was a leading one, but Mr. Armstrong side-stepped. He would not admit the hypothesis. The publishers wouldn't ask the A. B. C. to do it; the A. B. C. wasn't intended to do this sort of thing; and the A. B. C. wouldn't do it.

THE VIEW OF A BIG ADVERTISER

It is said that the American Chicle Company employs in the neighborhood of \$2,000,000 annually in advertising chewing gum. There are few institutions that in-

vest more, so I considered that the advertising manager would have a valuable opinion to express on the subject.

Accordingly, I called on J. F. Bresnahan and asked for a frank expression of his ideas. What he told me so completely represents the general feeling that I have saved it for this paragraph of my article. Mr. Bresnahan was guarded in what he said, and the full significance of his statement does not appear on the surface, but he spoke whole-heartedly.

"If the A. B. C. audit of publishers is a good thing for agencies," said Mr. Bresnahan, "why isn't an audit of agencies a good thing for publishers?"

Strictly speaking, that isn't a statement: it's a question.

If, in the near future, the publishers encounter more of the difficulties with agencies of a sort which they have been meeting in the recent past, it is more than likely that they will answer the question and solve the problem for themselves.

For, after all, the remedy is in their hands. They publish the advertisements; they control the circulation mediums of the United States.

How many publishers, banded together for the purpose, do you suppose it would take to put the agencies on a standardized AUDITED basis?

"Wallace's Farmer" Purchases Large Site

Wallace's Farmer of Des Moines, Ia., has purchased property on the southwest corner of Walnut and Fifteenth streets, for \$85,000. The property is 120 by 100 feet, and offers splendid transportation facilities.

Although the new purchasers were noncommittal in regard to the disposition they will make of the property, which at present is unimproved, it is understood that it will be used as a location for a large publishing plant.

Ferguson Co. Account with Powers-House

The H. K. Ferguson Co., engineers and builders of standardized factory buildings in Cleveland, O., have placed their advertising with the Powers-House Co. of that city.

Introducing a New Disinfectant

Within the next few days Alexander D. Shaw & Co., 12 Stone Street, New York, will inaugurate an extensive advertising campaign in New York to market Milton, a product that has antiseptic, disinfectant and other properties.



The Greatest Magazine in the World

The greatest magazine—the best story book—the leading fashion authority—is right before you.

It has more readers than all other publications printed; is better written, and every page is done in colors.

It is the unending panorama of store windows—the house organ of the retail merchant. These windows all have a leading position, and they are everywhere.

They are filled with all the things that interest people, and are often true works of art.

These windows are preferred positions for your ad. The space is to be had. You just prepare your copy.

Prepare that copy, with the aid of experts, and, as in other publications, change it regularly.

We are the expert creators of advertising "copy" for windows.

Correspondence invited

**EINSON
LITHO
INCORPORATED**



NEW YORK:
71 W. 23d St.

CHICAGO:
332 S. Michigan Ave.



HON. CHAMP CLARK STATESMAN AUTOBIOGRAPHER

BOOK REVIEWS

MY QUARTER CENTURY OF AMERICAN POLITICS: By Champ Clark. Two volumes. Illustrated. Harper & Bros. \$6.

On the occasion of the complimentary "birthday session" of the House of Representatives on the day that former Speaker Joseph Gurney Cannon became eighty years old, Champ Clark of Missouri, then Speaker, in the key speech of the occasion, told the House that there were three Americans who owed it to themselves and to their countrymen to write books of reminiscences. The men he named were "Uncle Joe," Senator Depew, and "Marse" Henry Watterson, the latter of whom has recently fulfilled his obligation. Modesty prevented Mr. Clark from adding his name to the trio, but we now have "My Quarter Century of American Politics" to prove how certainly it belonged there.

From those who have read Colonel Watterson's delightful memoirs, so recently brought out, and have closed the volumes with appetites whetted for more biographical material of this sort—intimate, frankly opinionated, reflecting the events and the thought currents of a notable period in American history,

Champ Clark's story will receive a royal welcome. It belongs with "Marse" Henry's book.

It belongs, particularly, on the publisher's table. Most men who think of Champ Clark as a great Democrat—who are thinking of him now as a candidate for the Democratic nomination for the Presidency at the San Francisco convention—who think of him as a statesman, or as a lawyer who made an imperishable record as a lawmaker, do not know that he was once a newspaper man. True, it was only a short career that he had in a newspaper office, but it was an eminently successful one, seeing that he bought his newspaper—a Pike County, Mo., sheet—on credit; ran it for a year, made twenty-two hundred dollars and then sold it to the man he bought it from for seven hundred dollars more than he paid for it.

This happened in the early days of his eventful life not long after he had, like many other great men—been expelled from one college and then—contrary to the tradition—had won chief honors at another.

Writing in "My Quarter Century of American Politics" of Daniel S. Lamont, Secretary of War under Cleveland, a

man who came from the newspaper field, Mr. Clark says:

"Speaking from a somewhat varied experience, I state for the benefit of all boys that even my short career of eleven months as a country editor has been of more lasting benefit to me than any other portion of my life.

"Newspaper work forces rapidity of thought and facility in writing. A newspaper man must frequently fire off-hand without a rest. He can't afford to scratch his head and chew the end of his pencil a week waiting for an idea or for inspiration. He must strike while the iron is hot. Consequently, newspaper men in Congress are among the readiest talkers and most skilful wrestlers. They may not be as profound as the philosophers, but in the general melee usually come out on top."

In his introductory chapter, Mr. Clark ventures the opinion that his whole life could be condensed into these words: "Fifty-odd years of unremitting toil."

"I started out to accomplish certain things," he says. "I kept pounding away at them and have achieved most of them. As a rule, I out-pounded my opponents. Sometimes I didn't—particularly on one most notable occasion."

This "most notable occasion" was the occasion of the Baltimore convention where Mr. Clark was defeated in the contest for the Democratic Presidential nomination after he had led Woodrow Wilson and the field in thirty ballots, in eight of which he had a clear majority. The dramatic story of that convention and of the part that William Jennings Bryan played in dashing down the cup that was so near the Missourian's lips is told in the final chapter of the book.

The story is, as the title suggests, largely of politics, but Mr. Clark's career touched upon many other phases of American life. Besides having been a politician, in the best sense of the word, and a newspaper man, he has been a school teacher and a college president. He grew up with the West and practised law in Missouri when law was almost more an adventure than a profession. He came to Washington to make a fine, high-spirited adventure of statesmanship and there, and in his travels about the country, met a vast quantity of men—good, bad and indifferent—of whom he has written intimately and interestingly in "My Quarter Century." He came nearer at Baltimore than any other unsuccessful candidate ever has come to achieving the Presidential nomination of a great party. With another Presidential convention approaching, he looms up as an increasingly prominent figure and there may be another volume to write more important than these two that he has already been set down, before he can close the story of his career.

Publisher Heads Atlanta Committee

President Dave Webb of the Atlanta Ad Club has appointed W. R. C. Smith, president of the W. R. C. Smith Publishing Company, of Atlanta, as chairman of a committee that will bend its efforts toward securing the 1921 convention of the Associated Advertising Clubs of the World for Atlanta. The W. R. C. Smith Publishing Company publishes the business journals, *Southern Engineer*, *Southern Hardware and Implement Journal*, and *Cotton*.

A few laps ahead

The George L. Dyer Company
42 Broadway
New York



November 22nd, 1919.

Mr. H. A. Weissberger, Pres.
 Advertising Artists, Inc.
 33 West 42nd Street,
 New York City

Dear Mr. Weissberger,

The application of Brains and Selling Ideas to Perfection and Technique in Composition seem to be rare during these days of maximum volume advertising.

Your organization is not only keeping pace with the demands of the hour in publicity but my experience with you urges that I say, because I know, that you're a few "laps" ahead.

You never need thank me for the business I have given you. To the contrary, I thank you for your Service, Quality and Intelligent Cooperation.

Very truly yours,

THE GEORGE L. DYER COMPANY

EWB
 SCR



AMERICA is producing more drugs and chemicals

did before sending to Cuba, Jan and South sell them.

The power of the Great how thoroughness, realize in the South. There are plentiful they are with pleasure.

They are doing for do well as well.

The United States business - to routing of cargo space, ing and ship.

May we co- Passenger Tr

UNITED COM STEAMSHIP



GOWNS and tailored suits for the well-dressed women of Latin

UNITED FRUIT COMPANY STEAMSHIP SERVICE

Chicago Boston New York

UNITED COM STEAMSHIP

STEEL



Am- king to States steel and railway cultural structural chinery.

FIFTH Avenue

UNITED FRUIT COMPANY STEAMSHIP SERVICE

Chicago Boston New York

UNITED COM STEAMSHIP



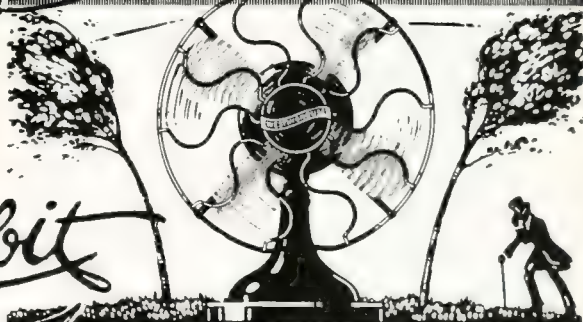
NO STOPPING-NO HONING



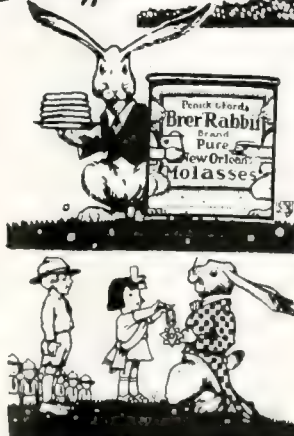
The Gillette at Home

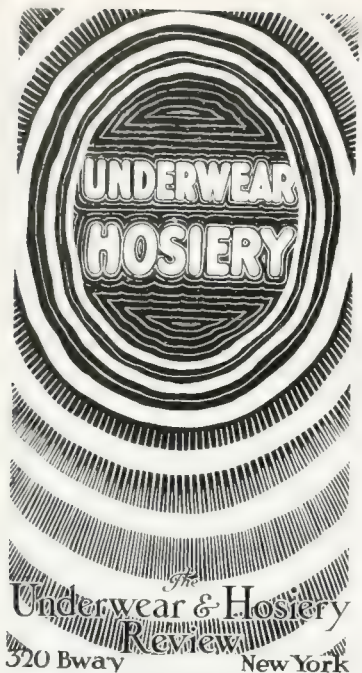
Brer Rabbit

WESTINGHOUSE ELECTRIC FANS



Karo is guaranteed to please you or your Grocer returns your money





A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade. The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We specialize in house to house distributing of
Advertising Literature and Advertising Samples
We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers
SALES MANAGER
Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting. Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 18 East 18th St., New York City

Hickory Garters Advertised in 26 States

In the Spring campaign for Hickory garters and waists for children, A. Stein & Co., Chicago, will use the principal papers in twenty-six states and the District of Columbia.

Will Advertise Hides and Furs

The Coolidge Service, Des Moines, Ia., is placing "From Rib to Robe" advertising for the Globe Tanning and Manufacturing Co., of that city. An appropriation of \$25,000 has been made by Kenneth Smith, president, who directs sales and advertising.

Sales Offices Moved to Baltimore

The general sales offices of the National Wire Wheel Works, have been removed from Detroit, Mich., to Baltimore.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising & Selling, published weekly, at New York, N. Y., for April 1, 1920.

State of New York.
County of New York.

Before me, a notary public in and for the State and county aforesaid, personally appeared Wm. B. Curtis, who, having been duly sworn according to law, deposes and says that he is the treasurer of Advertising & Selling Co., Inc., publishers of Advertising & Selling, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Advertising & Selling Co., Inc., 471 Fourth Ave., New York City.
Managing Editor, M. F. Duhamel, 471 Fourth Ave., New York City.

Business Manager, J. M. Hopkins, 471 Fourth Ave., New York City.

2. That the owners are: (give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock):
Advertising & Selling Co., Inc., 471 Fourth Ave., New York City.

J. M. Hopkins, 471 Fourth Ave., New York City.

H. B. Williams, 471 Fourth Ave., New York City.

Wm. B. Curtis, 471 Fourth Ave., New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are (if there are none, so state): None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Wm. B. Curtis, Treasurer.
Sworn to and subscribed before me this 8th day of April, 1920. Charles Bischoff, Notary Public, N. Y. County No. 143, Registers Certificate No. 1118. (My commission expires March 30, 1921.)

George Terris Ferris Dies

George Terris Ferris, associate editor of the *Montclair Times*, died suddenly at Bloomfield, N. J., on Sunday in his 78th year. After graduation from Yale University, he went to Chicago and entered newspaper work. In the early 70s he held editorial positions on the *New York Commercial* and on the *Newark Evening News*.

Bergfeld Joins "The American Weekly"

A. J. Kobler, advertising director of the *American Weekly*, announces the appointment of M. F. Bergfeld as a member of the selling organization of the *American Weekly*.

Mr. Bergfeld resigned from Ruggles & Brainard to accept his present position. For a number of years Mr. Bergfeld was with the Hearst organization in the New York office, and resigned a few years ago to become advertising manager of the *Chicago Herald*, remaining until that newspaper was consolidated with the *Examiner*. "Jack" Bergfeld is one of the best known advertising men in the business.

What we sell is College and School papers space. However, the advertiser gets also, without extra charge, the most efficient college town merchandising service that possibly can be devised.

CSAA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Established 1913
Chicago office: 110 So. Wabash Ave.

WORDS WIN!

For want of the right word many an appeal or description has suffered. Like the enthusiastic Frenchman's remarks on witnessing some notable scene: Superb! Sublime! Pretty Good!"

To all of us comes that moment "When words fail," and so to save us the tedious task of searching thru our ponderous Webster, we have compiled a handy little WEBSTERETTE, which gives you easy access to the choicest words that may be successfully employed in the making of a good advertisement or sales letter.

Selected Words For Selling

Contains the most expressive and convincing words in the entire realm of human thought which may be used to express

Quality—Advantages—Price

To the man who writes advertising or sales letters this little book is worth real money. Pocket size, so arranged that —ZIP!—you have before you a complete selection of those words which, if correctly used, will influence your readers to your way of thinking. Price One Dollar. Postpaid.

DALL PUBLISHING COMPANY

Denham Building

Denver, Colorado

"GIBBONS KNOWS CANADA"

A Federal Department of Advertising?

Plan for Its Creation in the United States Government
Will Be Offered at the June Convention in Indianapolis

A PLAN for a Federal Department of Advertising, presented in the form of a proposed bill creating it, will be offered at the Indianapolis convention of the Associated Advertising Clubs, June 6 to 10, the program committee announces.

The bill, which will be drawn by eminent authorities, will be presented by a man of high position, who will show, briefly, what advertising has done and still must do, for the Government.

The committee has announced an outline for the program which, while still tentative in a measure, is practically as it will be presented. Few speakers have been announced, though the committee has, of course, begun the work of engaging them.

As heretofore announced, there will be an inspirational meeting Sunday afternoon, with sermons in five leading churches, preached by men of prominence in the advertising and publishing fields.

General sessions will take place Monday, Tuesday and Wednesday forenoons, Wednesday night and Thursday afternoon. For Monday and Tuesday afternoons, departmental sessions are scheduled, and Wednesday afternoon and Thursday morning have been reserved for interdepartmental sessions for the representation of the best addresses delivered before departmental sessions. At the general session Wednesday night, delegates will hear talks by some of those whose advertising campaigns are displayed in the National Advertising Exhibit, which will be an important feature of the convention.

COMMITTEE FURNISHES "ATMOSPHERE"

Attractive entertainment features are being planned by the Indianapolis Advertising Club for Monday and Tuesday nights.

"Atmosphere" is as important at an advertising convention as in a theatre, the program committee believes, and it intends to supply it at the Indianapolis gathering. The stage setting for the first morning will be a richly furnished director's room, with the necessary "props." This primary session will be opened by a man attired in an old-fashioned town crier's costume, who will make a five-minute announcement in rhyme, after ringing a bell, advancing to the center of the stage and reading from a large scroll. At the close of this introduction, the curtain will be raised.

No one will occupy the stage except those participating in the program. Meetings will be started promptly, and no one will be permitted to interrupt the address by entering while some one is speaking. An electric light signal, concealed from the audience in the footlights, will be employed to remind the speakers when their time is up.

The walls of the main auditorium will be lined with large charts and posters bearing instructive and timely facts about advertising. These charts will be illuminated, and will be an attractive addition to the general advertising atmosphere, it is believed. The best of these charts will be reproduced in advance of the convention, in sizes suitable

for publicity in newspapers and other publications. J. George Frederick, president of Business Bourse and a former editor of ADVERTISING & SELLING, a member of the program committee, will be in charge of this phase of the program. Posters, containing an outline of the general program will be displayed in each departmental meeting place.

The general plan for the program, as it stands to date, follows:

General Convention Theme—ADVERTISING: HOW AND NOW.

Sunday Sessions, Afternoon.—Principal speaker, Richard H. Lee. Subject, "The Golden Rule as an Applied Business Force." Other speakers, features and musical program to be provided. President Donnelley will be temporary chairman, introducing retiring president E. T. Meredith as permanent chairman, at Mr. Donnelley's suggestion.

Evening.—Services in downtown churches. The pulpits will be occupied by laymen of prominence who attend the convention.

Monday Morning.—Session subject, "How to Make the Best Use of Advertising Now"; Advertising as an Economic Force; How to Analyze Buying Motives; The Economics and Economics of Product and Market Analysis; Putting Longer Legs on the Advertising Dollar; Scientific Advertising Training in Schools and Colleges, and Its Effect Upon Advertising; How to Keep Production Up with the Advertising by Selling the Advertising to the Workers.

Tuesday Morning.—Session subject, "Advertising, How and Now, in Its Relation to Distribution." The Efficient Distribution of Agricultural Products; the Part That Advertising Can Play, by E. T. Meredith, Secretary of Agriculture; How to Fit the Display Window into Local and National Advertising; The Function of the Wholesaler as an Independent Advertiser and Merchant, as well as a Distributor; How National Retail Distribution Can Best Be Obtained, (a) By National Mediums, (b) By Other Means; How Advertising Facilities Economical Distribution of Raw Materials and Manufactured Articles from One Industry to Another; Advertising as a Modern Sales Machine for Getting Distribution at Minimum Cost to the Final Consumer.

Wednesday Morning.—Session subject, "New and Significant Developments in Advertising"; Co-operative Advertising as a Social Service as well as a Powerful Sales Force; A Plan for a U. S. Department of Advertising; The Clean-up, Paint-Up Movement—Developing a Market Through Cultivation of Interest in Civic Hygiene and Beauty; What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds; Advertising a Nationalizing, Unifying Influence; How It Creates National Standards in Dress, Food, Amusements, Buildings, Furniture and All Necessities of Life, Thus Standardizing All Industry from Raw Materials to the Finished Product, and Uniting People and Sections through Common Taste and Interests; Alternatives; What Women Owe to the Home-making Influence

of Advertising; by a Woman; Advertising and Americanization.

MEETING PLACES ARRANGED

The general sessions of the convention will be held in Tomlinson Hall, Market and Delaware Streets, just two blocks directly east from the famous Soldiers' and Sailors' Monument. The list of other meeting places is as follows:

General Sessions—Tomlinson Hall.

Inspirational Meeting—University Park. Newspaper—Assembly Hall, Claypool Hotel.

National Advertisers—Senate at State House.

Financial Advertisers—Riley Room, Claypool.

Graphic Arts—Lieut. Governor's Office, State House.

Directory Publishers—7th floor, Chamber of Commerce.

Associated Business Papers—2nd floor Denison.

Outdoor Advertisers—Severin Roof Garden.

Poster Association—Club Room, 12th floor Severin.

Export Advertisers—7th floor, Board of Trade.

Agricultural Publishers—Parlor at Lincoln.

Direct Mail Advertisers—Odd Fellow Building.

Advertising Agencies—House, State House.

Religious Press—Basement, Central Library.

Club Secretaries—Library, Columbia Club.

Retailers—Tomlinson Hall.

Advertising Women—L. S. Ayres Tea Room.

Community Advertisers—City Hall.

Screen Advertisers—9th floor Claypool.

Periodical Publishers—7th floor, Chamber of Commerce.

Lithographers—12th floor, Odd Fellow Building.

Advertisers Specialties—Parlor, Washington Hotel.

Theatre Program—Committee Room, Chamber of Commerce.

Church Advertising—Committee Room, Chamber of Commerce.

Vigilance Committee—Moorish Room, Claypool.

Registration—First floor, Claypool.

Holeproof Advertising in Canada

The Holeproof Hosiery Company of Milwaukee is sending out contracts to Canadian newspapers through Lord & Thomas of Chicago.

New Advertising Head for Union Machines

O. A. Horsack has become advertising manager of the Union Special Machine Company of Chicago, A. C. Klein, the former advertising manager, having resigned.

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN, Managing Artist

Good, Better, Best,
Never let it rest,
Till the Good is Better
And the Better Best.
COPYRIGHTED

Calendar of Coming Events

April 21-23—Annual Convention, American Newspaper Publishers' Association, Waldorf-Astoria, New York.

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.

June 6-10—Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.

Newsprint Situation Acute—Much Advertising Curtailed

The railroad strike now in progress has further aggravated the newsprint situation, and as a result many of the leading dailies of the country have been compelled to cut their advertising still more, and in many instances have come out in abbreviated form without display advertisements of any nature.

The three Munsey papers in New York: the *Evening Sun*, *The Sun* and *New York Herald* and the *Evening Telegram*, issuing in restricted sizes with only news and theatre announcements, have made a "horrible slaughter," leaving out a total of 225 to 250 columns of advertising a day.

Like the *Pittsburgh Sun and Post* which for six days last fall came out with nary an "ad," other papers are reported now to have been forced to do likewise.

Besides refusing to accept further advertisements, a very large number of newspapers are endeavoring to reduce the space of their old advertisers. The *Newark Evening News* has succeeded in getting the several department stores in its city, formerly using full page copy, to make radical cuts. The *Pittsburgh Chronicle Telegraph* and the *Pittsburgh Gazette Times* are urging old advertisers to reduce copy 25 per cent. The *Detroit Journal* and numerous others have refused to accept classified advertising but for one edition or have restricted it to type no larger than agate. Others are forbidding blank space for display, cut or rules; nothing which will help conserve white print paper is being overlooked.

Agricultural Advertising Course and Exhibit Held in Milwaukee

In connection with the Milwaukee Ad Show and under the direction of the National Advertising Commission, a two evening short course on agricultural advertising and a large exhibit was held in Milwaukee, April 8 and 9 by the Agricultural Publishers' Association.

One of the specific results of the short course was the resolution adopted by advertisers, agency men and farm paper representatives in attendance, favoring special courses in state schools of commerce for small town merchants. Such courses, it was asserted, would do much to bring about better conditions on the

farm through improving the local buying and selling market and giving of a general better service to farmers. This resolution will be forwarded to the Governors' of agricultural states and the chancellors or presidents of state universities by the Agricultural Publishers' Association.

National Organization Planned to Aid Publishers Hard Pressed for Paper

To relieve hard-pressed publishers who are shown upon investigation to be unable to obtain a sufficient supply of paper through the usual trade channels, a national organization is being planned, according to Willard E. Carpenter, publisher of the *Courier-Herald* of Lincoln, Ill., and chairman of the board of directors of the Inland Daily Press Association, which is composed of newspapers in the thirteen central states.

Mr. Carpenter, after a conference with representatives of paper manufacturers, recently said that the International Paper Co. and George H. Mead of Dayton, Ohio, the principal paper manufacturing and distributing firms represented at the conference, had written to their customers asking the latter to release 1 or 2 per cent of the amount of paper called for by their contracts during the months of April, May and June. Distribution to the needy publishers will be through the Newsprint Service Bureau and committees to be appointed in each State at the price fixed in each contract.

Harry A. Meyers Now with Raugh

The Richard S. Raugh Co., advertising firm in Pittsburgh, announces the appointment of Harry A. Meyers as office manager and space buyer. Mr. Meyers was formerly of the E. P. Remington Co., Buffalo and Pittsburgh, and the A. P. Hill Co., Pittsburgh.

E. W. Hellwig Resigns from George L. Dyer Company

E. W. Hellwig, for ten years with the George L. Dyer Company, New York, has resigned to establish his own advertising agency under the name of the E. W. Hellwig Company. Among Mr. Hellwig's accounts will be the Corn Products Corporation and Penick & Ford, Ltd., manufacturers of Brer Rabbitt molasses in New Orleans.



Baby's Reply to The Borden Company

(AS INTERPRETED BY DADDY)

Dear Borden Company:

I read your letter. My picture shows I'm fat and healthy - my mother fed me Borden's Eagle Brand Condensed Milk. Daddy is a "big" sales manager. Mamma says he's big because his mamma fed him same as me. There are lots of my little friends though who are puny and weak. They weren't raised on Eagle Brand. I think it's a shame, don't you? I would like to see some other pictures of Borden babies. Then the skinny babies' mamas would take the hint and feed them Borden's too.

Baby Edna.

A handsome prize will be given to the handsomest "Eagle Brand" baby of a Sales Manager. Send photos to address below.

Send for booklets, "The Message of The Months", "Baby's Biography." Free for the asking.

THE BORDEN COMPANY, Inc.

Established 1857

Borden Building

New York

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

CHICAGO	NEW YORK
PHILADELPHIA	ST. LOUIS
CLEVELAND	PITTSBURGH
NEW ORLEANS	WASHINGTON
BUFFALO	MILWAUKEE
MINNEAPOLIS	KANSAS CITY
ST. PAUL	INDIANAPOLIS
DENVER	ROCHESTER
LOUISVILLE	TOLEDO
ATLANTA	OMAHA
MEMPHIS	COUNCIL BLUFFS
NASHVILLE	DAYTON
YOUNGSTOWN	HARTFORD
DULUTH	SPRINGFIELD
SUPERIOR	WILMINGTON
ST. JOSEPH	CAMDEN
OKLAHOMA CITY	AKRON
HARRISBURG	JACKSONVILLE
PUEBLO	ST. AUGUSTINE
LINCOLN	DAVENPORT
ASHTABULA	ROCK ISLAND
ALTOONA	MOLINE
LORAIN	BALTIMORE
SOUTH BEND	ELKHART

CHICAGO

Inos. Cusack Co.

NEW YORK

Advertising & Selling

APRIL 24
1920

•

Public Library,
Kansas City, Mo.

Chicago Paper Has New York Prodigy

In June, 1919, The Chicago Tribune began publication of The New York News—a tabloid pictorial morning newspaper. The News is now selling more than 200,000 copies a day and has the eighth largest morning circulation in the United States. It is a notable fact also that The New York News is inspiring in its readers the same enthusiastic support which has characterized the relations between The Chicago Tribune and its readers—relations which are at the root of The Chicago Tribune's success as an advertising medium.

Public Library,
Kansas City, Mo.

Forty Years of Real Service!

THE ENVIABLE RECORD OF

THE S. C. BECKWITH SPECIAL AGENCY

Established 1880

World Building Post-Dispatch Building Tribune Building Moore Building Bryant Building Ford Building
NEW YORK ST. LOUIS CHICAGO ATLANTA KANSAS CITY DETROIT

SERVICE THAT IS REAL

FOR two-score years four distinct fundamental principles—*System, Energy, Perseverance and Dependability*—have dominated in the BECKWITH organization and this fact is known from coast to coast, with the result that the newspapers represented by this agency are among the largest and most progressive and *best satisfied* of any published. Character and standards maintained and exercised

Our Service Men

Each man in the group is picked for special excellence in some one form of advertising.

J. T. Beckwith	J. W. Cooper
R. W. Beckwith	S. C. Beckwith, Jr.
T. F. Flynn	E. D. Beckwith
C. T. Logan	J. L. Mandable
R. A. Fletcher	E. M. Roscher
S. W. DuBois	T. W. Davis
H. B. Raymond	C. D. Davis
J. R. Lisson	W. M. Thompson
M. H. Rowzee	S. S. Collins
A. Seiffer	J. J. Farrell
A. Gross	C. O. Langlois
A. J. Marucchi	M. P. Linn
G. Cinque	Joel C. Harris, Jr.
P. F. McKenna	A. H. Oman
P. L. Henriquez	

are responsible. No commission from those we serve too small or too great—our fullest ability behind each effort. Distance nor cost disturb our plans—we go on. The highest of ideals, backed by the experience of those on our working staff, insure the highest efficiency in our business relations with buyers of space and the newspapers we represent.

This, we submit, is *real service*.

THE BECKWITH SPECIAL AGENCY can furnish to advertisers and agencies trade information concerning selling conditions or distribution methods existing in each city where it represents a newspaper. The publishers represented are thorough believers in our co-operative ideas and are pleased with an opportunity to make stronger the advertising messages inserted in their columns. We can sell you *real service*. their columns. We can sell you *real service*.

The Beckwith Neo-Latin Division will aid you to establish your business or increase it, in South America, Central American and the West Indies. Write to New York Office for particulars.

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK ST. LOUIS ATLANTA CHICAGO DETROIT KANSAS CITY

Let this be a tribute—

to those forty-odd pioneer publishers who have demonstrated the value of newspaper Rotogravure Graphic Sections.

We, who are about to launch our Graphic, find the waters charted, shoals marked and channels buoyed.

The most dangerous reefs bear evidence of wrecks — lost ships of hardy mariners who dared and tried and lost.

Yet, through their very losing, marked and robbed the spot of danger for all time.

Hence, such strategy as marks our course is due to starting after others rather than to inspiration.

For instance, the selection of Saturday as the day of issue gives a marked advantage.

It is obvious that photographic news can be presented twenty-four hours ahead of Sunday graphics.

But perhaps the most important point in this earlier entree to the home is the fact that Saturday night, that home evening of the week, is undeniably ours.

Profiting by others' experience, we have purchased a year's supply in advance of high-grade super-calendered paper.

And, starting later, we are able to limit and determine a standard of acceptable advertising in keeping with quality illustrations and quality readers.

The New York Evening Post is almost as old as these United States. Its aim is to be a newspaper you can trust.

New features must be upon a par with its traditions and standard of quality. Upon this pattern the Graphic is cast.

First Issue—Saturday, May 1st.

Last advertising form closes ten days in advance of issue.

"daddy"

He is the "daddy" of them all.

—the Big Merchant.

Look upon him as the father of a big family—as the great big consumer.

That is just exactly what he is.

That is just exactly the way a hundred million shoppers look upon him.

That is just exactly the way he looks upon himself.

The consumer's point of view is his point of view.

—their wants are his wants.

His whole business is built on their satisfaction.

He meets any dissatisfaction with new merchandise or a cash refund.

In the eyes of the consumer he is the responsible party.

His is the most highly competitive business in existence.

Competing for the confidence, the good-will of a fixed local people.

His greatest effort and service is that of selection.

And he must select, on the basis of merchandise that will compete in price, appearance, quality and final satisfaction with merchandise similarly selected by his competitor.

* * * *

There is a close bond of friendship between this merchant and the Dry Goods Economist.

A friendship built on mutual confidence and sympathetic understanding.

A friendship that has grown steadily stronger through 74 years.

Do you really know the DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

* REWARDED BY RESEARCH

Advertising & Selling

Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

APRIL 24, 1920

Number 44

Give Thanks for Advertising, Mr. Thompson; Don't Tax It, Says Sales Manager

**Deliberately to Tax This Great Force for Good, He
Writes, Is to Kill the Goose That Lays the Golden Eggs**

WHATEVER the Hon. Charles J. Thompson, of Defiance, O., representing his district in Congress knew about advertising when he introduced into the House of Representatives his much discussed bill to levy a tax on advertising, he certainly has been put in the way of learning a good deal since the bill became public. Advertising has been advertised to him in a direct-by-mail campaign of proportions that must have astounded and may have dismayed him.

One of the most effective letters that Mr. Thompson has received, one best qualified to shed light on the economic question of what would be the result of taxing advertising—one of the tools, not one of the fruits of business enterprise, as the writer calls it—is from Jess H. Wilson, Sales Manager of the Pompeian Company, of Cleveland, O. Mr. Wilson's letter follows:

TEXT OF MR. WILSON'S LETTER

My Dear Mr. Thompson: House Bill 12976 which you introduced in Congress proposing a tax on advertising, it seems to me, affects the prosperity of the Public, of Capital and of Labor.

Being only a salesman, and not being versed in the etiquette of "selling" a Congressman when you do not agree with him, I am making use of the written word to tell you why I think you are wrong in taxing advertising.

Having worked so closely with advertising, having seen it increase sales, having seen it make possible a lesser profit per sale, having seen it accomplish untold good for truth, having seen it reorganize merchandising methods, having seen it purge itself of untruthfulness, I naturally am a firm believer in advertis-

ing as a fundamental economic force.

It seems to me that when it is necessary to tax in order to raise necessary sums for carrying on our collective function as a Government, great care must be exercised to see that the tax is levied on the fruits of business enterprise and not upon the tools with which these fruits are developed.

It is axiomatic that "sales move the wheels of business." That the employment of labor, the payment of dividends and the payment of taxes is dependent upon the fruits of business enterprise, and that the fruits of business enterprise are not, as have been supposed, profit, but sales.

ADVERTISING INDUCES TURNOVERS

Without sales there are no profits, and frequently with sales, there is little profit, for your merchandiser of to-day is depending upon immense sales with very small profit per sale as his business salvation. Profits per sale are on the decrease but sales are on the increase, yet more and more profit is going to labor and more and more being required to pay taxes. Yet advertising is the tool that enables the merchandiser to stand up under this strain, for it gives him volume of sales.

Naturally, the merchandiser of to-day, whether he is selling the output of a factory, operating a department store, or what not, knows that his only solution of the mounting costs of doing business and meeting the necessary increases in wages, is sales and more sales; and if he can get these sales through small profit and quick "turnover" of his stocks, he can continue as an economic unit.

The simple little word "turnover" expresses an often misunderstood but fundamental operation in modern merchandising. It is the key which is turned by advertising. In its simplest form, it is represented by the huckster who invests his capital each day in a fresh supply of fruits and sells out in that one day, thus "turning" his capital over and taking a daily profit.

Formerly the merchant, because he made long profits per sale, was not interested in how fast goods sold, but in the profits he made. He was essentially a trader. Your old time merchant made his yearly trip to market. He received credit from the manufacturer or jobber for a long time, often a year, made one profit himself on the transaction, and likewise the seller, because he had his capital tied up in his book accounts, had to depend on one profit. It naturally had to be large in both instances to take care of the cost of doing business of both of these during the time the merchandise was "turning."

Advertising has changed this. It has enabled the manufacturer to go directly to the consumer and sell him in "mass" on the desirability of the manufacturer's products. This has created business. It has raised the standard of living. It has changed the merchandising habits of the merchant. Because of the steady sale of the merchandise, which has been created by advertising, the merchant can buy each month, thus turning the capital invested in the advertised article, twelve times a year. The manufacturer only has his book accounts tied up thirty days. Thus both he and the merchant can be satisfied with very much less profit per sale,

and the consumer buys better quality for less money.

SELLING AND RE-SELLING

Thus, the manufacturer gets his money back every thirty days, and can use this capital again and again, selling more goods and giving more employment to labor. Then the manufacturer's product must be absolutely right, for the advertising focuses the pitiless white light of publicity on it, and unless the product and the price be all that is claimed for it, the advertising hastens the manufacturer's failure.

Advertising makes it possible for the mass to have conveniences and opportunities which, without advertising, would be prohibitive in cost. Advertising has been the greatest barrier to the formation of classes in this country. The Advertiser knows that his greatest market lies in reaching these masses. To reach them he has to be content with a minimum amount of profit with a maximum gross of sales. Without advertising, the manufacturer would have to depend on a large profit per sale, boosting the price of his article out of reach of the great mass of people, and limiting its sale to the smaller class who had the money and would thus become the aristocracy. Thank God for Advertising.

For Advertising has done all of this and more.

Business generally has what are termed "peaks and valleys." There are, during certain periods, abnormal demands for certain articles, while during other periods the demand has been slack, necessitating the laying off of labor and slowing down production. Advertising has pushed up the valleys in many, many instances, so that labor may enjoy stable year around employment.

Just so, is advertising most necessary during periods of depression and unemployment. Yet, because of our tax laws, the manufacturer is not allowed to lay up a reserve during "fat" years with which to advertise during "lean" years, so that he may have enough sales to keep his plant running, and his labor employed. And the proposed tax on advertising certainly will put a damper on the courageous manufacturer who would attempt such a public benefaction.

Naturally, anything that has come through a period of evolution as has advertising, has committed sins, of omission and commission. No one knows this better than advertising men. But through their Associations, Truth in Advertising is an accomplished fact. Advertising clubs,

through their paid vigilance departments, are jealously guarding the reputation of advertising and making it increasingly hard for fakirs and confidence men to get by. Reputable periodicals have joined them and they have stretched forth their hands to Congress for constructive help and not destructive taxation.

EFFECT OF THE PROPOSED TAX

Now, to deliberately tax this great selling power, this great power that makes possible for the humblest laborer to enjoy the finest music in the land, to have automobiles, for his wife to have washing machines and vacuum cleaners, to wear clothes of such style, cut and material that you cannot distinguish between him and the bank official by appearances; to deliberately tax this great force for good, is to take the same position as the person in the fable, who killed the goose that laid the golden egg.

It is just as wise to tax the farmer for the fertilizer he uses to produce his crops, as it is to tax the manufacturer on the sums he spends on advertising; just as wise to tax the manufacturer on the wages he pays his traveling salesmen, as it is to tax his advertising expenditures.

Business today is honest. It wants to be on the level. It wants its representatives in Washington to realize as much and work with it to a fair solution of the problems that face the Public, Labor and Capital. It does not want taxes or laws that place a premium on dishonesty, neither does it want taxes that make the successful operation of business still more problematical than it is. The mortality figures of the business world, you know, show that it is now problem enough to successfully conduct a business enterprise.

So, I believe that a review of the business activity of this country as affects the interest of the Public, of Labor and Capital, will show that taxes should be laid, not upon the tools of commerce, but upon its fruits. Its fruits are not profits or advertising, but sales.

You naturally think your bill will solve a vexing problem. I think you have not gone deep enough into the subject. Am I right?

MR. THOMPSON'S REPLY

Under date of April 7, Representative Thompson made reply to Mr. Wilson as follows:

"I have your esteemed favor of April 3 and it is quite evident that you, together with others, are writing me through a misunderstanding of the bill and at the urgency of ad-

vertising agencies. I have given this matter careful consideration and do not agree with your statements.

"The advertising and printing business is now approximately the sixth industry of the United States. It may be possible that the aggregate amount of advertising done in the United States amounts to approximately one billion dollars at the present time. By taxing away one-half or two-thirds now spent for advertising, the government might raise millions in revenue. So far as your advertising is concerned, I cannot see how it would be an additional tax on you because you could simply cut down the volume of your advertising. Smith is trying to persuade the public to buy his wares instead of the wares of Jones. Now, there is no real reason to believe that Smith handles better wares than Jones and there is great waste in the realms of printed paper and the ugly, glaring billboards to tell the public to buy Smith's instead of Jones' wares. A compact statement quoting the grades and prices would answer equally as well every need of the consumer and the rest of the energy expended is a public loss.

"If you and all advertisers would use one-fifth of the paper space you would sell as many goods as before and a great amount of wasted effort would be eliminated. Why, then, should the government not use its taxing power to prevent needless waste of energy and material?

"Experts say there is only seventeen years' supply of spruce forests from which print paper may be manufactured. Several days ago the House of Representatives eliminated the tariff between this country and Canada for two years. If that bill becomes a law, it will not affect prices in my opinion for the reason that the exorbitant and tremendous demand for print paper is exceeding its supply and mills which require from one to two years to build cannot be built fast enough to supply demands of print paper and men who might build mills are going to be slow about building them because of the limited supply of raw materials from which the manufacturer makes paper.

"A single Sunday edition of only a single United States newspaper consumes as much newsprint as is used in two days by all the newspapers in Canada. There are twenty newspapers in four states of the United States which consume 38 per cent of the newsprint used in the United States and there are 34 newspapers

(Continued on page 20)

Pioneering in Raw Product Advertising

How the American Rolling Mill Company Has Simplified the Sending of Its Message Broadcast

By **BENNETT CHAPPLE**

Publicity Manager American Rolling Mill Co.

RAW product advertising has a bigness to it, something like the roaring of ocean breakers, or the contemplation of the mighty firmament. It is sometimes called "thin market" advertising in contradistinction to "thick market" advertising. By whatever name you choose, it means the advertising of something that you can't buy unless it has been made into an article of usefulness by somebody else.

All of which is by way of introduction to the fact that Armco Iron, the pioneer of raw product advertising in magazines of general circulation, seems to have become the beacon light of a new conception of advertising possibilities. It is now several years since The American Rolling Mill Company of Middletown, Ohio, first decided to tell the story of rust-resisting Armco Iron through general mediums and it has been at it ever since. What is more to the point, it has been successful to such an extent that the public is now asking for stoves, refrigerators, washing machines and other products made from this material.

When the announcement was first made that Armco advertising was going into general mediums some friends seriously objected to "the crazy idea of trying to advertise Armco Iron to the general public." Even yet it seems to be a great mystery. A recent letter from a teacher of advertising in a well known university put the question squarely: "Why does The American Rolling Mill Company advertise in *The Saturday Evening Post*, a magazine of 2,000,000 promiscuous circulation whose readers do not generally buy iron?"

A direct answer to this question is found in a full page announcement in a leading metropolitan daily by a firm of advertising councillors. In talking about advertising a raw product they made this argument: "This seemingly misdirected advertising service is highly important to you as a consumer. It enables you to buy with your eyes open. If you are inspecting a stove and the salesman says 'It is made of Armco Iron' you know that paint and porcelain have not been employed to cover up tin. If you are consider-

ing an automobile and the dealer tells you it has a Continental motor your opinion of the car is immediately improved."

SPREADING THE DOCTRINE

Almost every mail brings an inquiry from some manufacturer of raw products who is planning to go into national advertising. Or, perhaps, it is an advertising agent who writes concerning a prospective cli-

ent, iron will prove an ultimate economy to the consumer.

To tie all the various products of these three hundred different concerns into the Armco national advertising campaign is a considerable task. As the first link in the chain, little round transfers containing the Armco triangle trademark with the words "Made from rust-resisting Armco Iron" are supplied to fabricators of Armco Iron products, which may be affixed under each manufacturer's label.

HOW THE ADS "WORK"

Here's the way it works. Upon entering a modern hardware store today, you will probably be attracted by a fine electric washing machine display in the window. A second look will no doubt reveal the Armco Triangle under the maker's label. You say to yourself that it is significant, for the life of all metal washing machines lies in the rust-resistance of its metal parts. Stepping further down into the store you come across a garbage can with this same label. Or it may be a galvanized pail or even a stove or a furnace. Wherever the little Armco label appears it instantly recalls the national advertising, even though the product itself is not advertised.

Hundreds of thousands of these little transfers are supplied to distinguish products made of Armco iron. In this way the Armco trademark "carries through" from the pages of the general magazine into the store and on to the home, where it meets itself in the pages in the general magazine again. The circle is complete. All the time the consumer is learning to associate highest quality, long life and wear with products made of Armco Iron.

The problem has its difficulties. Armco Iron costs more than ordinary steel, yet has no outward distinguishing features to reveal its superiority to the eye or touch. While the housewife can easily tell the difference between cotton and wool and judge of its wearing quality by the feel of the cloth, she has only the little Armco triangle to rely on in purchasing sheet metal products. Her confidence must be established through advertising. The little



Armco Iron Washing Machines Will Last Longer



A specimen of the "Raw Products" advertising as it reaches the household consumer

ent, feeling the Armco experience may prove a helpful guide.

And there you have it. To all the reply is the same: that national advertising has been a very large factor in the success of Armco Iron.

The raw product advertiser, naturally, must cover a much broader field than if confined to a single product. For example, in the new booklet "Who's Who in Armco," recently put to press, are listed nearly 300 representative concerns in America using Armco Iron in the fabrication of their sheet metal products. With some it is only one item, with others Armco Iron enters into the manufacture of their entire line of twenty or thirty articles. The list includes a broad variety of merchandise such as stoves, refrigerators, automobile radiator tanks, grain bins, ice cream cans, washing machines, wash tubs, garbage cans and a multitude of other items in which a rust-resisting

ARMCO IRON FOR BURIAL VAULTS and CASKETS

BECAUSE of the growing scarcity of mahogany and other woods, metals are being used more and more in the manufacturing of caskets and grave vaults. Those made of Armco Iron are particularly desirable because they combine attractive appearance, absolute protection, durability, and moderate expense, but do not add excessive weight.

Armco Iron Caskets are beautiful examples of workmanship. They take a finish like the finest wood grains, and are much more serviceable.

Armco Iron Grave Vaults of air-tight and water-tight construction are also available. Porous materials, such as are sometimes used in grave-vault construction, let in water, and ordinary metals rust out because of alkaline and other severe corrosive influences underground.

But the purity, evenness, and rust-resisting properties of Armco (American Ingot) Iron insure the permanence and protection so necessary and desirable in grave appointments.

THE AMERICAN ROLLING MILL CO.
MIDDLETOWN, OHIO

Caskets and Grave Vaults of pure Armco Iron are made and sold by the following manufacturers.

Armco Iron Caskets

Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.

Armco Iron Grave Vaults

Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.
Birmingham, Ala.

For your protection, look for the little blue and gold triangle which appears on all Armco Iron Caskets and Grave Vaults.



The mission of this striking advertisement is to sell coffin metal

that at least 90 per cent of all caskets will be fabricated out of metal instead of wood. There has also been a tremendous growth in the use of metal for water-tight grave vaults replacing porous ones of wood and concrete.

With these facts in hand, the Research Department of The American Rolling Mill Company obtained from the Bureau of Soils, at Washington, a complete analysis of soils in the various parts of the United States. Then tests were made on the basis of these government reports to prove that Armco Iron was the superior metal for grave installations before a dollar was invested in advertising the fact.

Full page ads were prepared for *The Saturday Evening Post* and the *Literary Digest*.

In addition to this a circular, "The Business of Burial" was printed and this was sent to undertakers in conjunction with the appearance of the national advertisements. A little poem was also included with the circular to give a touch of sentiment.

Thus Armco Iron graciously made its bow in an entirely new field. Today, practically every manufacturer of metal caskets is using Armco Iron and most of the grave vault manufacturers are too. And even here the little Armco Iron transfer trademark is in evidence following through to the finished product to assure the public of the quality of the material used.

Ten years have rolled away since the slogan "Armco Iron Resists Rust" first appeared as a tiny candle to enlighten the public on the merits of pure iron. It has since grown into a mighty light. The thousands of tons of Armco Iron put into service during this period in a countless number of different uses constitute the greatest of all advertisements of Armco—an advertisement such as only Time and Service together can write.

Barrett Succeeds Sackett as Studebaker Advertising Manager

O. S. Barrett has been appointed advertising manager of the Studebaker Corporation, automobile division, with headquarters in South Bend, Ind. He succeeds R. C. Sackett, who has gone into partnership with E. S. Gehagen, Studebaker distributor in Cincinnati, O.

Mr. Barrett, who was advertising manager of the vehicle division, has been associated with the Studebaker firm for twenty-two years, having started as an office boy. The company is making extensive plans for expansion, the manufacture of a Light-Six model having been started in a new \$15,000,000 plant, which when completed, is to have a capacity of 500 automobiles a day.

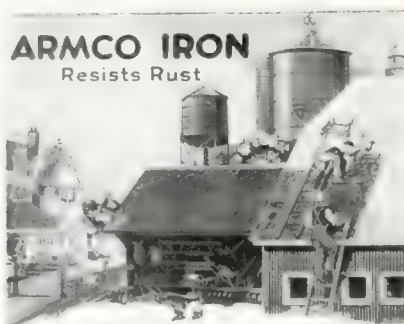
Armco Iron transfer is to give full assurance as to quality.

Quite a number of concerns using Armco Iron are themselves national advertisers and many of these take advantage of Armco publicity and feature the material in their own advertisements. Very frequently you pick up magazines of general circulation and read advertisements of stoves and other products in which the Armco triangle is featured. It surely means more to the public to know that an article is made of rust-resisting Armco Iron and the wise advertising man appreciates this fact. This is the reason that manufacturers using Armco Iron in their product feature in their catalogues and circulars the Armco Triangle, like the sterling mark on silver, a recognized standard of quality (99.84 per cent pure iron).

New markets open up almost every day. The American Rolling Mill Company makes it a business to watch the development of these new uses for sheet metal so that it may be prepared at any time to go

into a new field, providing that field is one in which pure iron should properly take leadership.

The recent Armco Iron advertisement on grave vaults and caskets is an illustration of this point. Within the next ten years it is estimated



Build with Armco Iron—Repan with It—Use it for all Sheet Metal purposes on your Farm



How the Armco copy carries its message to the farmer

Analyzing Color Uses In Advertising

An Eminent Authority Takes Up the Cardinal Principles Upon Which Must Be Built the Effective Illuminated Display

By M. LUCKIESH

THE POWER of color in advertising cannot be reduced completely to simplified figures at present because the great field of psychology has not been sufficiently explored. This is also true of other phases of advertising and this condition will clarify only as experiments are conducted systematically and the results are garnered and coordinated.

Advertising is ever concerned with psychology and, therefore, the usefulness of color in advertising will be revealed by studies of the effects of color upon mankind in various stages of civilization and under the many complex conditions of modern life. The web of the science and art of color is intricate and the individual with only a little knowledge in this direction is liable to err often in his analyses. This is easily recognized in certain writings on advertising and in various advertisements.

Abundant proof now exists which indicates that in certain fundamental respects all mankind is affected by colors in the same general manner. In other respects the effects of colors depend upon race, creed and level of civilization. And finally it is well to remember that men are individuals because each has a different chain of experiences and associations behind him. For this reason a given color may not always possess the same appeal, power, or meaning. Its effect also depends upon its location and environment. An opinion regarding the power or use of color based upon its effect upon a single individual may be of little value. Its impressiveness and expressiveness as determined by the average results obtained from representative groups of persons must guide the advertising specialist. Furthermore, experiments in the field of psychology must be conducted by those cognizant of the intricacies and far-reaching influences of details

which ordinarily will be overlooked by one possessing only a meager and superficial knowledge of the sciences involved.

COLOR APPEAL

Advertising appeals to mankind chiefly through the visual sense and

the use of color and the unconscious reactions of persons toward colors and various colored environments. But conclusions drawn from a few instances are dangerous. Let the observations accumulate because the web is intricate and the variations among individuals are very great for certain reactions to color.

Knowledge pertaining to the effect of color upon mankind and the powers of colors may be drawn from such sources as nature, literature, the theatre, symbolism in various fields, the decorative arts, and the fine arts. Mankind is using color everywhere and thus is furnishing numberless examples which, combined, hold the keys to the solutions of the expressiveness and impressiveness of color.

Nations and creeds differ somewhat in their use of color. Yellow may be a sacred color in China; it may be used to paint the abodes of felons in another country; and it may be the symbol of quarantine for several nations. It may perform all these offices in a single country so that other considerations, perhaps the particular shade or tint or conditions of usage, must

distinguish between its various representations. Persistent usage of color in such ways—and there are many such usages—helps to formulate the language of color.

Mankind is generally unobserving of color unless it is novel, emphatic, ludicrous or out-of-place. For example, man passes the day oblivious of the magical drapery of color spread over everything. The variety of interesting color in nature is unheeded except in such striking changes in nature's cloak as the sudden bursting forth of the riot of autumnal colors. Even then, many persons do not note the magical change. The marvelous sunsets at the end of each day are seen by relatively few persons, but if one of these gorgeous displays is fixed upon canvas and placed in the com-

Color In Advertising

LONG before the science of advertising was born Pope said, "A little knowledge is a dangerous thing." This applies as well to the field of color in advertising as to other phases of human endeavor. The science and art of advertising cover so many fields that there is room for many specialists; furthermore, it is well occasionally to remember that there is a groundwork lying far below the level in which we ordinarily carry on. Mr. Luckiesh has devoted many years to the study of color and is well known by his lectures, brochures, and books, his "Language of Color," his "Color and Its Applications," and his "Light and Shade and Their Applications," containing much of interest to the advertiser. He has analyzed the field of color in advertising and is presenting the fundamental ground work in a series of articles which will aid the advertising specialist in his specific problems.

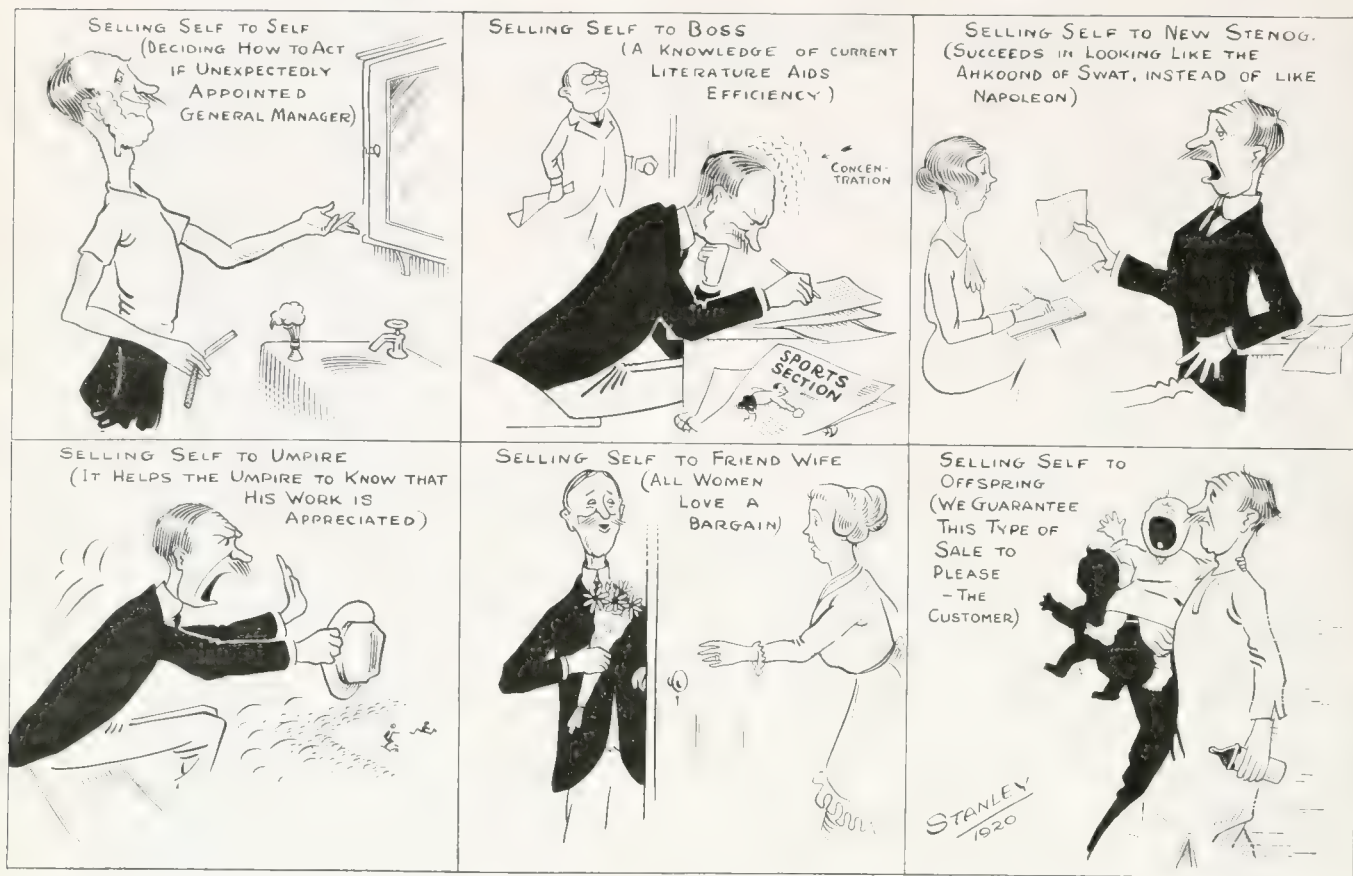
The author justly deprecates the application of superficial information too specifically and therefore has dug deeply. If the reader gains merely a true conception of the ramifications of the expressiveness and impressiveness of color, at least he will be freed from some of the dangers of a narrow viewpoint. However, the series of articles on color, of which this is the opening number, not only shows the immensity of the potentiality of color in advertising but on the whole is a careful analysis, full of practical value, and clearly expressed by an authority.—THE EDITOR.

the possession of the color-sense makes color an important feature in advertising. The value of color is well established, for proof exists in the colored pages and catalogues of successful advertisers. It is difficult to ascertain the relative pulling power of a colored ad compared with one in black and white, but from various considerations the writer would risk the opinion that in many cases color pulls many times more strongly than its increased cost necessitates.

The technical problem confronting the advertising specialist in regard to color is to ascertain its workings.

The sources of information regarding the effectiveness of color are found on every hand. The advertising specialist should observe

How We Sell Ourselves Every Day



Artist Stanley of ADVERTISING & SELLING staff sets forth some old ways ever new

paratively drab environment of an interior it attracts attention. The endless variety of landscapes is unnoticed. Such considerations provide clues pertaining to the methods which will awaken the attention of mankind by the use of color. Where color has always existed man is indifferent to it. The greatest value of color lies in awakening man from his perennial indifference; in bringing him back to consciousness. The remaining attributes of color then come into play and these should be utilized in an appealing and forceful manner to reinforce the selling power of an advertisement.

CHARACTERISTICS OF COLOR

Vividness may awaken man but care must be exercised that the reaction which follows is not one of disgust. In a charming neighborhood of well-cared for homes a brilliant red house will attract attention and then disgust the person of refined taste. A spotless white house freshly painted will attract attention and then leave a pleasing impression. Ads of certain automobiles would attract attention if the car were in scarlet red, and the color would not be inappropriate if it applied to a car of the racy sport-

ing type which is built for speed and noise. Such an ad for a car which was meant for the more conservative would attract attention but certainly would not "pull." Novelty in the use of color may awaken man but he may then be disgusted with its incongruity or ludicrousness.

Vividness, novelty, and pulling power of colors must not sacrifice appropriateness; they must be allied to it.

If a magazine is printed wholly in color an ad in black and white would be novel and in a sense vivid. When all advertising is done in color the advertising specialist will doubtless see the novelty of black and white.

Appropriateness in the use of color involves the advertised product and the class to whom the appeal is made. It also involves the advertising medium such as show-window, newspaper, magazine, or billboard. Colors may be used on a billboard amid a green landscape in the country that would be garish in a booklet, in a first-class magazine, or on an artistic calendar even though the same product were advertised in the various cases. In fact, the billboard amid the variegated landscape of the country must

have striking colors to be noticed and read by those speeding by in automobile or train.

ASSEMBLING THE QUALITIES

Attractiveness of color may be due to the exquisite harmonies, the striking contrasts, the excellence of technique, the vividness, the novelty, the overwhelming areas.

Novelty of color may arise from incongruity, ludicrousness, daring, and combinations of these. If a man dares to wear a lady's red hat down the street, the incongruity is ludicrous. Novel uses of color in advertising are justifiable and necessary, but the advertising specialist must be certain of his ability to sense the result upon the reader's mind.

Realism of color in advertising is one of the simplest phases and perhaps the most generally useful characteristic of color. Realistic color makes food products "good to eat." It pictures products as they are and makes them attractive.

Usefulness of color in relation to an advertised product is closely allied to realism. Color may largely represent the value of products such as paints, dyes, and lacquers. From a decorative viewpoint the colors

(Continued on page 39)

THE NEW YORK GLOBE

Offers the advertiser the most direct appeal to
180,000 New Yorkers with money to
buy advertised goods.

Advertising Sold as a Commodity

The New York Globe sells advertising
at the same price for like service,
foreign or local.

To Help Conserve Print Paper

The Globe has established emergency rules and
regulations to secure reasonable service for
the largest number of customers.

Member A. B. C.

The New York Globe

JASON ROGERS, Publisher

180,000 A DAY

The Next President of the United States May Be a Farmer—Publisher

In Iowa They Have Decided Upon Edwin T. Meredith, a Common Sense Businessman, and This Is An Honor to Advertising Workers

IT IS REASONABLE to hope that the next President of the United States will possess, among many qualifications, the patient, kindly character which shall enable him to reunite in friendly, loyal and sympathetic relationship, his own fireside with every other fireside in this rather neighborly nation of ours. It is desirable, too, that his ambition be less keen to remake the world than to bring about in America that readjustment of viewpoint which shall convince average workers on farm or in city that their toil is related in purpose if not identical in nature to the efforts put forth on Capitol Hill. Likewise is it imperative that he assume the attitude and act upon it, that the direct route to a settlement of our relationship with the rest of the world is by the seemingly roundabout method of reestablishing the entente cordial among ourselves.

While this may appear to be asking too much of a President, it is, in reality, only a portion of the duties which, if left unperformed, will produce in his tenure of office, chaotic conditions that prosperity and national wellbeing may not weather.

There you have the exact impression of an observant person attending one of the great publishers' conventions in New York during the current week. He could not have come away from these gatherings without the thought that such men will demand for our next President a real builder, a methodical coordinator. And the added conviction would have been that the influence of these understanding, intelligent editors, properly exerted, would insure the election of a candidate, regardless of party affiliation, in whom our nation and the remainder of the world, may place full confidence.

It is unbelievable that publishers, advertisers or other groups of

builders could assemble at this time, upon any mission whatsoever, without discussing the outlook for the future of business and domestic relations. And into such discussion inevitably must enter the quadrennial subject of Presidential probabilities.

CHOICE OF IOWA DEMOCRATS

This consideration is made more

The Ad-Man's Candidate?

ACCUSTOMED to analysis, versed in business practices, and "by trade" an appraiser of men's worth, the successful Advertising Man ought to be fairly able to set forth the specifications of our next President.

In this article one has endeavored to do so. And not at all to his surprise, he has found that at nearly all points the picture fits one of his fellow-workers, the Hon. Edwin T. Meredith, Secretary of Agriculture, Publisher of *Successful Farming* and recently President of the Associated Advertising Clubs of the World.

Mr. Meredith is a big, sound businessman, a student of men and affairs and in many respects an established leader of business development.

It is pleasant to contemplate, at least, that a member of the advertising profession has been considered Presidential timber.

—THE EDITOR.

than reasonable by the fact that within the last week Edwin T. Meredith, farmer, publisher, advertiser and latterly Secretary of Agriculture, the principal speaker at the convention, had been nominated to presidential candidacy as the choice of the Democrats of the State of Iowa.

With fine disregard of partisanship, hundreds of members of the A. N. P. A., who had gathered from the great and small communities of the United States, mixed Presidential personalities with business discussion. And pretty generally they talked rather about persons than parties. They were in reality discussing problems nearest to their interests—the country's publishing problems—going through a program routine, in fact. In the

carrying on of business neither publishers nor other business men very often reckon partisan political alliance as of consequence in their selection of a leader from whom genuine performance must be expected. Occupying a unique position among his fellows, Secretary Meredith impressed his hearers with the fact that he is quite able to follow his already successful career to new and larger service. The impression is not a local one—it has been growing in the public mind year by year.

Meredith has risen to his high position not only among advertisers but among all persons who hold the interests of America first, by simple, human, common sense effort, rather than through inspirational heroics. It is thus, frequently, that leaders are developed for the real crises in national affairs. Such greatness is not easily dimmed and strength thus gained not quickly sapped.

It was significant that although Edwin T. Meredith, of *Successful Farming*, came to the convention as a worker in the field, aside from his high role of Secretary of Agriculture, he was readily recognized as Presidential timber and a man to whose ideas and ideals might be given the fullest measure of support.

It would have been strange, to put it mildly, if such a group as the American Newspaper Publishers' Association, every member of whom is a leader in public thought, had met at such a point in American affairs without the occasion bringing to the forefront some dominant personality.

It would be a calamity if, with such a personality brought to light, nothing were done to grasp the opportunities thus presented.

The non-partisan discussion of Meredith's qualifications brought out some interesting high lights of his character and attracted attention to

Collier's

THE NATIONAL WEEKLY

Under the Act of March 3, 1879

5 CENTS A COPY



San-Tox and Collier's

De Pree is using Collier's as the backbone of the national advertising campaign for San-Tox shaving preparations.

Watch Collier's



HON. EDWIN T. MEREDITH

the sterling qualities he possesses which are so vital in the next President of the United States.

Meredith is not a prophet, except that his actions are often far in advance of his era. He is rather a sound, skilful, well endowed, highly trained doer of deeds. Defeated twice for public offices of high rank, he is not a beaten man; he is of the type that never bows to reverses but strives and strides on for greater accomplishment in the face of such setbacks.

A MAN OF STRENGTH AND PURPOSE

He is the embodiment of strength and high purpose, the essence and the substance of real citizenship; the alert product, in short, of broad, intelligent training and contact with major affairs.

Perhaps Meredith possesses such sound qualities because he sprang up in an American farming community where life is very real. Retaining all of the foundational instincts of the man of the soil he has gained in addition the extensive experience of wide association with worth-while men and motives. And he has done all this through his per-

sonal incentives, from very modest beginnings.

Sometimes, in a story book frame of mind, we call such men self-made. Meredith, if self-made men existed, would be one—but he is not self-made as writers are wont to style persons who have risen largely by their own efforts. He owes his progress to others as each of us owes to others all of the wisdom and tangible goods that accrue to us. Meredith won his way by co-operating with others faithfully and consistently, by giving to them out of his own stores and receiving from them the return values due him.

Such a man in the Presidential office at this time would have a decidedly stabilizing effect upon the world-wide situation which is vexing us all, whatever our rank or station.

When the time comes in which Americans will specify the dimensions, qualifications and functions of the President of the United States, I believe men of Meredith's calibre will be sought out as often as that office is vacant.

If it is within the province of

the American publishers to influence the choice of our next President, there should be little doubt that Edwin T. Meredith must receive a very gratifying vote. It should be apparent to publishers of all classes and sizes of mediums that the country must have a sound, human, business administration in the next four years—years fraught with greater and more serious problems than those just now drawing to a close. The character of the President who assumes office on March 4 next will have more to do with the trend of events; with the conduct of the publishing business and all businesses upon which it depends and which depend upon it; with our international standing and with the survival of unadulterated Americanism at home than any other factor or event here or abroad in that period. The next four years may bring foreign wars but they are far more likely to bring an increase in domestic disturbances, unless the nation's guiding hand is swayed by such a mentality as I have attempted to describe.

THIS KIND OF A PRESIDENT

The next President of the United States must be endowed above all with intelligent human kindness. He must have more than a mere "speaking acquaintance" with constructive business and economic science; he must have been closely linked up with our every day life; he must know men's minds as they are—not as he should like to have them; he must think with them, not for them; he must co-operate for their best interests and recognize that every day of domestic unsettlement is working against the interest not alone of America but of the entire world. He must be a man among men—not a theoretical bystander. The next President of the United States must be endowed with the faculty for understanding the people who are America. There can be little disagreement with the statement that Edwin T. Meredith as nearly approaches these specifications as any other man in the country.

The candidacy of Edwin T. Meredith never could be spectacular; it would have to be a sincere heart-to-heart effort to touch the lives of all real Americans—an effort to reassert his confidence in them and to feel in return theirs for him. Meredith long ago made his "swing around the circuit." In scores of public gatherings he has spoken,

(Continued on page 28)

NEW YORK CENTRAL LINES

New Equipment to Relieve Our Car Shortage

A RAILROAD is worth to you what it can give you in transportation service. Our system, like all the railroads of the country, is short of rolling stock, and this problem is yours as well as ours. The cost of railroad inability to handle traffic falls directly on business men, and indirectly on the public at large. A considerable element in the maintenance of the present high prices is the lack of cars for prompt and adequate movement of foodstuffs, raw materials, builders' supplies and manufactured articles.

We have arranged to acquire new equipment which will cost \$48,318,300. This will include:

196 locomotives	105 all-steel passenger coaches
4000 all-steel box cars	80 all-steel baggage cars
4000 coal cars	30 milk cars
994 stock cars	12 all-steel combination cars
250 refrigerator cars	15 multiple unit electric passenger cars
11 mail cars	12 all-steel dining cars

We are rebuilding 1090 coal cars now out of service, at a cost of approximately \$2,000,000, adding that number of 55-ton all-steel coal cars to our equipment. It is hoped to have a large part of this new rolling stock in service next fall.

Still More Evidence that the Six Billion Dollar Customer Is Getting Busy

We Repeat—Now is the Appointed Time

REMEMBER the *Simmons-Boardman Railway Service Unit*---
Railway Age, Railway Mechanical Engineer, Railway Electrical
Engineer, Railway Signal Engineer, Railway Maintenance Engineer
—affords the *only* opportunity for the right kind of publicity in the
Transportation Field.

WRITE OR WIRE "THE HOUSE OF TRANSPORTATION" FOR PARTICULARS

SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

CINCINNATI

WASHINGTON

CLEVELAND
LONDON

Each member of the Railway Service Unit is a member of Audit Bureau of Circulations and Associated Business Papers

400 Publishers Attend A. N. P. A. Convention

Important Questions Discussed and Notable Speakers Listed Attract Biggest Crowds in Association's History

ATTRACTED by the importance of the leading questions scheduled for discussion there, 400 newspaper publishers from all over North America flocked to New York this week to attend the thirty-fourth annual convention of the American Newspaper Publishers' Association at the Waldorf-Astoria Hotel.

At no time in the history of the association had the convention program been of such intense interest to the members as it was this year.

This was attested to by the earnestness with which those present at the Waldorf entered into the group discussions on the print paper situation, on labor and on postal conditions. As foreshadowed in the call to the big meeting, these questions overweighed all others in attention secured.

CONVENTION SESSIONS CROWDED

Practically every convention session, starting Wednesday morning, saw the old Astor Gallery crowded with members. Group meetings were held in other parts of the first floor, which was given over entirely to the A. N. P. A., and there were even informal group meetings in the lobby, on the stairways and around the once jocund bar. They were enthusiastic meetings, too, despite the fact that the print paper and postal, not to say the labor, situations are not calculated to inspire cheer in the publisher's heart. As the convention drew toward a close it was the consensus of opinion that 1920 was going to be a bigger year for publishers than ever in spite of the handicaps under which they will labor until there is a let-up in print paper worries, at least.

As in former years, the convention of the A. N. P. A. followed on the heels of the Associated Press annual meeting and many of those present sat in the sessions of both organizations. The A. N. P. A. met in six convention sessions beginning Wednesday morning, and held two important luncheons—that of the association's Bureau of Advertising, Wednesday noon and the general A. N. P. A. luncheon, Thursday noon. This latter event superseded the annual banquet of former years.

At the convention sessions, some of the most valuable and informative discussions centered around methods of economy in the use of print paper and data for comparison was brought out from talks on this subject by publishers in the various circulation classes and geographical sections of the country. The report of the manager of the A. N. P. A., Lincoln B. Palmer, showed what the association machinery has accomplished in this respect.

One of the most notable events of the 1920 convention was the Bureau of Advertising luncheon held

on Wednesday at which William A. Thompson, director of the bureau, reported that the total of National newspaper advertising in 1919 was \$150,000,000, and told his audience that the bureau's members had averaged a 70 per cent increase in National advertising in the year, while the bureau had raised its membership during that period 50 per cent.

THE ADVERTISING BUREAU LUNCHEON

This luncheon was addressed by Edwin T. Meredith, Secretary of Agriculture, formerly president of the A. A. C. W., by Harry Dwight Smith, of Fuller & Smith, of Cleveland, president of the A. A. A. A., and by John Sullivan, of New York, secretary-treasurer of the Association of National Advertisers. Wm. F. Rogers, chairman of the bureau committee, acted as toastmaster.

For the luncheon, newsprint, postal and labor troubles were forgotten while attention was focussed on the subject of advertising, the only troubles in connection with which arise from the overwhelming volume now pouring into the publishers' crowded columns.

Attention was focussed on advertising and agriculture. Agriculture got on the program through the address of the principal speaker, the Secretary of Agriculture. Mr. Meredith took for his subject "The Nation's 1,000 Per Cent Investment"—the Department of Agriculture, and devoted his time allotment to selling the publishers on the idea that the department was doing too big a work for the whole nation for newspaper men to listen to and to give publicity to every minor, heckling criticism brought against it. Lafayette Young, Jr., introduced him.

"THE NATION'S 1,000 PER CENT INVESTMENT"

"The Department of Agriculture makes for its stockholders—the people of the United States," he said, "a profit of several times 1,000 per cent a year on all the money invested in it. The Department is made up of an earnest, able lot of men—21,000 of them—who are striving to serve all the people in the country—the producers of farm products and the consumers of farm products alike. Every one of them heartily welcomes constructive criticism of his work. But we realize that, with the exception of myself, the men who are there now in responsible positions will in all probability be there in responsible positions under the next administration—Democratic or Republican—and certainly it is desirable

Keeping Up With The Times

A FACT A WEEK

The rental value of a store is largely determined by the number of people who can conveniently reach it.

The advertising value of a newspaper is largely determined by the proportion of its readers who can conveniently get the products advertised.

That is why The Washington Times circulation has so high a "per thousand" value.

More than 91 per cent of The Times' circulation is in Washington and immediate suburbs—and all in one edition.

The distribution points—the retail stores—at which the products are sold, are immediately accessible to the reader.

In Washington

The Washington Times,
WASHINGTON, D. C.

that the department shall have the confidence and respect of the people as a whole so that the 21,000 members of the department may retain their effectiveness as public servants.

"There is no group of men in the United States to whom I would rather convey this conception of the situation than to you men, because there are few other groups who could do so much toward putting it into execution. Let us in our columns have all the constructive criticism possible, but not destructive or unjust criticism, and if there is a way of correcting any faults that may exist in this business of ours, let us do it without destroying the business itself.

"I want to remind you of another way in which you can help the country by helping agriculture. I have suggested a thing that I wish you would not do. Now let me tell you a thing that I would be glad to see you do.

"Prosperity, both national and local, depends upon three things—business, labor, and agriculture. Business and labor usually have their day in court, their column of type whenever the occasion demands it. Agriculture, the one without which the other two could not exist, is not always given the consideration it deserves.

PUBLICITY FOR THE FARMER

"If a bill is pending in the legislature, for instance, that is inimical to agriculture, it should have the spotlight of publicity turned on it just as a vicious franchise bill would have. If the farmers are making an effort to secure some legislation that they need, it should be discussed in the daily press, just as a meritorious public service measure would be. Your newspapers ought to see that these things are done, not alone because it is a matter of even-handed justice, not alone because the prosperity of the nation depends upon the agriculture of the country, but because the prosperity of your city depends upon the agriculture outside your corporation limits."

Among the other speakers, Mr. Sullivan, secretary-treasurer of the Association of National Advertisers, spoke on the necessity of educating the public up to the value of advertising and of demonstrating to the masses its power for good, in order to defeat attempts to restrict and restrain it. Mr. Smith addressed the publishers on the subject of the advertising agency and emphasized the fact that, although there were 1,161 advertising agencies listed in the United States and Canada in 1919, only 120 had been admitted to membership in the American Association of Advertising Agencies. Calling attention to the part that the agency plays in the building of the great business triangle, he urged upon the publishers the necessity of their getting closer to the agent, co-operating more effectively with him and understanding him better. In his introductory remarks, Wm. F. Rogers, chairman of the Bureau of Advertising of the A. N. P. A., told his audience that the presence of so many friends of the bureau at the

luncheon—in greater numbers than ever before—indicated the interest of the publishers in this cooperative endeavor.

"We are all learning," he said, "to compete less and cooperate more, that it is better to combine to create business, than to try to increase at the expense of those in our own line.

A. N. P. A. PRESIDENT DELIVERS VALEDICTORY

On Wednesday Frank P. Glass, retiring president of the A. N. P. A. delivered his valedictory speech, devoting much of it to a plea for more economy in the use of newsprint. When he

closed it was with this note of warning:

"If you have been saving newsprint, redouble your efforts now, for if you don't, by the time next fall arrives, the newsprint situation will have become infinitely worse than it is now. Publishers have no right to think that the worst is over, that the situation will be cured by this summer's improved output of paper or the new machines coming into the market."

Graham Will Manage Denby Sales

L. D. Graham, formerly wholesale distributor of Apperson automobiles in Chicago, has succeeded Percival Dodge as general sales manager of the Denby Motor Truck Company, Detroit.

When General Lafayette came to Philadelphia

bath tubs, steam heating and electric lights were unknown.

Today, the hundreds of thousands of homes in Philadelphia and its beautiful suburbs absorb vast quantities of plumbing supplies, bath tubs, wash stands, toilet equipment, steam, hot water and hot air heating outfits.

Practically all the homes in Philadelphia's suburbs and about one hundred thousand in the city limits are wired for electricity and are big buyers of electric labor saving and comfort bringing devices.

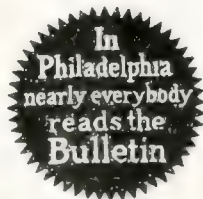
More than a half-a-million homes in this territory also have gas service, thus presenting a vast market for cooking ranges, gas heaters, lamps, etc.

If you sell anything that helps to make a home more comfortable, you'll find Philadelphians wonderfully receptive to it because so many of them own the home they live in.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

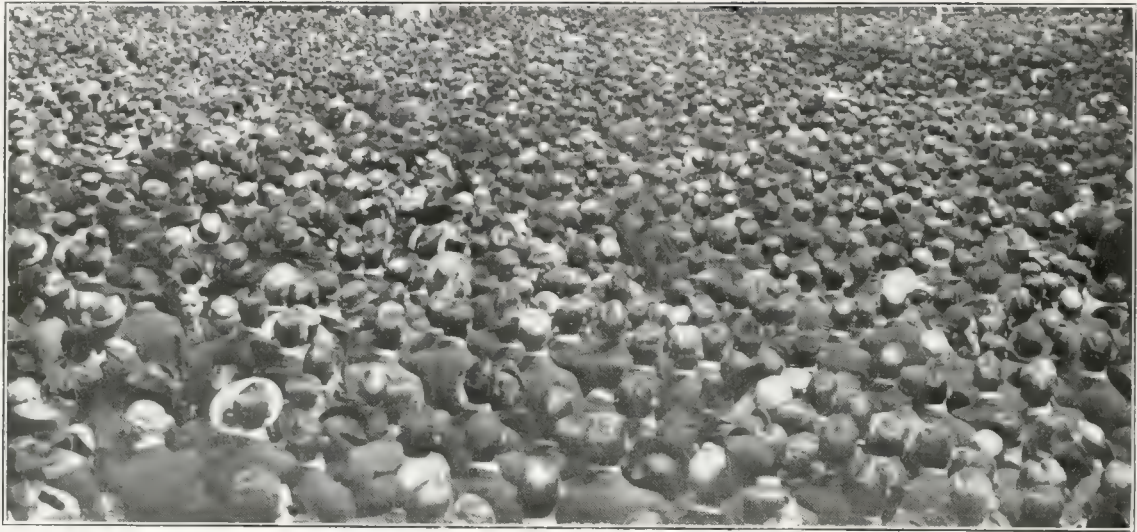


Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



How much engineering equipment could you sell this crowd?

Here's a crowd of American folks—brokers, lawyers, chauffeurs, typists, physicians, shoe dealers, carpenters, bricklayers—and **a few engineers**. How many generators could you sell them? How many stokers, bridges, smelters, or paving machines?

Engineering equipment and material is bought by **engineers**. How many engineers are there in this crowd? A dozen perhaps. It's a fine crowd to sell collars or pleasure cars or cigarettes to. But it's not an **equipment** market.

Coal Age Power
American Machinist
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record

Electrical World
Electrical Merchandising
Journal of Electricity
Engineering & Mining Journal
Chemical & Metallurgical Engineering



You can sell to engineers via McGraw-Hill publications

And here's a crowd of engineers and executives—every one of them. Which is just another way of saying that here is a crowd of McGraw-Hill readers.

The 11 McGraw-Hill publications reach men whose decisions count in the purchase of engineering equipment. Through McGraw-Hill Journals you can address a picked audience and talk **sales** without a wasted word.

The 11 McGraw-Hill
McGraw-Hill Co., Inc. *Publications*
Tenth Ave. at 36th St., New York

The Personality Behind a Great Advertising Industry

Truman A. De Weese of "Shredded Wheat" Is Styled
the "Joseph Addison of Publicity," a Model for All

By HUGH WILSON PATTERSON

MACAULAY declared that if one wishes to become a master of English he "must give his days and his nights to a study of Addison."

Truman A. DeWeese is the Joseph Addison of publicity and he who would become perfect in publicity "must give his days and his nights" to the study of DeWeese.

Effort is a mighty test—but we all know where good intentions are used for paving blocks.

Results are the one sure test. Beside the "Thundering Waters" of Niagara stands an institution known throughout the world. Shredded Wheat, in large measure, is De-

Weese but DeWeese is by no means only Shredded Wheat.

It means something—a statement like that. When an institution for which a man labors becomes one of the hall-marks of the man himself—that man's place and power are sure and certain. It means more when the man himself towers above such big work. Such men are never the mere pack horses of the Philistines.

Philosophical history has brought us something of far more value than all the encyclopedias of date and event. Philosophical history has shown us the inside of the machinery, the urge of the personal, the impulse of the individual. It en-

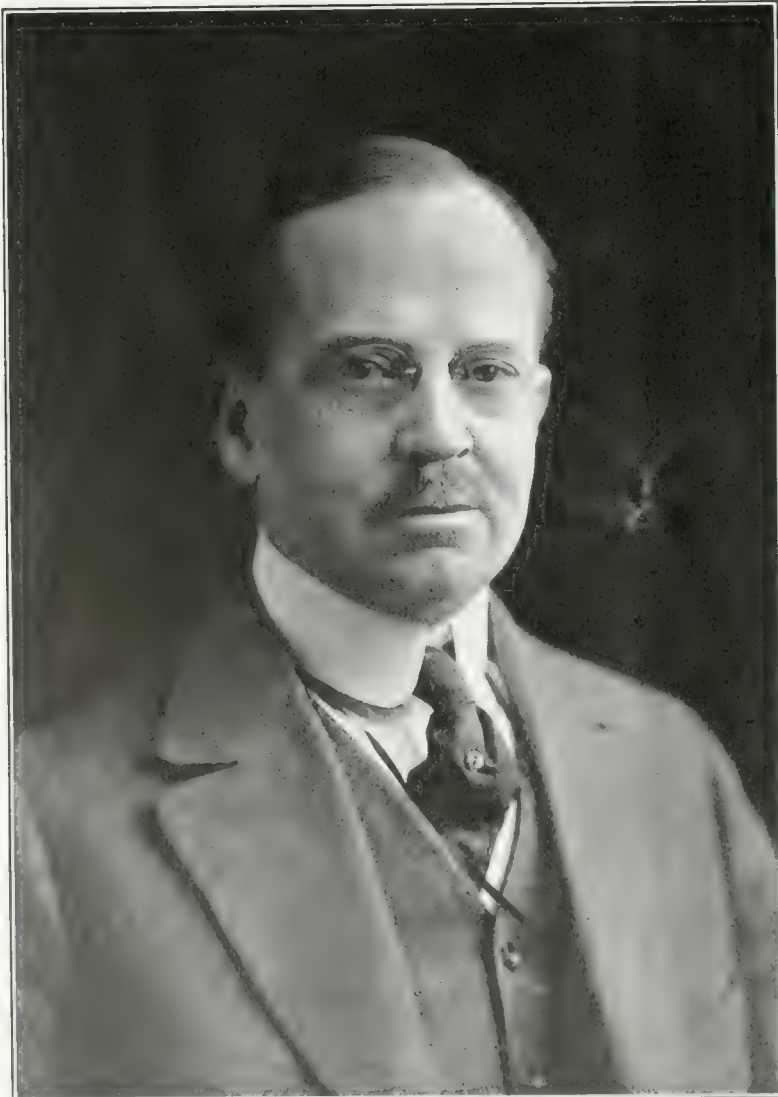
ables us to see men in their human aspects to see through a man's work and see the man himself, as God made him. Earth is made brighter by such men as Truman A. DeWeese who stand apart from the everyday dullness of monotony. Men in the mass are, like the club of Hercules, massy. Man alone, separate and individualized, is, like the wings of Hermes, distinguishable, potent and pertinent. All of us are, finally, far more interested in the man than in his work for the answer to "What manner of man is this?" gives us his accomplishments and more. Even the beachcomber may have his visions.

The universality of the work of DeWeese makes many men inclined to think that he is ALL Shredded Wheat. DeWeese is a great, vital part of Shredded Wheat, and Shredded Wheat is a large part of De Weese, but there is a bigger part of the man than that. He is versatile, but his versatility never degenerates into a "jack of all trades, master of none." He is a master in publicity. He is (the far more important thing), a master of life.

WHEN A MAN MAKES HIS MARK

Cæsar dictated seven letters at once and planned the conquest of a city. The big thing is that the seven letters "got across" and that the city was conquered. It is the fate of man to be judged by results in human judgment. "The end of every thought," says the canny Carlyle, "must be an Action." DeWeese, by human standards, has succeeded in writing, in publicity, in business. On the higher plane, by the higher test, he has succeeded, also, in life.

Well does the writer remember his first glimpse of this master of living and master of life. All one afternoon, then a reporter on a Buffalo newspaper, he had been listening to the intricacies of an involved, important and tedious law suit. The evening assignment was to report a meeting of the Advertising Club. Another round of words, words, speeches, platitudes and "horn blowing"! The tired reporter nearly cut that meeting (a report could, he thought, be written *en passant*) for a prize fight. However, "the stings



TRUMAN A. DE WEESE



CIRCULATION OF TEXAS NEWSPAPERS

As shown by statement made to the Government and filed with the Postoffice Department, showing increase or decrease during the past six months.

Newspapers	CIRCULATION					Change In Last 6 Months	
	Apr. 1,'18	Oct. 1,'18	Apr. 1,'19	Oct. 1,'19	Apr. 1,'20	Gain	Loss
Fort Worth Star-Telegram . . .	56,936	65,599	62,123	65,514	72,256	6,742	
Dallas News	62,915	71,612	72,340	63,572	65,020	1,448	----
Houston Chronicle	48,703	54,573	54,936	51,771	51,687	-----	84
Dallas Times-Herald	41,263	44,439	45,142	45,283	45,397	114	----
Houston Post	36,329	40,819	43,379	44,252	43,731	-----	521
Dallas Journal	41,066	47,518	41,370	33,618	34,352	734	----
San Antonio Express	34,599	38,958	35,884	31,126	31,545	419	----
Fort Worth Record	25,354	24,695	24,043	25,666	27,781	2,115	----
El Paso Herald	27,311	27,162	24,716	24,504	25,770	1,266	----
Dallas Dispatch	25,517	29,014	25,014	24,101	22,464	-----	1,637
San Antonio Light	26,281	29,363	25,709	20,242	20,203	-----	39
Beaumont Enterprise	16,906	20,033	19,318	20,124	19,626	-----	498
San Antonio Evening News	-----	-----	18,500	15,854	17,947	2,093	----
Houston Press	19,424	18,011	15,726	15,299	14,023	-----	1,276
El Paso Times	22,693	17,484	15,181	14,381	13,967	-----	414
Waco News-Tribune	11,145	12,617	12,068	11,037	11,328	291	----
Galveston News	10,900	12,453	11,722	10,750	10,775	25	----
Wichita Times	-----	-----	-----	-----	9,252	-----	----
Galveston Tribune	9,003	9,131	8,831	8,211	8,541	330	----
Austin Statesman	10,362	7,337	7,573	7,973	7,108	-----	865
Waco Times-Herald	7,128	8,112	7,864	7,220	7,782	562	----

Compiled by

FORT WORTH STAR-TELEGRAM

FIRST PAPER IN TEXAS

Now leads next paper by over 7,000 average circulation for six months ending March 31, according to Government Statements.

Over 2 $\frac{1}{2}$ Times the Circulation of Next Fort Worth Paper

Circulation now

Over 75,000 daily

90,000 Sunday

Charter Member A. B. C.

AMON G. CARTER,
Vice Pres. & Gen. Mgr.

A. L. SHUMAN,
Advertising Manager

"A Blanket That



Many agricultural advertisers make up a national advertising campaign by piecing together a list of sectional farm papers and then adding national mediums to "blanket" the country and to get into the corners where the sectional papers do not reach.

We disagree with this method of selecting a list. We believe that the national papers provide ample coverage for the whole country, with support in occasional sections where a campaign of especial intensity is desired.

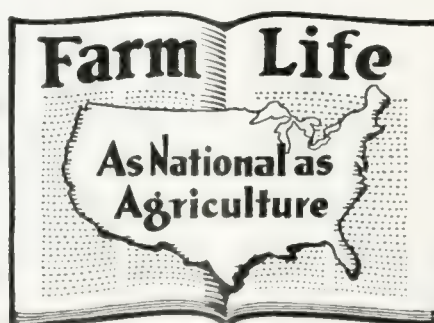
But if an advertiser buys a "Blanket" it is of first importance that it should be large enough to cover the country—it should be really national.

Middle States

Farms 36% of Total in United States
FarmLife 32% of Total Circulation

Western States

Farms 6% of Total in United States
FarmLife 6% of Total Circulation



Eastern States

Farms 12% of Total in United States
FarmLife 17% of Total Circulation

Southern States

Farms 46% of Total in United States
FarmLife 45% of Total Circulation

Really Covers the Country"

And Farm Life, the All-American Farm Paper, does cover the country. The distribution of its circulation parallels almost exactly the distribution of American farms and American farm income.

When you buy Farm Life circulation you cover every agricultural state fully as you cover Oregon, and Texas as well as Maine, and all those between.

It covers parts of the country where it is hard to get regional Farm papers that are strong and do not merely duplicate the circulation of those papers in the sections where they are strongest.

Farm Life's 450 line page brings dominant space into the range of moderate expenditure. Circulation 650,000.

THE FARM LIFE PUBLISHING COMPANY

The John M. Branham Company

Advertising Representatives

NEW YORK, CHICAGO, DETROIT, ATLANTA,
ST. LOUIS

SPENCER, IND.
FarmLife

and torments of an outraged conscience" kept him, luckily, to his task.

The meeting opened, progressed, minutes grew long and dull. Some one inadvertently said something. DeWeese was on his feet. No longer was the meeting dull and drab. Striking through the tinsel of pretense and the veil of empty dogmatism, he hit home. When he sat down there was a story to write, a tale to be told.

Every advertising club in his bailiwick has heard of and from De Weese. If they were composed of wise men, they have prospered. As a speaker at advertising clubs and chamber of commerce affairs, De Weese stands as Depew and Choate and Twain stood as after-dinner speakers. He speaks with authority. At the conventions of the various advertising associations and at those of the Associated Advertising Clubs of the World he has taken a foremost part. To all of these audiences he has preached his doctrine of tried and true publicity.

A man with the vision and experience of Truman A. DeWeese is always a contributor to the progress of his time and place. Such a man must, naturally, take his place in constructive work. Many men have the experience; few have the vision. Hence we find him serving as the motive force for progress in education in his residence city of Buffalo, where he has been vice-president and member of the executive committee of the Public Education Association and a member of the educational committee of the Chamber of Commerce. We find him putting his doctrine into practice, schooling the School Masters' Association under the theme, "Shall the Schools Make Parasites or Producers?" advising the graduates of the Technical High School under the subject of "The Lure of Unproductive Learning" and arousing the occupants of the soft cushioned chairs at the Niagara Club at Niagara Falls with the query "Is Public Education a Failure?" and giving of his best in every possible quarter in every practical way to bring education to its proper place in the scheme of life.

A MANY SIDED PHILOSOPHER

For want of a better term, we must call him a practical philosopher of every day life: for in his work and his play, in his vocation and his avocations, he is ever teaching the fundamentals which he has found on his searching pilgrimage. And so we find the best interpretation of

"The Spirit of the Naval Academy" coming from his pen and, when we turn the pages of the record, we find him preaching in the First Presbyterian Church, of Chicago, on the text "His Father's Business," and too bad it was that all the clergy of the country could not have heard the lesson of that hour. In the wide diversity of his teachings, one finds, running all through like a connecting cable, that noble fundamental truth that man was born to enjoy life and that every man could gain that end by making his just contribution to life.

To advertising men, aside from a wide personal acquaintance—Truman A. DeWeese is always found among his fellows, never above, never apart—he is known as the author of "Practical Publicity," a guide book of the highways and byways of successful adventure in publicity. "Practical Publicity" is not a Baedeker of advertising, sketchy and lumpy, but it is the highest type; not a brochure on any one aspect, not propaganda for any style or means, but a fundamental treatise for every man who has something to sell and who wishes to develop his market on solid basis. A later and less pretentious book from his pen is entitled, "Keeping a Dollar at Work," published by the New York *Evening Post*.

Truman A. DeWeese came into his own by way of the print shop and the "leg work" on small newspapers and the editorial desk of a great daily. He was born in the rich Miami valley in Ohio. Early ambition turned his mind to the study of medicine and for two years he studied to follow that profession but the printshop captured him just as it has captured big-brained, high purposed youth, in all the years, and the youth who had first turned to the professions surrendered to the broader field of work. He went into the newspaper field and stayed long enough to reap the benefits and came away soon enough to escape the case-hardening and the hide-binding.

After a thorough-going adventure on several smaller papers in Indiana and Illinois, he "won through" to an editorial position on the Chicago *Times-Herald* in the heyday of that journal's power and influence. The Board of Managers of the St. Louis Exposition combed the country for ideas on publicity. They invited De Weese to submit his ideas and then invited him to carry out those ideas to spread the news of the great ex-

position. He became director of Special Publicity.

TO THE GREAT ANCHORAGE

From this work, he came, fifteen years ago to Shredded Wheat. Then Shredded Wheat was a novelty—now it is a necessity. Then one "show factory" produced its three hundred thousand cases per year—now four big, modernly equipped, powerful factories, with another in prospect, produce their three million cases a year. Then the common stock was a football at the feet of chance—now it has reached the highest rung in the ladder and rests tranquil, sure and certain.

Through his methods of publicity, he has educated the people into an appreciation of the qualities of his product, a product clean, wholesome and nourishing. Today it all looks easy. The results stand before all the world. Success has come and in the measure of that success, many men forget its causes. As he has said himself repeatedly, "The advertising has been along educational lines, playing up the fact that the product is made up of whole wheat grain. There has never been anything flashy or spectacular in the advertising—just plain, common sense appeal to intelligent people, and keeping at it steadily from year to year."

"Common sense appeal," "never been anything flashy or spectacular," are the words not refreshing in these days of strain and stress and storm? "Common sense"—nothing else could come from the work of Truman A. DeWeese and he towers above all the long haired "geniuses" of this latter day spasm of splash and superficiality.

It has been said that Truman A. DeWeese is bigger than his work, bigger than all the results that crowd to make up the story of his success. Fortunately, we have been given an insight into the man—he has put down himself for us in his book, "The Bend in the Road."

Follow him in this pilgrimage and as we see him searching for "the bend in the road," and having found it, to see him "tarry in the quiet shade of the hills until the strength and the enthusiasm of youth has returned," give us to see the human philosophy of the man.

At "Hilltop Farm" in blue jeans, among his trees and vines, he found his rest in his work as a companion with Nature. "I have found it as last," he writes, "the thing I have been dreaming about all these years

Capital, Labor, Public Need— The Leaven of Understanding

“UNDER the Leitch Plan, when a man wanted to quit, every other man in the shop argued with him and tried to make him stay. Cooperation among the workers, as well as between the mass of workers and the employer, became real.”

From "Mending Your Business"
By William Almon Wolff

“All my dealings with my employees would be business, pure and simple. There would be no sentiment, excepting that sentiment which is born of mutual good will. I have scant sympathy for the theory of the generous employer and the loyal workman, in the usual meaning of that phrase. I do not believe that the giving or accepting of a job is ever a favor.”

From "If I Were a Large Employer"
By John Mitchell

“Our help have never asked, or suggested any shop councils, or any collective bargaining, or have never apparently been willing to have any unions within their ranks. Many labor leaders have visited our plants, and the honest ones say that we are doing for our help what they are striving to do.”

From "The Valley of Fair Play"
Unpublished letters of H. B. Endicott
President of the great
Endicott, Johnson Corporation

“Comrades: If we can get our stuff into an idle man's hands—and his head—before he finds work, we can get somewhere with him.” I often heard the secretary of Communist Meetings pleading in these words.

From "Seven Months with a Shovel"
By Whiting Williams,
in the Red Cross Magazine for May

WE'VE reprinted here a few quotations from the live, constructive articles by which The Red Cross Magazine is doing its bit to promote the vital leaven of understanding between Capital and Labor.

Do you know a better way for us to live up to our slogan of “Better Americanism”?

From all over the United States big business men, big manufacturers have written to

The Magazine of Better America
Red Cross
Magazine

asking for five, fifty, or five hundred copies of the issue containing these and similar articles.

Men of vision, the big men of industry, are reading The Red Cross Magazine because in it they are finding constructive ideas for stabilizing industrial relationships.

The RED CROSS MAGAZINE

Owned and Published Exclusively by The American Red Cross

1107 BROADWAY, NEW YORK CITY

Chicago

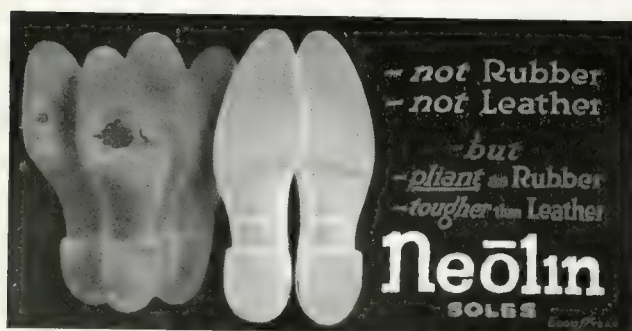
San Francisco

Boston

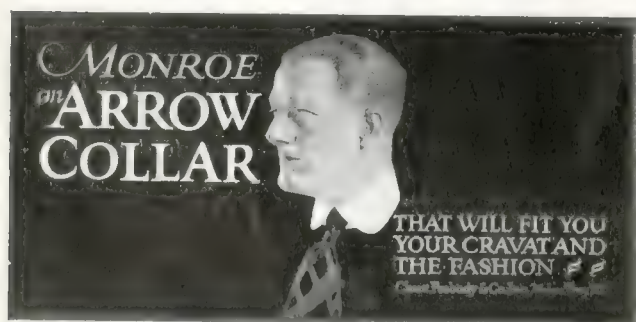
Precaution in Working With Colors on Car Cards

COLOR is such a powerful element in itself that in the street cars where color plays a prominent part, it often develops into an actual hindrance to the selection of sketches for a proposed campaign.

An instance is recalled where it was sensed that a certain advertiser was putting a wrong emphasis on color in selecting his sketches and copy.



He just naturally got to thinking more about color than anything else. The next time we sent him sketches they were in rough pencil form. We received a letter by return mail expressing his disappointment that the sketches were

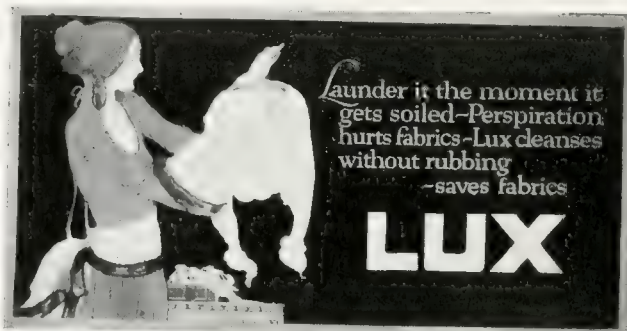


not in color, and asking why we had sent them in that form. To which we replied: "The sketches were purposely sent you in black and white



because if you will permit us to suggest it, you were unconsciously placing too much emphasis on color in the selection of your car cards.

Color is so powerful that you have to watch out or it will influence you against your will. It is doing the



same thing to you that it does to the people who sit in front of your Card in the cars.

Color, not only invites attention, it commands it. It reaches out and

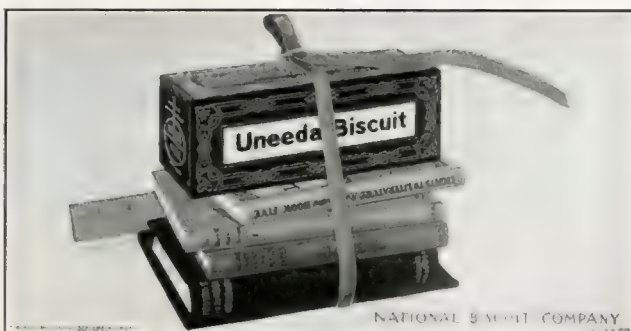


captures your eye and takes it where it will.

In the preparatory stages of your advertising we want to consider color as an incident to the picture. The primary mission of the picture is to express an idea. But the idea comes first. After we have all decided upon the idea which best con-



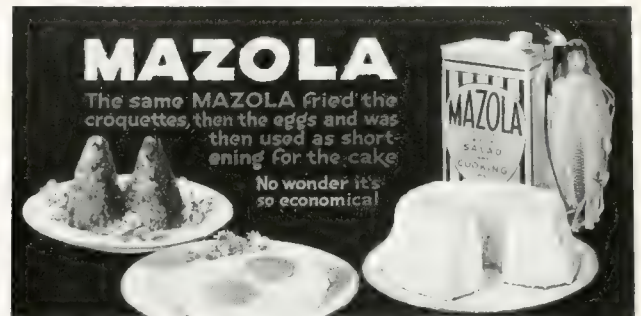
veys your message to the Public, then we will proceed to express that idea in form of picture and color." This is a point which should be



watched very carefully when preparing street car cards.

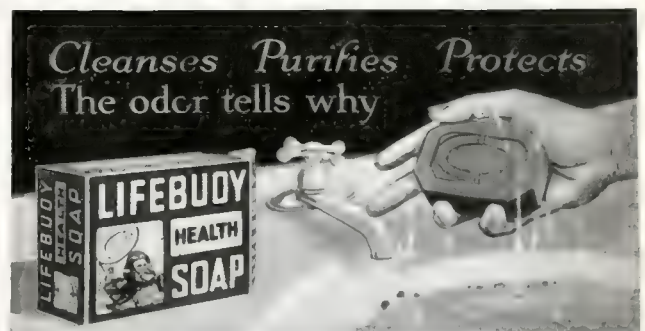
Be sure your basic plan is there first—then correctly interpret that plan or idea in picture or text, taking full advantage of the color element.

If you realize the power of the picture in advertising (as all advertis-



ing men do today) you must realize the power of the picture intensified a thousand fold by color, with the added element of Actual Size to lend conviction.

In no other medium do you get quite the intimacy or realism of the prod-



uct or picture, actual size, in full colors.

STREET RAILWAYS ADVERTISING CO.

HOME OFFICE
Candler Bldg. New York

of city bondage, the thing that opens up the vistas of bucolic beauty and benediction; a rift of blue sky through the smudge and smoke of strenuous life."

THOUGHTS ON COUNTRY LIFE

No man having won the rewards of success in his chosen field, having year after year plodded along in the harness of business, no man, 'less he has within him the divine spark, in full free flow, could practice and write down such a philosophy as this:—"The country encourages the expression of one's natural self. If one enters freely and

genuinely into partnership with Nature the expression of one's individuality becomes the most natural thing in the world. Nothing can curb or restrain it. It unfolds in the sunlight of God as sweetly and as silently as the leaf buds in the mountain ash. There are no artificial values. Everything is rated for what it is worth. Truly the emancipation of the city man from the fetters of foolish fussiness and petty hypocrisies is the chief joy of the return to the soil."

Work well done and play well played! A steady common sense course in business chartered by com-

mon sense guides, and winning the practical rewards of such action; it is a big accomplishment! To give to his fellows abundantly and well, the fruits of his experience and the lights of his vision—such is wholesome success. To be never too busy to pause and to counsel some younger man who is groping on the road, to hold high ideals of citizenship without being a pedant or a chauvinist, such is practical patriotism. These things this man has done. He can, therefore, contemplate the End of the Day, even in the afternoon of life, in these words from his own book—for he has tasted of life in all its fullness—"And when the drowsy day hushes your spirit into calm repose and you feel the tired body yielding to the listless languor that comes to the laborer as the sound of the reaper on the distant hills grows fainter and fainter and fades away at the end of the harvest, you can say with Stonewall Jackson, 'Let us cross over the River and lie down in the shade of the trees.'"

Introducing Miss Diamond Effie

To give the salesmen of the Diamond State Fibre Company, Bridgeport, Pa., all the "inside dope" on what's going on at the factory and outside, W. A. Adams, Jr., advertising manager, has added to his force an original young lady known as Miss Diamond Effie. She's the private stenog to Uncle Henry Fibre, boss of the Fibre industry, and her trade mark appears on each of the firm's products.

Miss Effie will hand out her authoritative gossip to the Bunch informally in a well stenciled, personally signed letter. She wants it clearly understood that the "stuff is straight," and is to be treated as confidential as the Boss would fire her if he ever learned that she was telling tales out of school. She promises to include a page of cartoons in her next letter.

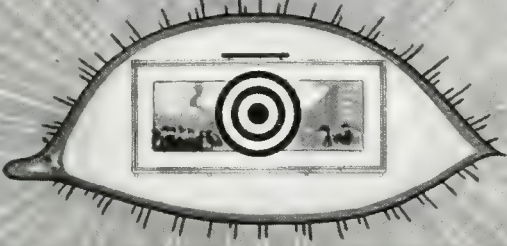
Hawley Advertising Company Moves

The Hawley Advertising Company, 19 West 44th Street, New York, has moved to new quarters at 95 Madison Avenue.

Rufus Fleming is Dead

News from Edinburgh, Scotland, brings the notice of the death of Rufus Fleming, former newspaper man who was American Consul in that city for nearly a quarter of a century.

Mr. Fleming was born in West Lebanon, Ind., in 1853, and following study at the University of Michigan, took up newspaper work. After being connected as a reporter with the *Missouri Republican*, published in St. Louis, he became in 1882 managing editor of the Cincinnati *Times-Star*, a position which he held until 1897. In that year he was appointed to the consular service by President McKinley, and since then he has been the representative of the United States in Edinburgh.



Poster Advertising
brings your product
into the big spotlight
of the public eye.

Nordhem Service
is a warranty that
every individual 24
sheet poster does full
duty under most favorable
circumstances.

IVAN B. NORDHEM COMPANY
Poster Advertising, Painted & Electrical Displays
in the United States & Canada
8 West 40th Street . . . New York City
Bessamer Bldg. . . . Pittsburgh, Pa.

Annual Gathering of A. P. Members

The annual convention of the Associated Press was held at the Waldorf-Astoria Hotel on Monday and Tuesday of this week preceding the A. N. P. A. convention. Reports on last year's A. P. work and the present state of the association showed that the A. P. has made good progress, and is at present in a flourishing condition.

At the annual meeting held on Tuesday, the retiring members of the Board of Directors were reelected. These were Frank B. Noyes, of the *Washington Star*; W. L. McLean, of the *Philadelphia Bulletin*; Adolph S. Ochs, of the *New York Times*, and John R. Rathom, of the *Providence Journal*.

Thomas R. Marshal, vice-president of the United States, was the principal speaker at the annual luncheon held Tuesday. Mr. Marshal made a plea of common sense in the application of the laws governing freedom of speech and freedom of the press.

At a meeting of the Board of Directors on Wednesday, which concluded the annual gathering, Frank B. Noyes, of the *Washington Star*, was re-elected president of the association.

Calvin Cobb of the Boise, Idaho, *Statesman* was elected first vice-president, in place of A. N. McKay of the *Salt Lake Tribune*, whose term expired, and John Lawrence Horne of the Rocky Mount, N. C., *Telegram* was elected second vice-president, in place of J. L. Sturtevant, of the Wausau, Wis., *Record-Herald*, whose term expired.

All of the members of the executive committee were reelected as follows: Frank B. Noyes, *Washington Star*; W. L. McLean, *Philadelphia Bulletin*; Adolph S. Ochs, *New York Times*; John R. Rathom, *Providence Journal*; Victor F. Lawson, *Chicago Daily News*; Charles A. Rook, *Pittsburgh Dispatch*, and Charles Hopkins Clark, of the *Hartford Courant*.

Melville E. Stone was reelected secretary, and will also continue to serve as general manager. Frederick Roy Martin was reelected assistant secretary, and J. R. Youatt, treasurer.

Richardson Managing Editor, Macon "Telegraph"

M. L. Richardson, well known Southern newspaper man, has been named as managing editor of the *Macon Telegraph* to succeed the late George H. Long, whose death occurred recently. Mr. Richardson has been with *The Telegraph* for the last ten years, having held the positions of city editor, news editor and assistant managing editor.

Des Moines "News" Manager Resigns

N. E. Battenfield, for the last four years editor of the *Des Moines News*, has been promoted to editor and general manager.

J. E. Snively has resigned as business manager. For the last four years Mr. Snively and Mr. Battenfield have jointly operated the *News*, which is a Scripps newspaper. Mr. Snively will retain his financial interest in the *News*, but will devote all his time to developing his real estate holdings and to other enterprises in which he is interested.

DuPonts Will Manufacture Silk

The DuPont Company and the Comtoir des Textiles Artificiels of Paris have en-

tered into an agreement to form a company in the United States with a capital of \$4,000,000 for the manufacture of artificial silk. The directors of the new firm, which is to be known as the DuPont Filbre Silk Co., will be Lamotte duPont, Walter S. Carpenter, Jr., William C. Spruance, Jr., F. W. Pickard, Donaldson Brown, Leonard Yerkes, Benjamin C. Paskus and Albert Blum.

Frank J. Taylor on New York "Globe"

Frank J. Taylor, of the Washington Staff of the United Press, has joined the editorial staff of the *New York Globe*, where he will do special feature assignments.

Taylor, who began newspaper work on California dailies, organized an ambulance unit with a group of friends early in 1917 and served on the Balkan front. After six months of service he went to

Paris and joined the staff of the United Press, covering the Lorraine front, Cha-teau Thierry and the Verdun drives. After the armistice he went into Alsace with the French army and was then sent to Berlin, where he reorganized the U. P. service from Germany, Czecho-Slovakia, Austria and Hungary. The following May he managed to get into Soviet Russia, and after experiences in which he narrowly avoided being executed, but saved his life escaping under fire from a concentration camp. Since then he has worked for the U. P. in New York and Washington, covering recently the Peace Treaty, Senate and House.

Knowlton & Babcock Add Carr to Staff

Knowlton & Babcock, Chicago advertising agency, announces that Hyman Z. Carr has been added to their staff. Mr. Carr has had experience in the art, publicity and direct advertising fields.

The Standard Union
doesn't stop to present itself with a medal every time it breaks a record.
This would interfere too often with business.
Most advertisers know how to get Brooklyn trade; that's why all our records are being smashed to flinders.

Edwin T. Meredith

(Continued from page 12)

from the brain and from the heart, to sensible men and women, on subjects closely touching their needs and aims. He never has stressed personal theories and opinions to the exclusion of discussion of existing problems. I doubt if he has any personal theories on government as suited to a remade social, political or economic fabric for these United States. Like most advertising men—and Meredith is essentially one of that group—he probably more often acts upon tested plans and does not trust to raw theory.

In the council rooms of communities; at assemblages of business builders; before audiences of persons whose calling is to think professionally for those who do not pause to ponder—and seldom before political audiences, in the partisan sense—Meredith has gone about, assisting with big, tried ideas there and absorbing the viewpoint here. There is not to be found frequently a man of broader comprehension of the true status of our national and personal affairs than he, nor a man to whom we might look with greater assurance for good counsel.

Much sought after as a speaker, he has confined himself to constructive aims. And it must be a pleasure to publishers, to manufacturers, to advertising and selling workers, to contemplate the fact that he has at all times devoted himself to interests larger than self. He has never neglected his patriotic duties nor in his enthusiasm overstepped them. His course has been one of sane, progressive Americanism. He is a profit sharer in that he believes everything he does that will profit him should be shared by his fellows. He is as practical as the plow whose handles he held in boyhood and as idealistic as the productive sunlight that brings golden tints to Iowa's grain fields.

LOOKING BACKWARD

ADVERTISING & SELLING, has spoken of Meredith in an enthusiastic, not to say prophetic strain, at other times. On October 4, the Editor, in discussing this remarkable man as a publisher, declared that "a successful farmer may be the Democratic candidate for President in 1920." Meredith then was occupying the enviable office of President of the Associated Advertising Clubs of the World, an office which he reluctantly gave up after being appointed to President Wilson's cabinet. Earlier he had been honored with membership in a con-

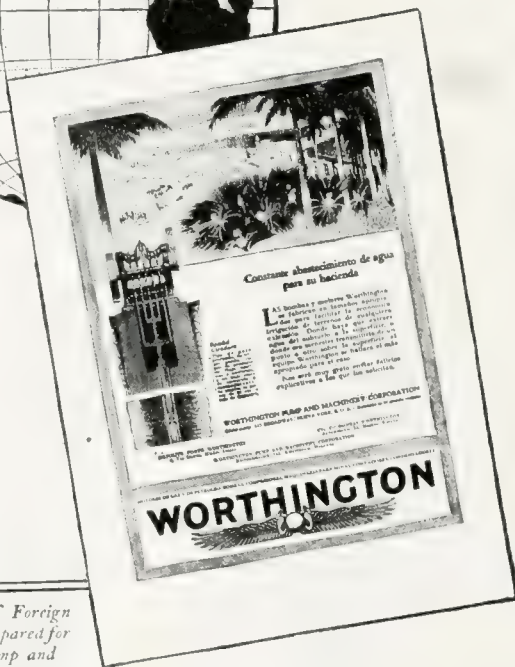
ference of twenty-one experts for consideration of controversies between capital and labor and at another time was in a group of American editors and publishers who, during the war, went to Europe to carry to the downcast people "over there" the message of strength, hope and perseverance, at the invitation of the British government. This was a mission which did more to strengthen the relations of America and Europe than any other single act since the declaration of war. There are in existence none but favorable reports on the good work he and his colleagues accomplished on that pilgrimage.

Meredith is not a stranger to success nor to defeat, but he has a happy faculty for making his successes stick and turning his losses to good account. In 1914 he was beaten in a race for the United States Senate. Again in 1916 he failed to win the Governorship of Iowa. To retell one of the good stories of Iowa politics, "They licked me," Mr. Meredith asserts today, "but I had the satisfaction of seeing that for which I stood enacted into law in Iowa within two years, and the further pleasure of observing since that it has been of real benefit to Iowans."



FOREIGN
DEPARTMENT

Selling the World



One of a series of Foreign
Advertisements prepared for
Worthington Pump and
Machinery Corporation

Meredith is not a political "patriarch" by any means. He is forty-four years old—at the age at which the redoubtable Roosevelt began to make himself felt in national and international affairs. He is rugged in physique as in character; a man of convincing and charming personality, who puts all of his immense capabilities for work to the daily test. His family includes his wife, a daughter and a son named for him.

Edwin T. Meredith possesses all of the strength, plus the understanding, needed to carry the increasingly vexatious burdens of the great office of President. His candidacy is not

self sought. If Meredith really had wanted to be President he would not have hesitated to take his aspirations to the people, the high court of decision in such cases. He was chosen by the Iowa delegation before he had the faintest inkling of what they were doing or what they intended to do in his or any other person's behalf. This is in itself a signal honor and if Meredith does not get the nomination, he at least may know that a great number of persons were willing and actually tried to elevate him to an office they believed he ought to occupy for the best interests of the United States.



Your Product



WE have in our Foreign Department the men and the facilities for originating, writing, illustrating and placing advertising in any country in the world.

FRANK SEAMAN

INCORPORATED

Foreign and Domestic Advertising
470 Fourth Ave., cor. 32nd St.
New York City

Chicago Office: Monroe Building
Monroe St. and Michigan Ave.
Associated with Mather and
Crowther, Ltd., London, Eng.

Be Thankful for Advertising

(Continued from page 4)

which consume 47 per cent. Efforts of the American Newspaper Publishers' Association to bring about conservation of newsprint by moral suasion have to date been more or less fruitless, largely owing to an extraordinary large amount of advertising.

"In New York city, in the trade publication field alone, there are trade papers running from 150 to 300 pages of advertising and only 30 to 50 pages of editorial and reading matter. Their sole purpose is evidently to fill the pockets of the publisher, for is it humanely impossible to read 200 pages of advertising each week, do you think?"

"You are one of the advertisers who would certainly prefer this tax to a tax on surplus or individual incomes and it could be collected more economically and without evasion.

"As I said before, there is too much waste in advertising, too much large space and too much money spent to evade income tax. I do not believe you understand my bill and I would like to have you write me another letter if you care to and I would also like to have you inform me whether or not you would like to appear before the Committee on Ways and Means of the House of Representatives to express your opinion when this matter comes up for hearing."

THE AD-MANAGER'S REJOINDER

Acting upon the invitation of Representative Thompson, Mr. Wilson, under date of April 10, forwarded to the Ohioan the following reply:

"Your letter of the 7th is intensely interesting reading, and I am going to avail myself of your suggestion that I write again, even though my salesman's training tells me never to argue with a man whom you want to 'sell.'"

"Do I understand aright that you propose this tax, simply because advertising and printing has reached a volume of one billion dollars, without considering the economic value of this industry?"

"I want to take issue with you on your case of Smith vs. Jones. Smith is advertising and Jones is not. We will say that they both manufacture the same commodity equally well. Theoretically, from your standpoint, the money Smith spends for advertising is wasted because you argue that Smith takes some business Jones has or wants.

"Practically, it does not work out

that way except in political campaigns. In business, Smith does greater volume of business at less cost per sale, but at the same time Jones will find his volume increasing. Simply because Smith's advertising to be successful must first 'sell' the consumer on the advantages the consumer gains from the ownership of the article, and second, on the desirability of Smith's to supply that advantage.

"Because of the increased 'consumer demand' that Smith's advertising creates, for the article advertised, not only does Smith's business increase, but so does Jones' and all other manufacturers in the same field. This has been proven too many times to be questioned. How can there be excessive waste when the money spent for advertising produces business and lowers the cost, and at the same time gives employment to thousands in supplying the larger market created?

"The inside story of advertising campaigns and results are not generally made public, consequently, those who see just the finished advertisement are sometimes misled and forget that this advertising really pays; that hard-headed boards of directors require absolute proof from their advertising managers in accounting for their advertising appropriations.

"If it were true that a 'compact statement' quoting the grades and prices would answer equally as well every need of the consumer and the rest of the energy expended is a public loss,' then, logically, any sales effort is a loss; for advertising is merely applying in mass the principles of selling, to the printed advertisements.

"But this compact statement won't do, and any manufacturer who depended on it to sell his goods would find the money spent for it wasted; and the dealers who bought his merchandise would find it did not move from their shelves rapidly, causing a loss of 'turnover' and space. If it were true, printed price lists could replace salesmen. It's mighty nice to figure this out in theory, but you'd starve to death if you tried to make a living by practicing it.

"Now, let us take a selling operation that you are better acquainted with than I, and see how far the 'compact statement' goes. I refer to the process of a candidate for Congress selling himself to the voters.

"Can the candidate print a lit-

tle 'compact statement' in the paper, saying he is a candidate, and get elected? No, sir; this candidate has got to 'sell' his fitness to serve the people, and you will find his advertisements elaborating on the 'why' and 'wherefore' of his fitness, showing directly his ability for serving the personal interests of the voter. And, he'll write some letters; letters that have been carefully thought out, and these letters will not be limited to 'compact statements.' He will organize his friends as his salesmen to go out and 'sell' the candidate to their friends. And the candidate himself will get out and make speeches, 'selling' himself where it will do the most good.

"In other words, your candidate applies selling principles to his campaign, but the results are different from the merchandising campaign, for his campaign is to beat the other fellow, while your manufacturer's advertising campaign is to increase the market. This is the reason political advertisements so often descend to personal vilification, for they are not backed by the ideals of the business campaign, nor do they face the necessity to account in results for every dollar spent, as does your manufacturer.

"I will agree with you that the conservation of paper is a very vital and important consideration. Will your taxation plan stop it? I think

LEADERSHIP

doesn't come by chance
and can't be forced. It is
always earned by service

Arthur Capper and
his associated editors
have *earned* the place
occupied by

The
CAPPER FARM PRESS

And discerning men
recognize it—as is
evidenced by the true
story on the next page—

not. Could not a group, composed of newspapers, magazines, advertisers, paper manufacturers and others, meet with a committee from Congress and with some of the interested government experts, and work out a plan that would be fundamentally sound and correct?

"Naturally, I can't claim that all advertising is 100 per cent perfect. It is devised by human beings and the perfect human is a very rare bird, even among Congressmen and sales managers; but it is not right that the efficient should suffer for the sins of the minority who are inefficient. There is, unfortunately, hardly a business operation in which there is not some waste, and there is

even rumor to the effect that there is a bit of waste and lack of efficiency in Congress itself, but that does not prove the wisdom of 'taxing away' Congress.

"Why did you select advertising and printing just because it has reached a total of one billion dollars a year? Wouldn't it have been better to trace the results of this billion of dollars and find the fruit of it in many more billions of sales, and then fasten your tax on the sales where it belongs? This would give you a staggering sum of money, sufficient to take care of the disbursements of even an optimistic Congress, and business would be 'free' to grow and work night and

day, increasing its volume and growing more taxes which Congressmen are paid to spend.

"Building your tax on advertising on the promise that the present excess profit tax is correct is allogical to an extreme and will not remedy the condition you aim to correct. A definite, understood tax on sales, regardless of profit, would put the burden of the tax, and the tax alone, where it belongs; it would allow business to utilize its intelligence in the use of production, selling and advertising with less regulation and more efficiency, so that it may grow and increase our national wealth. It would make unnecessary the taxing of every successful tool of business just because it is successful.

"In conclusion, I have read the bill you sent me, but I cannot, from my experience, fathom a reason why newspapers and magazines having a circulation of less than five thousand could be exempted? Will you enlighten me?

"Naturally, if it is possible for me to be of any real help in opposing this bill of yours, I shall do so happily; but really there are so many men in the United States who are far superior to me in their ability to 'sell opposition' to your bill, that I know the time would be utilized to better advantage if they and not I appeared before the Ways and Means Committee when this bill is considered."

Joerns Takes Over Clifford Bleyer Accounts

Business of the Clifford Bleyer Advertising Company, of Chicago, will be taken over by Arnold Joerns Co., with offices in the Lytton Building, Chicago. The Eagle Lye account is one of the principal accounts taken over in the consolidation, the details of which have not been made public.

New Advertising Manager for Orange Crush

W. A. Withers, who has been advertising manager for Kling Bros. & Co., Chicago, clothing manufacturers, will become advertising manager of The Orange Crush Company, of Chicago, on May 1.

"Toledo Blade" Publisher Dies

Robinson Locke, editor and owner of the Toledo Blade, died in a hospital in Toledo, O., last Tuesday following an operation performed three days ago for appendicitis. Mr. Locke, who was born in Toledo in 1856, was nationally known as a dramatic critic. He inherited the Blade from his father.

Nesbit Edits "The Cheery Circle"

Wilbur D. Nesbit, vice-president of Wm. H. Rankin Company, of Chicago, has been made editor of the Chicago Athletic Club's house magazine, *The Cheery Circle*.



John Fields
Editor
The Oklahoma Farmer.

The advertising agent who knows, said to a big-claiming-insistent solicitor:

"I don't for a minute believe that you have on your subscription list all the leading farmers of even a single county in Oklahoma but even if you had I would still know that those men are successful farmers only because they have directly or indirectly followed the agricultural teachings of John Fields—the man who gave our state a sane and safe agriculture suited to its soil and climate."

John Fields is still serving his state. He is the editor of The Oklahoma Farmer, the Oklahoma section of—

The CAPPER FARM PRESS

(MEMBER A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

SECTIONS

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

Newspapers and Periodicals as Foreign Trade Builders

A Comprehensive Digest of the Mediums and Methods for Establishment of Contact With Our Business Relatives in Other Lands

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Man of Egypt," etc.

ADVERTISING media, the daily press and the periodical, both at home and abroad, are among the most potent means of extending American foreign commerce. This propaganda has failed in many instances through lack of knowledge as to how and where to place advertising material.

Now that the United States is fairly embarked upon the sea of foreign trade enterprises, it is timely to review certain of those conditions which make for success in presenting, through the printed page, those elements of acquaintanceship with peoples and with products essential for increasing, and maintaining successful business.

There is no doubt but that the work of the press in the United States has been instrumental in recent years in arousing a new and widespread interest in the South American Republics. One American Consul informed me that in the year 1914-15, when South America became particularly prominent in our newspaper world, he received, largely from business men in the United States, ten thousand two hundred (10,200) pieces of mail. There were floods of letters about every conceivable subject germane to the securing of South American business, and a

deluge of catalogues, which for the most part, being printed only in English, were quite useless to prospective Latin American customers.

It is quite evident from a study of this particular subject that the American press as a whole has failed to include in its information concerning South America many facts of prime importance, and in some cases it has so highly colored other facts as to give a wrong impression. For example, one will be told by the most level headed business men in South America that while there is a real opportunity for large capital, and for those firms to enter the arena of trade which can meditate enterprises like the building of railroads, the opening of mines, the construction of large docks or the starting of steamship lines, the opportunity for the man with little capital and with no branch house in South America is more greatly limited. The press would do well to emphasize the fact that the American business man who goes down there is at once confronted with the Spaniard, the German, the Englishman, the Italian and the Portuguese, who are at home in the language of the people; who in many cases have inherited generations of experience in selling goods to the South Americans and who also

are probably unsurpassed as traders and foreign manufacturers for these countries. To meet such competition, as Mr. Arnold says, the American business man must "go after" his foreign markets.

The truth about South America would include also the fact that the sending of young, inexperienced men down there to cope with these hardened veterans in trade has proved disastrous to many a firm; a further truth which may not be too often repeated is to the effect that the South American at present, even while he is forced to buy certain manufactures of the United States, which he is unable to obtain in the ordinary channels from Europe, is not predisposed to trade with the North Americans, and he is quite as independent relative to this matter as are our own manufacturers.

It is quite evident to an unprejudiced observer that South American business is not a prize to be gained at a bound; it must be necessarily an evolution, for the South American does nothing in trade lines in a hurry. His conservatism and traditions hold him as in a vise. It will take every ounce of ingenuity and perseverance which the North American business man possesses to gain an equal footing in these Republics with England, for example, and if he accomplishes this in the next twenty years, it will be by dint of the keenest exertion and a far more profound study of the South American people and their country than he has yet deigned to give them. This at least is the common testimony which one who mixes with all sorts of business men in these countries will receive today.

Another contribution which the press of the United States may make in the interests of mutual relationships would be a more careful study of South American journalism, especially with the view of publishing material in these papers which the South Americans would gladly read, and which would enable them in turn to get acquainted with the United States.

ARTICLES ARE WELCOMED

While I was in Lima, Peru, the leading newspaper was publishing a

HAWLEY ADVERTISING COMPANY

Incorporated

have moved their offices and are now
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series of articles upon conditions in North America which were making a decided impression in that city. The articles were a revelation to many who had as little conception of what the United States was like as that possessed by many of our people regarding the Land of Pizarro. The editors of many newspapers have told me that they would be glad to form connections with newspapers in the United States for such articles, and they also have said that they realize that their papers gave far more space to European matters and to their sister Republics than they furnished for their Northern neighbor.

In writing these articles it should be remembered that the Latin American has a different idea of the presentation of his material than does our press. It would seem to Northerners to be lacking in system, and frequently as dull as a *Congressional Record*. One of the largest newspapers in Spanish America makes a boast that it has never during its entire eighty years of history, published a picture. Glaring head lines also are conspicuous by their absence in the best journals, while long communications on serious subjects are given considerable space, sometimes even a whole page. The *Jornal do Commercio*, for example, while I was in Brazil, gave eleven columns of space to the account of an event of the Academy of Letters in Rio de Janeiro, while it is not uncommon in South American journalism to find several pages given to the verbatim description of a debate in Congress.

It is said that the South American reads only his newspaper, and also that the newspapers are responsible for the molding of sentiment in a way far beyond that known in other parts of the world. One editor told me that he nearly lost his life because the people claimed that his paper was responsible for starting the greatest revolution which his country had ever experienced. One only needs to go to the clubs to see the crowds of men surrounding the newspaper tables, and then visit the libraries of these institutions (which is the one place in the building where you can be perfectly sure of being quite alone), in order to recognize the influence of the newspaper among the Latin American gentry.

Another service which might well be entered upon as a policy by certain of our newspapers and publishers who are interested in Pan-Americanism, would be to start a

campaign for travelers to South America. In the last analysis the only way to understand a country is to go and see it, and the study of successful American business south of the Rio Grande proves beyond a shadow of a doubt that it has been a far sighted plan for manufacturers themselves to visit these countries in person before spending their money upon projects that would have been found at once by them to have been impracticable had they previously visited the country. Some day, not far off, South America is to be the traveler's paradise. In Cuzco and along the whole stretch of the Cordilleras one will find conditions as primitive as exist in any part of the Orient; in Southern Chile there is a beauty of mountain and sea which rivals anything to be seen in the Alps; the haciendas of Argentina, the coffee plantations of Brazil and the rubber regions of the Amazon make unforgettable impres-

sions upon the traveler, while the American will travel the world over through all his years without finding such a dream city of enchantment as is Rio de Janeiro, lodged in an amphitheatre of hills, and looking down through tropical sunshine upon its peerless bay.

ADVERSE CRITICISM IS FATAL

Furthermore if the press of the United States would get on with the South American, it should realize that adverse criticism without presenting the more promising traits of the country and the people, is fatal to success. One is dealing with a different temperament there, and with natures as sensitive to dispraise as are the Orientals. They are willing to have their weaknesses pointed out providing a man is "simpatico" in the manner of his presentation. There is not, in this part of the world, the custom common in the United States and England of hit-



CORNELIUS A. REGAN

"Neil" Regan came to me as a youngster, just out of school. That was nearly twenty years ago. He has worked up through every phase of our business and I am proud of his association with me.

Paul Block

The Washington Post

Every city has a newspaper that has prestige and influence and that is representative of its community. New York has the *Times*, Chicago, the *Tribune* and Washington, the *POST*.

The *POST* is delivered into ninety per cent of the "white" homes of Washington every day in the year by its own carriers and agents. No advertiser can hope to cover Washington properly unless the *POST* is included in his list.

ting every head that comes to the surface. When they do hit them, it is done with politeness.

A writer on South America said recently in his preface that enough flattering remarks had been made concerning these people, and it was his intention in his book virtually to show them up with all their weaknesses and faults. It is needless to say that such an announcement doomed the book in the minds of many of these intelligent and keenly sensitive people. As a matter of fact, the press of the United States can find remarkable material for the

interest of its readers in the old settlements of this hemisphere which are only just learning to become Republics. The history of Pizarro in Peru, of Valdivia in Chile, and of Cortes in Mexico, is as fascinating in adventure as any historical romance; while Paraguay with its Dictator Lopez and its war in 1860 that practically eliminated every man in Paraguay, or the picturesque colonial and imperial history of Brazil, the only large American Republic which has possessed an Emperor, read like the story of "a thousand-and-one-nights."

Foreign trade is a far bigger thing than shopkeeping, or consular statistics. It is based upon national characteristics, and its ramifications are as wide as history and as vital as personality. No one travels abroad with seeing eyes who does not recognize the provincialism in many sections of our press in the United States. In this era of world expansion, when the nations of the earth are drawing together, in order to be able to live separately, the newspaper that limits itself to the locality where it happens to be published is destined to a career of superficial and shortsighted opinion.

The press of the United States needs editors with telescopes as well as microscopes. The newspaper is the mirror held up to human nature, and human nature is not bounded by any such narrow limits as north or south, or east or west; it is a world thing, and it includes as Kipling would say, every country "where two strong men stand face to face."

There are signs apparent that the press of North America is beginning to realize this, and it is one of the most encouraging symptoms on the horizon, not only as far as relationships with South America are concerned, but also as regards the intelligent part that the United States may be called upon to assume in the fraternal federation of the world.

POINT OF VIEW IN ADVERTISING

There is no doubt but that advertising in newspapers and periodicals both at home and abroad would be doubled in value if such publications possessed the right point of view in relation to foreign lands and carried in their news columns and editorials the spirit of cooperative understanding so necessary to foreign trade relationships.

As to suggestions concerning advertising in periodicals for the purpose of fostering foreign commerce, a few hints may be made.

First: The advertising campaign must be reasonably continuous. Advertising in foreign periodicals is subject to the same laws as advertising at home, in many respects, a definite policy being required.

Second: The advertisement should be written in the native tongue and not translated from another language, especially from English where the idioms are often difficult of interpretation. It must be remembered that "selling" Spanish or "selling" Japanese is quite a different thing from "correct" Spanish or "correct" Japanese. The right appeal can usually be obtained only by having the advertisement written by a native of the country where goods are to be sold or by a competent advertising agent.

Third: Each country should be handled by itself. Rarely will the same ad-

GETTING YOUR NAME ON THE LIST

today does not mean that your space will be used tomorrow. You cannot afford to stop soliciting future business because of overflowing columns or news print shortage today.

KEEP AFTER THE BUSINESS

Co-operate with your Special Representatives in every possible way. The best way to keep thoroughly posted—to know how, when and where to go after new business—to know when a letter or call supplementing the work of your Special Representative will be most effective, is to

USE THE STANDARD ADVERTISING REGISTER

The new 1920 edition now ready for delivery with April Supplement. New Agency List and Geographical Index ready by May 1. Complete service \$75 per year. Individual forms from \$5 up. We can help you. Many Specials recommend the use of our service to their papers. Ask yours about us, or—send in the attached coupon.

National Register Pub. Co., Inc.
1901 Times Bldg., New York City.

Gentlemen:—You may send us a set of your publications with descriptive letter. Books to be returned at our expense or order forwarded for forms of service desired, after five days' inspection.

Name

Address

**National Register
Publishing Co., Inc.**

**1901 Times Bldg.
New York City**

vertisement copy meet the needs of a number of different nations. It must be remembered that there are eighty-seven countries in the world and no two of them are alike.

Fourth: The choice of the media for advertising abroad should be given as great care and consideration as that given to domestic campaigns to reach the American market.

Fifth: Make sure that you are not advertising an article in a foreign country where it will be impossible or almost impossible to sell it. For example, a certain American advertiser spent a large amount of money attempting to sell the English trade a syrup for pancakes, discovering too late that pancakes were not on the English bill of fare. Likewise, an American seller would not try to dispose of breakfast cereal in France unless he first established a comprehensive educational campaign. In some countries the servant classes are so illiterate that advertising campaigns for such articles as laundry soap or washing machines would not have an immediate effect. Knowledge of the country is in every case essential. "Study the market" is the slogan for foreign trade advertising. A certain advertiser persistently advertised in Japan his lawn-mower, using follow-up letters, etc., not realizing that there is hardly a lawn to be found in the "Sunrise Kingdom." An American went down to Argentina to try to revolutionize the Argentinos by advertising a brand of chewing gum. Nobody knew what the words meant and the Argentinos couldn't pronounce the words "chewing gum." After considerable advertising in street cars, etc., the Argentinos were led to believe that chewing gum was a "sure cure for smoking," at which announcement the Argentiniano would not touch the article, thinking it might make him want to stop smoking cigarettes.

The following advice given by a prominent manager of a foreign trade department of advertising is worthy of notice:

"Advertising is not 'the royal road to success' in the general acceptance of that sentiment. Advertising alone will not sell goods. The expenditure of a certain fixed sum of money in and of itself is no guarantee of large sales or repeat orders. There is no magic wand of any kind which the American manufacturers can wave over the Latin American or any other foreign field and obtain immediate success as the result. Instead, you will find that the same basics which have been employed in building up domestic trade are equally necessary in establishing foreign relations with such allowances as are called for by differences in temperament, race and climatic conditions. No merchant or manufacturer should seriously consider entering any foreign field without first having made a study of the country, its people and the things they buy."

(Concluded next week)

Kytes and Askue Join Fidelity Agency

Henry W. Kytes, well known in the automotive industry as United States distributor for Hayes Wire Wheels and prior to that as general sales manager for the Houk Manufacturing Co., Buffalo, has become merchandising counsel for the Fidelity Advertising Agency, Cleveland.

O. He was at one time associated with the Chasmar-Winchell Press and with the advertising department of the American Steel & Wire Co., in Chicago.

Russell P. Askue, for five years connected with the advertising department of the National Lamp Works of the General Electric Co., Nela Park, has joined the copy staff of the Fidelity agency. Mr. Askue was editor of *The Hunchman*, published for the Ivanhoe-Regent division, and of *The Lamp Tip*, an internal house organ circulated among the sales force of the National Lamp Works.

Magazines Curtail Activities

Shortage of paper caused by the freight tie-up in the railroad strike compelled three New York periodicals to curtail activities last week.

Collier's Weekly postponed publication, and *The Delineator* and *The Designer* will each combine their July and August numbers.

Agency Headed by Women Secures Trust Company Account

Currey & Williams, an advertising and publicity service, with offices in the Monroe Building at Monroe and Michigan, Chicago, has lately taken over the advertising account of the Great Lakes Trust Company of Chicago. The new agency is made up by Miss Margery Currey, formerly private secretary to H. H. Merrick, a prominent Chicago banker and Miss Irene Williams, former Chicago newspaper writer.

Another Lady Advertising Manager

Miss M. McNaughton has been appointed advertising manager of the Bunting Hardware Co., Kansas City, Mo., to take the place of Miss Mabel Hennessy who resigned to go to the advertising department of the Winchester Repeating Arms Co.

Nation-wide Food Distribution!

QUICK!

WITH a staple product *especially*, wide and complete distribution is one of the indispensable requirements of the business.

But—a sales organization of a size sufficient to cope with this big problem cannot be created over night.

The manufacturer who lacks a sales force must rely upon other methods!

Recognizing this, we have gone to considerable effort and expense to gather information that will enable us to be of unique assistance to manufacturers whose natural outlet is through the grocery trade.

We are able, in short, to put them in immediate touch with *responsible* selling agents in every state in the Union.

Given a product of real value, selling at a fair price, we can indicate how, *through correspondence alone* and at trifling expense, sales connections can be made that will cover the country like a blanket—and do it "quick."

New manufacturers, and old concerns that aim to branch out, are invited to write us—either office.



H. E. Lesan Advertising Agency
Incorporated

440 Fourth Avenue New York
Republic Building Chicago

What it means!

The Men and Women Who Make Our Mediums

GEORGE WEYMOUTH

Publisher of *Farm Life*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By JOHN T. BARTLETT

THE AGE at which a man marries is in some ways the most significant single fact concerning him. George Weymouth married at twenty-one.

The number of his children, and what they are, are other important facts. Weymouth has five living children. The three girls grew up to be newspaper workers. Two of them are now married. Of the two boys, the younger, now in high school, is headed for Purdue and an agricultural career and the older is a practising physician. Both boys were in the service, the elder one as a first lieutenant.

Another interesting and very significant thing is the books he read, and how, as an impressionable boy. Living with his mother in the Ozarks of Missouri, going to a log school-house, he got on track of William Shakespeare—in McGuffey's Fourth Reader. He saved up a dollar and the country storekeeper sent to St. Louis for a complete edition. George Weymouth read them all—plays, sonnets and uncensored rhymes and liked them. This was the exactly right way to read Shakespeare, but how few do it so!

"Then—it's queer how things happen to meet a boy's need, isn't it?" Weymouth related to me once, "a woman came into our neighborhood to spend the winter—a lovely, gracious, red-headed woman from 'way off New York. Doctor had sent her down there. Bless that doctor!

"Her husband, I remember, was an editorial writer on the New York *World*—or was it *The Sun*?—and got sixty dollars a week, a fabulous and unbelievable salary at that time.

"Well, her husband sent her a complete set of the old Seaside Library—reprints from the uncopied English and American classics—and when she went back to New York she gave the whole bunch of paper-backs to me. Hume, Gibbon, Macaulay, all the histories I guess, and pretty nearly everything else worth printing or reading at that time."

It took the boy a long time to devour these treasures. But he accomplished it, resorting to the quilt-over-the-door-cracks-trick, which he probably thought he was originating, and the burning of coal oil far into the night. Somehow the lost sleep didn't hurt his health. A boy can stand a good deal!

Going to town school winters, young Weymouth learned the printers' trade to pay his way. His father and grandfather had been lawyers and in accordance with the family tradition the young fellow studied law, and actually practiced it for a year. Then he acquired a country newspaper and threw Blackstone overboard. He got to writing for the dailies, married, went to Southwest Minnesota and farmed—with success.

He kept up the writing, went to Chicago, did special "Sunday work" on the old *Inter-Ocean* and editorial page features for the *Daily News* when Henry Ten Eyck White was editor—"Butch" White, the "bunch" called him. Then there was another country newspaper experience, in Missouri; Chicago again for feature work on the *Sunday Tribune*; then he became editor of *Woman's World* when Herbert Kaufman was editorial director. When Weymouth left again for the rural districts" it was to take charge of *Farm Life*, a national farm paper published at Spencer, a little Indiana country town.

At various times in his fifty years, Weymouth had peddled books and things; cut saw logs, taught school, "clerked" in a store, herded cattle; had run a printing office, operated a linotype, read proof, and dipped into every branch of editorial work—all for a living. By way of diversion he had written poetry, to the point of actually selling a poem to *The Century*.

AN EDITOR'S SIGNIFICANCE TO ADVERTISERS

The significance of an editor, George Weymouth among the rest, to advertisers, and I am mainly con-

cerned with that, can be plainly put. It is in the kind of people the editor reaches, and in how he reaches them. The much more interesting information is in how he reaches people. This is significant to advertisers, other editors, to writers of advertising copy and to the writers of any kind of literature. These facts are not hard to get at.

Insofar as reaching people goes, an editor's career is an enterprise, an experiment, an adventure—sometimes comic or pathetic, sometimes even glorious—in human interest. His success or otherwise in the field of human interest gauges his success as an editor. The greatest discoveries he ever makes, his experiments which have the deepest fundamental significance are in human interest.

George Weymouth, going to *Farm Life*, was familiar with the kind of human interest we typically find in daily newspapers in every column, the big smashing kind—mysteries, romances, crimes—sensations in infinite variation. Daily newspaper human interest, like moving picture human interest, is rather broad stuff. There are shades to it, of course—but it's usually pretty broad. It belongs to the daily newspaper.

Then another sort of human interest we get in the ordinary magazine, in its fiction matter full of dramatic color.

Then we come to the farm paper, a publication more or less a law unto itself; a publication which has climbed to enormous power, and sometimes to enormous circulation, during the last thirty years. A farm paper cannot be nourished with the kind of human interest found in daily newspapers. That has been proved. It cannot be nourished with the kind of fiction human interest found in popular magazines. That also has been proved. Yet it must have human interest.

INTERESTING FARM READERS

The one big problem of the farm paper editor—George Weymouth's problem when he went to Spencer—is in human interest. He must put something which arouses interest, grips, satisfies, into a publication whose very existence is based on instructional value. He must endow with human interest the stuff government agricultural bulletins are made of and government farm bulletins are so interesting that it is a salesman's job to give them away.

I have watched George Wey-

mouth's work as an editor and I have searched out his ideas on the subject of making a farmpaper, with results which interested me. Confessing to only youthful observation, I do not know anywhere a more genuine example of personal journalism than Weymouth furnishes. His discoveries in human interest are these:

He has discovered and capitalized the value of humility in editing a farmpaper.

He has discovered how well good-nature wears and how surprisingly much of that illusive thing, human interest, is wrapt up in it.

He senses the true importance and significance of the laugh, the smile, and capitalizes them with judgment and effect. Mind you, too, he edits first and last a serious farmpaper and nothing else.

He has learned the power of restraint. His way of saying this might be that he calculates never to try to do what he can't do. He doesn't strain after effect.

All the foregoing are integral factors in the particular Weymouth brand of human interest with which farm families are appealed to, reached, and held as willing monthly readers of his editorial pencilings.

HOW WEYMOUTH USES THE LAUGH

There are various fashions of editorial behavior during a national crisis or near-crisis. I think the Weymouth way is effective.

In humility and with restraint, yet with canny regard for human interest values, Weymouth typically lets Gaar Williams, of the Indianapolis *News*, draw a cartoon for him—an innocent laugh provoker. The cartoon, such is its peculiar character, furnishes about as big a mouthful from a little bite as any literary device in existence. It is mighty serious stuff, despite the laugh it stimulates. Weymouth just publishes it, maybe as a cover—that's all.

He has introduced a monthly department by a well-known humorist. When there is something heavy in national topics, Weymouth sometimes lets Gillilan handle it. I remember a little incident in this connection a year or so ago, when many Americans were trying to get excited over the so called "Bolshevik menace." Bolshevism has never had a July snowball's chance in the United States—the owning farmers mean that, if they mean anything—but a lot of good folks were worrying. Gillilan poked fun in his column at Bolshevism. Weymouth, editorializ-



GEORGE WEYMOUTH

ing, said it did him good, getting Gillilan's copy that month, to read what the latter said, and it might do somebody else good. It did, of course.

One of Weymouth's valued assistants is Ben-Puttin-It-Off—a feature small in space required, but large in other ways. "Ben" is a woman—Mary C. Barnett, of Winslow, Ind. Weymouth discovered her—a letter to the circulation department which made everybody laugh. You can guess what it was about and how the name originated. "Ben" has been making farm folk everywhere laugh since then, with quaint philosophy concealed in laughs and smiles.

These are out and out features frankly chosen by this man to produce laughs, and they are not the sum total, by any means, of Weymouth's proclivities in this direction. Is a farm publication an odd place to use abundant well-chosen humor?

If there is any one particular grace that laughter is associated with, it is the grace of common sense, which

farm people characteristically hang onto when most other senses are higher'n a kite. A certain English writer, G. K. Chesterton, in an essay which more persons should read because it is the sort of stuff which common ordinary folks can appreciate, alluded to that at-first-shock surprising fact that the things men joke about are the grave, serious things, like a wife's relatives, prohibition and the policeman, and the matters they are characteristically grave about are the things that are not important—like the color of a necktie.

Henri Bergson, in his essay on the comic, brought out the point that laughter—primitive, universal thing that it is—serves serious ends. The thing we laugh at, more times than not, is the thing which, examined right up close, violates mankind's idea of what is sensible, normal and right. Laughter is constructive.

With the laugh an editor can inject human interest into the treatment of big serious things which.

handled in the conventional way, would put people to sleep, so to speak. George Weymouth reaches readers with the laugh.

THE HUMAN INTEREST CONCEALED IN GOOD-NATURE

Insofar as an editorial craftsman can, Weymouth makes cheery, neighborly good-nature a dominant characteristic of his work. He flavors editorials with it; he looks for it in contributed matter of a pronounced practical, instructional turn. Good-nature is quiet; it never splurges; it never roars; but good-nature—this is its significant human interest as-

pect—has acquired through time an astonishing attraction for humanity in the large.

The good-natured person typically keeps his head—the race of Men learned that ages ago. The good-natured person is often likeable, always interesting and frequently wise—men learned these things, too. Implied in good-nature is the power to rise up above the fogs of human struggle and error and see things calmly, dispassionately, judicially, in their true light, with—and here is the great fact—an appreciation of the human factors involved; an understanding of and sympathy for the

failings and weaknesses of the flesh; a realization how devilish hard it may be to actually do the thing which it is easy to put down on paper.

A nice kind of good-nature, recognizing that human people with normal interests read the paper, accounts for, rather than makes surprising, another one of Weymouth's choices—talks about girl problems, by Annie Frances. It makes logical, and guarantees a serious hearing for the little sermon which Dr. Frank Crane writes every month.

I got George Weymouth to admit once that honesty was his first big idea in editing. Think of it! And then, in embarrassment, he hastened to add that he was something of a hypocrite in saying so, because in spite of an effort to be sincere—mind you, he admitted he had to exercise conscious effort—he continually found himself posing a little, over-emphasizing, dodging. George Weymouth is not the first editor, or writer for that matter, to have a refractory conscience. But he is one of the first to talk about it. That is humility and, somehow, something mighty valuable in editing a publication.

George Weymouth is humble. He is good natured, after many years of varied life. He believes in honesty and knows it sometimes comes hard—like the rest of us. He has a happy faculty for making himself at home among different kinds of people. We call that “being a good mixer.” The first good mixer was the first human interest expert.

He projects certain personal and very human qualities into print. And he gets—human interest in the farm paper!

In Spencer, Weymouth participates in typical “small town stuff” and enjoys it. Sometimes he lives the year round at his hill farm two miles out, going to and from in a flivver. Mrs. Weymouth likes to keep hens—she is that sort of blessed woman. In town of an evening, George pitches horseshoes in the alley maybe, or plays croquet, or goes up to the “lodge” hall and helps at initiations. Even when in Spencer, living on a town lot, he keeps a cow and milks her himself, which is wholesome small town stuff if it is anything.

South Bend “Tribune” Reorganizes

The Tribune Printing Co., publisher of the South Bend *Tribune*, has discontinued its job printing department and bindery, and has reorganized with an increased capital as the South Bend *Tribune*. The newspaper is erecting a new plant at present.


To Refuse Trapping and Fur Advertisements

SIXTH SCOUT LAW: “A scout is kind. He is a friend to animals. He will not kill nor hurt any living creature needlessly, but will strive to save and protect all harmless life.”

Some adverse criticism has been directed at the Boy Scouts of America over the trapping of wild animals.

In order to help clear up any misunderstanding, the Editorial Board of the Boy Scouts of America has decided to eliminate from **BOYS' LIFE**, the Boy Scouts' Magazine, all Trapping and Fur advertisements. This policy becomes effective at once.

BOYS' LIFE is the only publication covering the Scout field

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Ave.,
New York City

37 South Wabash Ave.,
Chicago

Member A. B. C.

W. G. Bryan Gives Luncheon to Three Hundred Ministers

W. G. Bryan, publisher of the New York *American*, gave a luncheon at the Plaza Hotel on April 10, to three hundred ministers of every Protestant denomination. Colonel John Temple Graves, of Washington, spoke on "The Relation of the Pulpit and the Press" and said that relief from the present chaotic conditions was only to be had through the cooperation of the churches and the press.

Colonel Graves, in one of his most eloquent speeches, told the ministers assembled that very often in their sermons it would seem that they were preaching the sermons from their own viewpoint of life, and not from the viewpoint of the members of their congregation, and that ministers would have a much better understanding of the needs of their congregation if they would mix more with members of their church and try to make each sermon one of real helpfulness, which would bring their members closer to the church. Colonel Graves said that what was needed today was an old-fashioned revival such as our fathers and grandfathers knew, which would bring into the church many thousands of people who are now dissatisfied with life and present working conditions, and that it was the duty of the church to do its utmost to not only teach religion, but Americanism, and bring back into the fold men who are not only a trouble to themselves today, but a trouble to their neighbors, and who are helping to unsettle business in every walk of life. He told of the revival held at Atlanta, Ga., several years ago in which Mr. Bryan, who was then publisher of the *Atlanta Georgian*, contributed over six hundred columns of free space, which, if it had been charged for, would have cost over \$40,000—and he said that, if ministers would do their part towards getting the country back into normal conditions, they would find they would receive the heartiest kind of support from every newspaper publisher in the United States.

James B. Wootan, director of publicity for the Presbyterian Church in the United States, told of the work his bureau is doing, and how they are cooperating with churches and newspapers throughout the country.

Herbert H. Smith, author of "Publicity and Progress," gave the first of a series of lectures entitled "How to Increase the Power of the Pulpit Through Publicity." Mr. Smith was for several years editor of a religious publication and has devoted a number of years to the development of the right kind of publicity for churches, and made some very interesting suggestions to the ministers assembled as to how they could not only increase the membership of their churches, but hold their present members and make them take a keener interest in church work. On April 22 another lecture was delivered at the Plaza Hotel by Mr. Smith on "The News Element in Church Activities," and on April 26 the last of the series of three lectures will be delivered by Mr. Smith on "Effective Church Publicity," to which every minister of the city has been invited to attend.

coverings and textiles are of supreme importance. In such cases advertisements which attempt to suggest the products in black and white are surely weak in pulling power compared with the colored ad.

Distinctiveness of color may be used in advertising to associate a certain color persistently with a certain product. Nothing can compete with color in this respect. A certain soap may always have a green wrapper with a black band. A distinctiveness may be given to the advertisements of a certain company by the character or quality of the ads. The atmosphere and style

may remain the same but the colors may vary. However, color even in such a case makes the distinctiveness of the technique possible.

Surely a color may possess an innate appeal entirely independent of other factors. However, in actual practice it is complicated by such psychological factors as association, culture, appropriateness, esthetics, affective value, preference, etc.

The foregoing are some of the chief characteristics of color. It is true that they overlap more or less but dissection of this kind is necessary if the powers of colors are to be revealed.

What About the Boys—



the specific 400,000 boys that read **THE BOYS' WORLD?**

Well, they are all of good family; their average age is 14 years; their fathers are farmers, doctors, lawyers, business men, college professors, railroad men, etc. They are already planning for their future—some to capably fill Dad's shoes, others to fulfill their own pet ambitions.

In the meantime they are always hungry, and wear out their clothes with incredible speed. They enjoy thoroughly all sports, with Bicycling, Baseball, Fishing, Swimming, Hunting and Trapping topping a list that includes every sport on the calendar.

All this information was given us direct by the boys themselves, from every state in the Union, in 608 of the most interesting letters we have ever read—and they all said they wished **THE BOYS' WORLD** was twice as big.

These are some of the many good reasons why **THE BOYS' WORLD** (providing half the entire circulation, and the one **NATIONAL WEEKLY** in the boy-field) is successfully serving a steadily growing list of national advertisers—**our April Gain is 60%.**

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY F. FARMHOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Analyzing Color Uses

(Continued from page 8)

of many materials such as wall-

50 00 50 00 50 00 50 00 50 00



JUST as the growth of a mighty tree is ever dependent upon the virility of its tap-root, so too does the progress of a magazine depend upon the strength of its editorial policy.

For sixty-five years the tree that is Leslie's has gone steadily up into our American sunlight, fed through limb and branch by the rugged tap-root of an editorial policy embedded in the best traditions of the nation.

And as that policy has been true to the ideals of those who first conceived it, so has the institution flourished in every department. It was inevitable that with such consistent growth, Leslie's should have attracted to it an ever-increasing audience of unusual discrimination and high standing. Inevitable too that the gathering of such an audience should have brought to Leslie's the advertising patronage indicated on the opposite page.

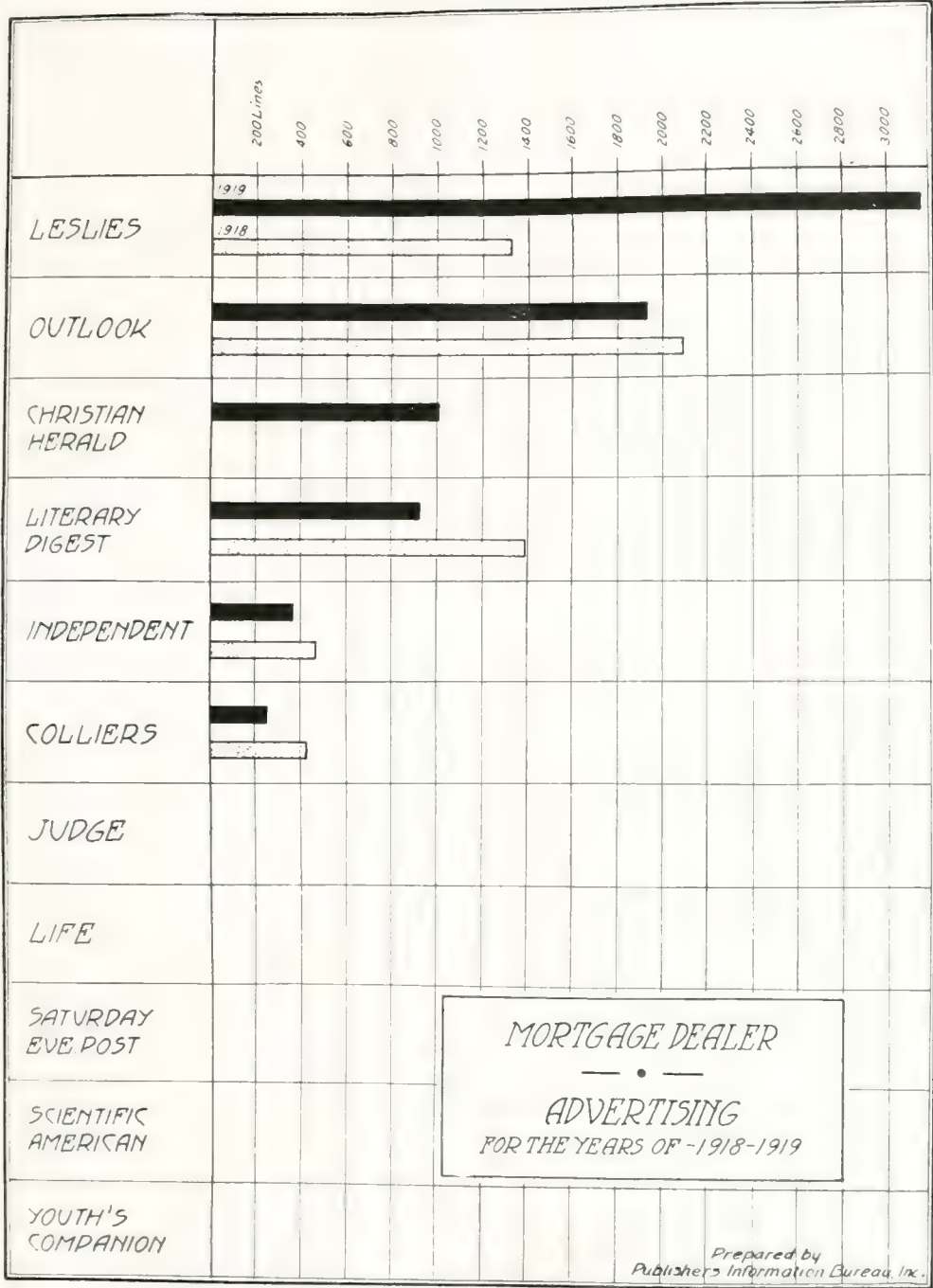
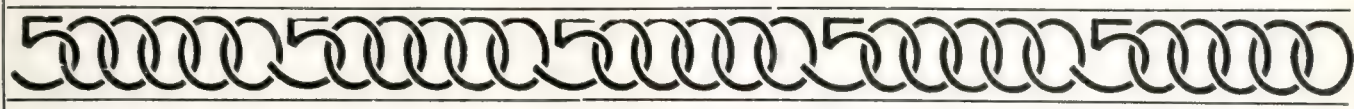
FRANK L. E. GAUSS

Advertising Director

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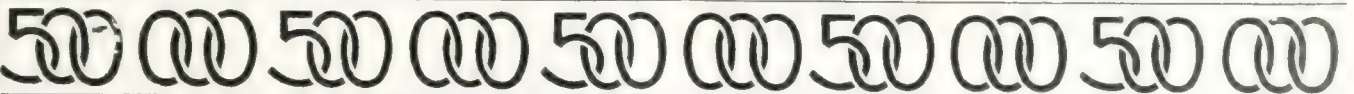
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ILLUSTRATED WEEKLY MAGAZINE

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Establishing Contact by Your Sales Letters

By CHARLES H. BAKER, Jr.

AS was mentioned in a previous article, the best selling medium is in a personal contact between buyer and seller through the sales manager, salesman, service man, etc. The reason for this is self-evident; few people can deliver in cold typed lines the same message that could be transmitted by spoken words, with the help of tone expression, facial expression, and personality, that combine to form the psychology of an interview. Next to such personal contact comes the typewritten signed letter.

If your product is one which requires considerable expert service by service-salesmen, bring this point out in your letters from time to time. Especially in this age of new developments expert help is welcome, and will often get an opening into a concern through the production end when a straight selling man would get only a brief interview in the purchasing department. This applies especially to dictators in firms which manufacture machine tools, grinding wheels, belting, motors, transmission systems, conveying machinery; in short anything which produces, and whose value is determined to keep up that production to maximum.* * *

Thus cooperation with your outside men is strengthened and your

customer is helped, to the mutual advantage of everyone. A line added to your letter about good service, whether of this specialized type or merely the quick handling of orders, is well worth while. It can never do any harm and will often do good, through adding the human touch—the personal desire to serve—to the question. Good service in a pinch is always appreciated and long remembered. Now that the war is won a good many articles are more plentiful and a customer will buy where he got service during the flurry just ended.

There are so many sides to this question of humanness that it is impossible to cover them all here. There is one, however, which comes up in any business; the case where an inquiry comes in to you for a product which you do not manufacture. Figure 3 shows an average clear courteous answer. Figure 4 shows a clear courteous answer—plus the human touch.

FIGURE THREE

"Your esteemed favor of the 13th inst. received today. We would state that recently we have had much serious trouble getting the proper steel for our dies, which accounts partly for the delay in shipment over the time originally estimated. This delay is regretted and everything possible is being done to push the order along. Also until just now the munition plants were paying such high wages here that all good mechanics left and new and inexperienced men had to be broken in to take their places.

"This order for 12 Special 4" pipe threading dies will now be shipped on or before January 20th instead of December 30th as originally promised. It is covered by your order number S-1608 of Sept. 6, 1918. Shipment will be made by express paid, and marked to care of 'Service Dept.' as you specified."

FIGURE FOUR

Yours January 13

Order No. S-1608 of 9/6/18

12—Special 4" Pipe Threading Dies
This shipment will go out on or before January 20th by American Railway Express paid, and marked to care of "Service Department" as you have requested.

Let us assure you that this delay was not due in any way to neglect on our part, but was caused entirely by our inability to get the proper quality of steel necessary for this work, combined with the iron-clad demands placed on us by the War Department and which only now have been cut down.

The delay in filling this order is regretted. You may rest assured that it will not occur again as our steel stocks are now ample for our needs, and although our acknowledgement forms will continue to quote approximate shipping dates, we will be able to live up to them closely and often anticipate on the delivery. This approximation is required due to the unforeseen circumstances which sometimes arise in making special dies for you of this particular type. We hope this delay has not inconvenienced you greatly and that the shipment reaches you promptly in time for your needs.

In a similar case mention if possible more than one source of supply. Such little acts of tactfulness are worth dollars to any organiza-

tion. If you want to experience the feelings of the man who has received the letter in Figure 3 go to any Pullman office and try to get a lower berth (no disrespect meant to our RR administration); or better still try to annex a decent seat in any New York box office. After you have done this, analyse your reactions. The question which comes to your mind at last is: "How do they do it and live?" The same applies to your customer.

Auto Men Join Fuller Agency

Harry L. Spohn, formerly of *Motor Age*, *Motor World*, *Automotive Industries* and *Commercial Vehicle*, and Frank A. Kapp, formerly of *Motor Life*, *The Automobile Trade Directory* and the *Automobile Blue Books*, have become associated with the Charles H. Fuller Co., Chicago advertising agency.

Spohn was at one time commercial manager for the U. S. Ball Bearing Co., Chicago, and Kapp, after serving in the advertising department of the Willys-Overland Co., in 1914, later for a time was advertising manager of the Mitchell Motors Company.

Lowe is With Easton Machine

William V. Lowe, formerly with Hess-Bright Co., as sales engineer and recently in the advertising and engineering departments of Manning, Maxwell & Moore, Inc., has resigned from the latter firm to accept the position of sales engineer for the Easton Machine Co., South Easton, Mass.

Sinclair Promotes Sales Director

H. A. Goddard, who has been director of sales of the Sinclair Motors Corporation, New York, for over a year, has been elected vice-president in charge of sales and a member of the board of directors.

"The Thought Shop" a New Agency

"The Thought Shop" is the name of an advertising agency which has been started in South Bend, Ind., by A. A. Eastman, at one time in the advertising department of the Studebaker Corporation. A retail advertising service will be a feature of the agency.

Hagerty a Vanderhoof Executive

Chris. D. Hagerty, formerly with the Associated Press in Chicago, is now an account executive with Vanderhoof & Co., advertising agents with offices in the Marquette Building, Chicago.

Sweet Potatoes To Be Advertised

Executive representatives of the Southern Sweet Potato Curing and Storage Association at a meeting held in Dallas, Texas, recently subscribed \$5,000 toward an advertising campaign, beginning a movement to create a market for the Southern sweet potato in the North. Representatives of more than a score of states attended the meeting.

It was decided to market the potatoes under the registered trade-mark of "Dixie Sweets." The fact that the number of curing plants in the South is rapidly increasing and that they will soon make the sweet potato business there permanent, is said to have influenced the movement.

Paper for Letterheads

LETTERS but they can never be best
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY
New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters Use Our Better Blotters"

Famous World and Reliance Brands

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

Among the Better Books on Business

A Review of Recent Publications Related in Some Degree to the Advertising and Selling Fraternity

LYDIATT'S BOOK FOR 1920: What's What in Canadian Advertising: Compiled and published by W. A. Lydiatt, Toronto, Ont.

"Lydiatt's Book," in its seventh annual edition, is jammed tighter than ever with every kind of fact and statistical data that might be sought by one thinking of marketing merchandise in Canada. Its compilations relate to the land, to its people, its manufactures, its advertising mediums, show in detail, how much and what kind of advertising is already being done in Canada and where heavy newspaper circulations, heavy trolley traffic, or other advantages offer inducements for further advertising of one type or another.

Its figures and facts aim to present a statistical picture of the Canadian market. They contain much new, post-war material which, compared with data for 1914, supplies the needed information as to what changes war conditions have made in the Dominion. Canadians are busy telling the world today that they have a wonderful market. Here is the proof.

Appended material on type techniques, electrotypes, handy copy rules, etc., makes "Lydiatt's" an indispensable pocket book for the ad man who has, or expects to have, connections in the Canadian field.

EXPORT POLICIES: By Edward Ewing Pratt, E. C. Porter, and P. B. Kennedy; being the third unit of a course in Foreign Trade. Prepared by the Business Training Corporation, New York City. Published by the Corporation.

This volume is intended to point the way to manufacturers desirous of breaking into foreign trade. A competent adviser, Edward Ewing Pratt, Chief of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, has been selected to set down some of the fundamental principles and practical details of shaping an export trade policy that will fit the manufacturer's goods to the foreign market. Two other inside men in foreign trade, E. C. Porter, Secretary, American-Russian Chamber of Commerce, New York, and P. B. Kennedy, Commercial Attaché, United States Department of Commerce, Melbourne, Australia, have compiled vital data on export policies that have been successfully employed in certain specified lines by American and European industries.

This is not a book of vague generalities but of forthright, practical facts that tell what the foreign market is, what the foreign buyer needs and how the American manufacturer can supply those needs at best profit to himself. Comparisons between American and British export methods are especially interesting and valuable.

MERCHANDISING ADVERTISED PRODUCTS THROUGH DRUG STORES: By the J. H. Cross Company, Philadelphia, and published by the same. Sent free on request.

As its title indicates, this is a service booklet designed for the use of manufacturers of the varied products handled by the average drug store. Its 64 pages are crammed with illuminating facts as to the character of the average druggist and the kind of business he does.

In the United States there are approximately 49,000 drug stores disposing of not less than a billion dollars worth of merchandise annually. Yet the druggist's hold on the public is mainly one of convenience. Striking the note that his importance as a retailer lies mainly in the fact that he offers a large outlet for merchandise the merit of which is established by other forces than the fact that he sells it, the booklet follows on with carefully considered advice as to how advertising can best be utilized to create the demand that will result in the druggist's stocking—and selling—your product.

This little volume is well worth asking for of its writer-publishers.

ELEMENTS OF RETAIL SALES-MANSHIP: By Paul Wesley Ivey, Ph.D., Associate Professor of Economics and Commerce, University of Nebraska. Published by the MacMillan Company.

In his preface, Prof. Ivey said: "With the widening scope of mail order business and the increasing competition between towns due to better transportation facilities, methods of selling goods are receiving attention that a few years ago would have seemed misplaced. Selling service has now become as important as selling goods. The significance of this new development and its application to retail stores forms the ground plan for the material herein presented."

The writer, who has lectured to the salespeople of many large department stores along these lines, places special emphasis on the need of knowing the customer and on knowing oneself. According to his definition, "salesmanship is the art of persuading people to purchase goods which will give off lasting satisfactions, by using methods which consume the least time and effort." In his teaching of the art he has laid down certain simple psychological principles and tied them up with the work of the retail salesman by showing how sales are influenced by the observation or non-observation of these principles. He has taken care not to be too psychological or too technical and has succeeded in presenting the personality of the average customer and the ideal salesman in a way that merits, and will gain, the attention of the man and woman behind the counter.

HOW TO WRITE SPECIAL FEATURE ARTICLES: A handbook for reporters, correspondents and free-lance writers who desire to contribute to popular magazines and magazine sections of newspapers. By Willard Grosvenor Bleyer, Ph.D. Published by Houghton Mifflin Company.

Some day, gentle reader, if you are

the enthusiastic type of advertising man or woman who goes to make up the majority of the subscribers of *ADVERTISING & SELLING*, you will find yourself so full of some trade subject in which you are interested that you will not be able to resist the temptation to tell the world about it through the columns of this magazine.

You won't need to read "How to Write Special Feature Articles" before you do it, perhaps. Just the same, if you find the writing habit growing on you, as it has grown on some others, there are few better written or better arranged books to which you could turn for advice as to how to make it a good habit rather than a bad one.

Mr. Bleyer, who has brought out several books on news writing and is the director of a course in journalism in the University of Wisconsin, has compiled here an informative and authoritative volume on the field of the special article, the preparation and writing of the article, subjects that are suitable or can be made suitable for feature writing, and other related material. He has included copious illustrative examples culled from newspapers and magazines. This represents the first attempt to discuss exclusively and in detail the writing of special articles.

Hinkley With La Salle University

A. Rockwell Hinkley, for the past two and a half years editorial director of *The Novelty News*, Chicago, and a frequent contributor to *ADVERTISING & SELLING*, is now with The La Salle Extension University, Chicago. Both the Sales Promotional and Advertising departments will command his services, in addition to which, he will act as editor of *La Salle Points and Pointers*, the business-building bulletin of the sales representatives, scattered throughout the world.

Hudson Will Direct Sprague Tire Advertising

R. C. Hudson, formerly copy chief for the Connor Advertising Agency, Denver, Colo., has been appointed advertising manager for the Sprague Tire and Rubber Company of Omaha, Nebraska. An intensive advertising campaign is contemplated in western territory. Mr. Hudson formerly was space buyer and copy man for the Cramer-Krasselt Company of Milwaukee, Wis.

Leonard in Albert Frank Service

Among the recent additions to the service department of Albert Frank & Company agency, Chicago, is John Felix Leonard. Mr. Leonard was previously with Thomas A. Edison & Co., advertising department, Orange, N. J.; promotion department, Hearst Enterprises; Simmonds & Simmonds, advertising agency, Chicago; advertising and sales manager, Brown Portable Conveying Machinery Co., Chicago.

Sherwin-Williams Official Celebrates Golden Jubilee

On April 1, Sereno Peck Fenn, vice-president and treasurer of the Sherwin-Williams Company, completed fifty years

of active work, and the occasion was fittingly celebrated by his associates in business with a banquet at which 350 members of the Sherwin-Williams organization and their guests did honor to Mr. Fenn. Among those present were several who have been working with Mr. Fenn for forty years or more, while a score of his associates have been with the company for more than a quarter of a century. No one present among the employees had seen less than five years of service with the company.

Candee New President, Direct Mail Association—Board of Governors Meeting in Cleveland

The quarterly meeting of the Board of Governors of the Direct Mail Advertising Association, Inc., was held at Hotel Winton, Cleveland, on April 2. At this meeting Frank Hubbell, president of the association, tendered his resignation, being unable to devote the necessary time to the work on account of diversified business interests he has recently entered. It was the unanimous choice of the board to elect as president, to fill out the unexpired term, Alexander M. Candee, of Milwaukee. Mr. Candee is the advertising manager of the National Enamel & Stamping Co., of that city, who are prominent users of direct by mail advertising. He is also author of the new book on the subject of Business Letter Writing.

To fill the vacancy caused by the resignation of Mr. Hubbell, Mr. Frank L. Pierce, manager of the mail sales department of the Remington Typewriter Company, New York City, was chosen.

At this board meeting plans for reorganization with their own paid managing director and their own offices were thoroughly completed, and the committee to execute this work was headed by Robert C. Fay. Other appointments made at this board meeting were as follows: A new member of the National Commission of the Associated Advertising Clubs of the World, Martin Tuttle, Motor List Company, Des Moines; Homer J. Buckley, chairman, postal service committee; Charles Henry McIntosh, LaSalle Extension University, chairman educational committee; Robert E. Ramsay, American Writing Paper Company, chairman, speakers and publicity committee.

Advertising Manager to Direct Concerts

R. O. Weiss, for five years advertising manager of the Sam Fox Publishing Co., Cleveland, Ohio, has resigned to enter the concert field and to devote his efforts to exploiting artists. Mr. Weiss, who will make his office in New York City, has made arrangements to continue to direct much of the advertising of the Cleveland music publishing house, as well as the booking of musical talent.

Hyatt Bearing Co. Moves

D. Gleisen, manager, Industrial Bearings Division, Hyatt Roller Bearing Company, announces that their offices have been moved to a new building at 100 West 41st Street, New York, where much larger quarters have been secured for the advertising, sales and engineering departments.

"Advertiser's Weekly" Has American Number

Rumors of a British invasion into the American field and reports that Great Britain is wider awake than ever to American opportunities are all confirmed in the American Market Number of the *Advertiser's Weekly*, which has just reached these shores. British advertisers in this issue, who take up about two-thirds of the total ad space, stress the necessity of bringing exchange back to par by encouraging increased exports to this country, and every important advertiser and advertising medium in the United Kingdom seems to have come into the number to cooperate in the effort to break new ground in the United States. American space sellers and space fillers have reciprocated in good measure, particularly those with London offices.

Australian Newspapermen Coming

Australian newspaper men who will visit Canada the coming summer to attend the Imperial Press conference and tour the dominion have been invited to visit South Bend. The invitation was extended on behalf of the South Bend Chamber of Commerce by F. A. Miller, editor of the *South Bend Tribune*, appointed by the organization chairman of a committee to invite the Australians, and prepare entertainment.

According to present plans the Australian newspaper men will arrive in Halifax, July 25, and sail from Quebec for home, September 15. Much of their time in Canada will be spent on an organized tour from coast to coast.

John Curtis Co. Organized

John Curtis has withdrawn from the Atlas Advertising Agency, New York, to organize his own agency under the name of the John Curtis Co., Inc., 1470 Broadway. Among Mr. Curtis' accounts will be that of B. T. Babbitt, Inc., the soap manufacturer.

Henry Ford's Editor Resigns

E. G. Pipp, editor-in-chief of the Dearborn *Independent*, Henry Ford's weekly, has resigned, and has started publishing a new weekly magazine intended for national circulation. It will be called *Pipp's Weekly*.

Pettingell Regal Shoe Advertising Head

A. Pettingell, formerly assistant advertising manager of the Gillette Safety Razor Co., Boston, has been placed in charge of the advertising of the Regal Shoe Co., Boston.

Italy's Newspapers Cut to Two Pages

The Italian government has decreed that from April 18 until further notice newspapers shall be restricted to two pages.

Two New A. B. P. Members

The Associated Business Papers, Inc., announces that *Hospital Management*, Chicago, and *Implement and Tractor Trade Journal*, Kansas City, Mo., have been admitted to membership.

We are pleased to announce the appointment of



MR. LYNN H. GAMBLE

as manager of our new
St. Louis and
Kansas City office

Payne, Burns & Smith, Inc.
G. Logan Payne Co.

New York	Chicago
Boston	Detroit
St. Louis	Kansas City

We specialize in house to house distributing of

Advertising Literature and Advertising Samples

We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting. Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE - 18 East 18th St., New York City

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS

B & B SIGN Co., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

"The Play's the Thing" to Visualize

How the National Cash Register Company
Used Drama to Sell Ideas to Its Salesmen

By C. E. STEFFEY

General Sales Manager, National Cash Register Company

"WHEN YOU TALK to a man, what you say usually goes in one ear and out of the other. It has been proven that teaching by the eye is twenty-two times more effective than that done through the ear. A man remembers what he sees better than what he hears because the nerve from the eye to the brain is twenty-two times as strong as the nerve from the ear to the brain."

Out of that dictum of President John H. Patterson, of the National Cash Register Company, grew the idea of the "speechless" convention of the N. C. R. Company's Hundred Per Cent Club, which recently attracted such widespread interest.

It wasn't quite speechless, but every attempt was made to make it so as far as possible. Every thought presented was illustrated in some way. During the week nineteen pageants and playlets were given to make the company's 100 per cent salesmen actually see the things told about. In addition, there were many motion pictures and stereopticon slides run off.

This program was carried out under the direction of the head of the advertising department and it called into service representatives of every division of the firm. The convention, after many rehearsals, was held in the N. C. R. schoolhouse at Dayton, which has an auditorium seating 1,200 persons.

After the committee was organized, every man who had a subject to present to the convention was called before it. He gave them the ideas which he wanted to get before the salesmen. In conference with this committee it was decided how the ideas could best be presented. With few exceptions, it was found that they could be dramatized. When it was decided that a subject could best be presented by slides, motion pictures, or by talk, those methods were used; but we discovered that almost any problem, carefully analyzed and reduced to its simple elements could be presented in a play or pageant.

HUNDREDS OF PLACARDS

The property for the events was

assembled in the proper stalls. These were as carefully arranged as the property for any theatrical production. For some of the pageants they consisted of nothing but signs or placards. For others they ranged from a complete set of fixtures for an agent's office to a stage setting in

which was shown an agent's office, a scene from a merchant's store, and a scene in the Sales Promotion Department at the factory.

One of the pageants required 395 placards, each of which showed the name of one of the factory operations necessary in the production of



HOTTER THAN ---- !

WOULD be a good description of the inside of a paper mill boiler house and the "Old Boy" would sure glory in it. Many a wise advertiser glories in it too, for he knows that the paper mills have to buy a bunch of equipment to "keep the mill fires burning."

Man! how those hungry furnaces eat up the coal! And after they have had a good meal, the life blood goes zipping thru the steam pipes at what the old medicos would say was a killing blood pressure. And remember that the man who keeps his finger on the throbbing pulse of power also writes the prescriptions for the plant. Good medicine generally consists of stokers, boilers, engines, pumps, fuel, valves, recording instruments, firebrick, meters, blowers, oils and greases, and last but not lowest, chimneys with a thousand other things in between. And while you are giving your undivided attention, don't forget the medium to carry your little message. "Paper" is nominated on the first ballot and if you will write us we will tell you the candidates' preconvention promises.

PAPER

471 FOURTH AVE. NEW YORK CITY

cash registers. These placards were made so that they could be carried by men from the factory into the convention hall where they formed a complete chain around the hall. To present another idea required a muslin sign 6 feet wide and 130 feet long. This was carried into the hall and hung across the stage and down the sides of the auditorium. A total of more than 1,200 hand-lettered signs and placards were used during the week.

The first event shown was an elaborate materials pageant. The problem here was to make the men realize the many different kinds of materials used, the quantities necessary, and the difficulty in securing these materials as well as the increase in their cost since 1913.

The pageant opened with a brief series of reading slides introducing a scene showing a box car (one of the 1,570 carloads of material used in 1919). From the door of this car a man appeared. He carried a placard bearing the name of a certain kind of material used in the factory, and figures to show the amount used last year, together with a comparison of the costs in 1919 and those of 1913. A spotlight lighted up this placard so that it attracted the attention of everyone. It could easily be read by all the men in the convention. This man was followed by fifty other men, each bearing a placard representing some material. Every effort was made not to confuse the salesmen with names of material or technical terms which they could not understand.

The men bearing the placards then took an assigned position on the stage. Following them came fourteen girls representing a foreign country from which a material is obtained. (The girls were all factory employees.) Each was dressed in the costume of the country which she represented. As each girl appeared on the stage, slides were shown above the tableau with the name of the material and a scene from that country.

SELLING IDEAS BY DRAMA

As a climax to the pageant, a girl dressed as Columbia appeared beside one of the latest model cash registers. Over her hung the American and Canadian flags. She was given the center of the stage with lights centered on her, and the girls representing the other countries in the tableau arranged themselves about her.

The testing of materials, inspec-

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"Publishers, advertisers and advertising agencies, in our estimation, cannot afford to ignore the market benefits which the A. B. C. holds for them individually and collectively."

McJunkin Advertising Co.

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT, Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD, New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW, New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES, New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER, Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST, New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 8 3/4 x 12 1/4. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 39th Street, New York City.

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES, New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 51 E. 42d Street, New York.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 6 7/8 x 11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are men of the executive type with real buying power.

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL, Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 10,000 paid subscribers. Member Associated Business Papers, Inc.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

"The A. B. C. furnishes one authentic source through which definite true information can be obtained."

The Richard A. Foley, Advertising Agency, Inc.

CLASS TRADE AND TECHNICAL

MOTOR WORLD. New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY AGE. New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 6,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER. New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER. Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,900 copies. Member Associated Business Papers, Inc.

RAILWAY SIGNAL ENGINEER. Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,800 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA.

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS.

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG. Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 4,501; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper journals, daily. Write for house organ. "More Pep."

RAILWAY MECHANICAL ENGINEER. New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN. Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER. Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER.

with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matter of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL. New York

The Dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$400.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER. Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

THE CAPPER FARM PRESS. Topeka, Kansas

Five distinct editorial staffs, located in and knowing their respective territories do not try to serve a heterogeneous group with one edition—what is seasonable in one state may be a month old in another; advice on cotton does not interest the winter wheat farmer. An unusual opportunity to reach the prosperous farmers of the great middle west—the winter wheat belt, alfalfa belt, corn belt, hog belt, and tractor belt—the country's ready money belt. May we show you graphically how to fit your sales plan to this wonderful farm market?

FARMER AND BREEDER. Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

tion of parts, and many other problems relating to production were presented in the same manner. This enabled the men unfamiliar with the technical part of this work to realize what it means. After the factory part of the program had been completed, the more direct selling ideas and messages from the management were presented.

Throughout the entire convention the program was arranged so that each day opened with a playlet or pageant, and each day ended with one. The entire program was built around the plays and pageants. Talks were given while the stage was being sent or cleared. They were used where dramatic presentations could not be used, and to fill in between the playlets and pageants, but at no time were the talks or discussions permitted to continue long enough to become tiresome.

The results of this convention are already evident. The men are taking advantage of the company's help and using advertising to a much greater extent than ever before. They are enthusiastic about the future and have more faith in their company and its policies than we could have given to them in any other way. The first thing they did upon returning to their territories was to hang up a new sales record for the first two months of the year.

Additions to Ross Co. Personnel

Three departments of F. J. Ross Company, advertising agents, New York, have been augmented by the services of Charles M. White, head of research department, O. W. McKenney, executive assistant to art director, and Howard K. Hollister, in the copy department.

Mr. White is an electrical engineer who has had practical experience with the Western Electric Company, the Union Switch and Signal Company, and in mining work in the west. His specialization in research work was gained with McGraw-Hill, Class Journal, and Penton Publishing organizations and with the Business Bourse.

Mr. McKenney was formerly with Calkins & Holden.

Mr. Hollister upon graduation from Yale did editorial work on System Magazine, especially in connection with interviewing of men of big business. His advertising agency experience was gained in connection with the J. Walter Thompson Co., before the war and (since his discharge from army service) with the C. Henry Mason, advertising agency of Rochester.

New Agency Specializes on Wearing Apparel

Garland B. Spiero, who has had experience in the service and copy-writing field, heads a new advertising agency that has just been opened at 366 Fifth Avenue, New York. The company is called Garland B. Spiero, Inc., and is specializing in wearing apparel.

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN ULLMAN, Managing Artist



Good, Better, Best,
Never let it rest,
Till the Good is Better
And the Better Best.

COPYRIGHTED

Calendar of Coming Events

April 26—National Association of Hosiery and Underwear Manufacturers' Convention and Annual Exhibition, Phila.

April 27-28—Meeting of the Ohio Wholesale Grocers' Association Co., Columbus, Ohio.

April 27-29—Eighth Annual Meeting, Chamber of Commerce of the United States, Atlantic City, N. J.

April 28-30—National Association of Cotton Manufacturers' Convention, Boston, Mass.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.

June 6-10—Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.

June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.

Publishers to Meet at Shore

A group meeting of the business press section of the Atlantic City convention of the United States Chamber of Commerce will be held Tuesday afternoon, April 27, the chairman of which is H. M. Swetland, president of the United Publishers Corporation. On the general program, Secretary of Agriculture Meredith, John H. Fahey, former president of the chamber, and James H. McGraw, president of the McGraw-Hill Co., are publishers who will speak.

Mr. Fahey will also open the business press section meeting, and following him will be: M. C. Robbins, president of the *Gas Age*, and vice-president of the Associated Business Papers, on "The Function of the Business Press in Relation to Trade and Industry," and C. H. Clark, editor, *Textile World Journal*, making "The Coordination of Raw Material Supplies with Manufacturing Demands" his subject. A discussion on "The Relation of Efficient Distribution to Increased Production" will be carried on in ten minute addresses. Charles H. Phillips, president of the *Dry Goods Economist*, will take the retail side of the problem. Roy V. Wright, editor of *Railway Age*, is to talk on the subject as transportation affects it, and Arthur J. Baldwin, vice-president of the McGraw-Hill Co., "From Industry to Industry." After a general discussion, resolutions adopted will be presented to the general resolutions committee of the chamber.

The following list of publishers have exhibits on the Million Dollar Pier: United Publishers Corporation, McGraw-Hill Co., Inc.; Simmons-Boardman Co., *Manufacturers' Record*; Class Journal Publishing Co., *Dry Goods Economist*, *Architectural Record*; Allen-Nugent Publications, *Popular Science Monthly*; New York Times, *Lumber World Review*; Penton Publishing Co., *Oil, Paint & Drug Reporter*, *The Farm Journal*, *American Metal Market*, *Shoe & Leather Reporter*; South American Publishing Co., *Journal of Commerce* (St. Louis); Associated Business Papers, *Trades Publishing Co.*, *Nations Business*, *Northwestern Druggist*, *Pan-American Magazine*, *Express Gazette*; Barrel & Box, United Advertising Corporation, Chicago Trade Press Association, *Textile World*, *New York Commercial*; Industrial Relations, Fairchild Publications, A. W. Shaw Co., Manufacturers Publicity Bureau, *Export*

ers & Importers' Journal; Technical Publishing Co., *Saturday Evening Post*; Business Press Club, of Philadelphia.

France to Put Tax on Business

According to a New York *Sun-Herald* cable from Paris, the French government will place a 1 per cent tax on all business transactions, in addition to 10 per cent tax on luxuries. The new program, it is stated will bring in 8,500,000,000 francs, as well as retain 10,000,000,000 francs under the old budget.

S. deB. Keim Becomes Rolls-Royce Sales and Advertising Manager

S. deB. Keim, New York branch manager of the Locomobile Company of America, and associated with the company for the past twenty years, has been appointed sales and advertising manager for the Rolls-Royce car in North America.

This comprehends the entire distribution of the British product at present, and the American replica which is to follow when the new plant at Springfield, Mass., is in operation. While the American-built Rolls-Royce will not come into the market until 1921, a certain portion of the British output has been reserved for American consumption, and will be delivered during the present year.

H. Bertram Lewis Directs New Automotive Department of Hanff-Metzger

Under the direction of H. Bertram Lewis, lately general distribution manager and formerly advertising manager of the Packard Motor Car Company, of New York, an automotive department has been established by Hanff-Metzger, New York advertising agents. The agency is now handling the advertising of Hare's Motors, Locomobile, Mercer and Simplex.

Anniversary of the Sunday "Capital"

The Des Moines Sunday *Capital*, published by Lafayette Young, celebrated its first anniversary on April 4. Publishers at various parts of Iowa wired congratulations.

"Purchasing Agent" to Move

The offices of *The Purchasing Agent*, 25 Beaver Street, New York, will be moved on May 1, to larger quarters at 10 Park Place.

Advertising & Selling

MAY 1

1920

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Rotogravure And Circulation



THE enormous growth in circulation of The Chicago Sunday Tribune (now in excess of 750,000) is credited in no small measure to its rotogravure section. New presses were installed by The Tribune the first of the year, and thirty-two page tabloid rotogravure sections are now being printed. Advertising agencies have mastered rotogravure technique so successfully that their beautifully illustrated copy rivals the news illustrated copy rivals the news pictures in interest for readers. The advertiser is assured that his message will be seen by every purchaser of the big Sunday paper if it appears in this section, because, as noted above, people buy the paper to get the rotogravure.



"This Folder Will Talk Right Up to Our Prospects"

"It has plenty of punch in it now—but what is really important, it will still have punch when it reaches our prospects. That's the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth."

Foldwell is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy print without any loss of value on Foldwell. But more than this, Foldwell *always preserves* the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibres and rag base insure it against cracking even when *folded against the grain*.

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet "Paper as a Factor in Modern Merchandising" explains. We will send it gladly.

CHICAGO PAPER CO., Manufacturers, 832 S. Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
29 Lafayette Street, New York, N. Y.
Whitehead & Alliger Company,
8 Thomas Street, New York, N. Y.
John Carter & Company,
Boston, Mass.
D. L. Ward Company,
Philadelphia, Pa.
The Alling & Cory Company,
Pittsburgh, Pa.
The Alling & Cory Company,
Buffalo, N. Y.
The Alling & Cory Company,
Rochester, N. Y.
Chope Stevens Paper Company,
Detroit, Mich.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.

Cincinnati Cordage & Paper Co.,
Dayton, Ohio.
The Commerce Paper Company,
40 St. Clair Street, Toledo, Ohio.
Allman Christiansen Paper Co.,
Milwaukee, Wis.
Acme Paper Company,
St. Louis, Mo.
Kansas City Paper House,
Kansas City, Mo.
McClellan Paper Company,
Minneapolis, Minn.
St. Paul Paper Company,
St. Paul, Minn.
McClellan Paper Company,
Duluth, Minn.
Carpenter Paper Company,
Des Moines, Iowa.
Carpenter Paper Company,
Omaha, Nebr.

Carpenter Paper Company,
Salt Lake City, Utah.
Blake, Moffit & Towne,
San Francisco, Calif.
Blake, Moffit & Towne,
Los Angeles, Cal.
American Paper Company,
Seattle, Wash.
Tacoma Paper & Stationery Co.,
Tacoma, Wash.
Spokane Paper & Stationery Co.,
Spokane, Wash.
Blake McFall Company,
Portland, Oregon.
John Martin Paper Company, Inc.
Winnipeg, Ont., Canada.
Parsons & Whittemore, Export,
299 Broadway, New York, N. Y.



WANTED—A WELL-BALANCED RATION

A man may eat a lot of perfectly good food without being well fed, unless his ration is properly balanced. Quail alone does not furnish a well-balanced ration. You need bread and butter, too.

The advertising columns of *Successful Farming* offer the proper country balance to your campaign for city and town business.

We will take an honest message to more than 800,000 farm families who pay an annual fee for our services and believe in our recommendations.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

ADVERTISING & SELLING, MAY 1, 1920

20th year. No. 45. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price, 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City

Advertising Follows the Screen

In its fight for better pictures, Photoplay, the World's Leading Moving Picture Magazine, is in constant touch with community leaders the country over.

These active American men and women, who are foremost in the day-to-day life of the nation, realize the importance to that life of the motion-picture industry. They know that no small part of the education and viewpoint of an entire generation of Americans is directly influenced by the screen. With Photoplay, they are determined that this influence shall be constantly more inspiring.

With any force as universally recognized as the motion picture modern advertising is inevitably concerned. Because the motion-picture commands the interest and study of community leaders, because it is so intimate a part of the daily life of America, the relation of advertising and the motion-picture is one worthy of most thorough-going investigation by every advertising man who takes his profession seriously.

There is no quicker, no more effective way of transferring to your advertising message the vital, human interest in the motion-picture than by making full use of the magazine that gathers up this interest in its pages—Photoplay, the World's Leading Motion Picture Magazine.

Let the name stick in your mind, it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Advertising & Selling

Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., INC.,
471 Fourth Avenue, New York, N. Y.

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor

29th Year

MAY 1, 1920

Number 45

Can Brains and Experience Be Audited?

Who Wants An Audit Anyway, And
What Would He Do With It If He Got It?

By A. W. ERICKSON

President of the Erickson Co., Inc., Vice-President Audit Bureau of Circulations

AS I READ the article, "Auditing the Advertising Agencies," in the April 17 issue of ADVERTISING & SELLING, it reminded me of "a trail that leads to nowhere." The phrase "Auditing Advertising Agencies" is about as broad as "Self-termination of small nations."

We may all agree that the principle is good, but it is the application and interpretation of broad generalities such as these that calls for a real Solomon.

To begin with—what are you going to audit in Advertising Agencies—their money or their brains; their influence or their service?

To audit the financial condition of an agency is a simple matter—it merely needs a Certified Public Accountant.

But if you try to audit the brains of an agency or its service, which is by far its most important asset, then the lid is off and trouble enters.

If by Auditing the Agents you mean auditing the rates charged to clients to see that there is no cutting, that might be a very good thing. BUT, the real fountain head for cut rate records is in the office of the publisher who cuts the rate. That's the place to go for such information.

If by "Auditing the Agency" you mean auditing the matter of whether rebates are given and commissions split, that is a proposition I would be in entire accord with if a practical plan of accomplishing that very desirable end could be devised, but it will take something more than an "audit" to do this, in my judgment. Personally, I believe there is very little "split commission" business placed by members of the American

Association of Advertising Agencies today. So much for that!

Now, as far as the Audit Bureau of Circulations is concerned, I was one of its organizers and have been Vice-President and Director from the start, so I talk with adequate information when I say that in my judgment the Audit Bureau would not care to undertake any such job.

A. B. C. MAY NOT WANT THE JOB

The Bureau's function is to audit Circulations. This is a definite, tangible proposition. It is along the same line as a surveyor's job. He tells you how many square feet or acres there may be in a given piece of property. The A. B. C. tells you the definite circulation of a publication whose influence you are buying.

Circulation is something you can count up and measure and verify.

But an Advertising Agency is not selling circulation, but service—an intangible proposition which no organization could definitely measure or audit.

Personally, I think the whole proposition has been approached from the wrong angle. The big trouble will not be corrected by auditing Advertising Agencies or auditing Publishers, *but by the use of care and discretion in the matter of recognizing Advertising Agencies.*

As the article in question very truly points out, there are only 117 members in the American Association of Advertising Agencies. With very few exceptions, these represent ALL of the important service agencies of the country.

The test for membership in the A. A. A. covers financial standing, experience, character, and an organ-

ization fitted to give adequate service.

Yet, outside of this group of 117, there are over 1,000 Advertising Agencies that are now doing business. The A. N. P. A. recognizes 363. What's the answer? It is this. A very large proportion of these Advertising Agencies *should never have been recognized.* They are financially weak; they have had little or no experience; many of them have desk room only, and handle one, two or three accounts of no importance. Frequently they split commissions and they can do this because they give no service.

Legitimate Advertising Agencies today cannot split commissions. They receive 15 per cent and the cost of doing business runs from between 12 per cent and 13 per cent in most cases. It is safe to say that in 1919 very few Advertising Agencies made over 2 per cent on their turnover after paying their taxes.

SMALL AGENCIES WELCOMED BY
THE FOUR A'S

This is not an argument against small agencies. They are welcomed by the A. A. A. A. In fact, some of the most active men in that organization come from agencies doing a very small volume of business.

This organization realizes that the small agent of today is apt to be the big agent five years from now and should be recognized and encouraged, provided he starts clean and right and can deliver the service that the advertiser is entitled to get for the commission he pays.

If the publishers of the country would get together and, in conjunc-

tion with the A. A. A. A., conduct the proper investigations, there would be no difficulty in separating the goats from the sheep; little difficulty in determining when an agent should or should not be recognized.

But even this does not completely solve the problem. In the final analysis this problem can only be solved when the individual publishers have enough backbone to refuse real money from men who they know are not Advertising Agents of the character that will continue in the business and build up advertising.

The great trouble is that when "a man with an order" arrives at their door and offers them advertising they are apt to accept it without thorough investigation, little realizing that this is the parasite that is undermining all good advertising; that is responsible for most of its failures, and is absolutely destructive.

If the publisher would refuse to accept an order from this kind of an agent, the advertising would not die, it would simply go to another agent and to the right kind—to a man who would build up and not destroy.

The total amount of business brought in by the several hundred agents who should never have been recognized is so small, as compared with the hundreds of millions of dollars placed by legitimate Advertising Agencies, that it is almost a negligible factor.

UP TO THE PUBLISHER

If the publications of the country would only get together and cooperate with the American Association of Advertising Agencies there is no question but what a plan could very quickly be worked out that would do away with 90 per cent of

all the abuses which are complained about, and while it would undoubtedly reduce very materially the number of "recognized agents," it would be a building up instead of tearing down process and would prove immensely profitable to the publishers of the country because it would make for better advertising, and better advertising obviously makes for more business for them.

So let the Publishers and the Advertising Agents' Association get together and decide upon qualifications that are fair and reasonable; that will let in the good agent whether he is small or large; whether he is in the Agents' Association or not.

Let the job be tackled with an absolute determination to eliminate the fakir and the parasite, the financially irresponsible and the incompetent—all for the general good of the publishing and advertising business.

Making Overall Advertising Broad Gauged

How the "Headlight" Campaign Was Recast to Take In Some New, Strong Characters Set Forth In Post-War Poster Style

IN ALMOST every national medium can be found advertisements of overall manufacturers. On billboards throughout the land are the big displays, growing in number and in size in late years.

Whether the impression is general, the fact remains that those who watch advertising closely have been impressed with the resemblance of both the art and the text.

Overall copy has been a sort of a single-track affair. It has featured railroad men more than all others. Engineers, firemen, switchmen and others in work garments face you everywhere.

Styles in advertising change, and J. W. Rice, sales manager of Larned, Carter & Company, of Detroit, manufacturers of "Headlight" overalls, spent much time last year in planning something new. Careful investigations were made of the trade, of the consumers and of the potential fields of distribution, and the result is a line of copy which is entirely new to this great industry.

It was the belief of Mr. Rice that some detail could be sacrificed without harm in the illustrations, if they could be shown as the working garb of exceptionally verile, two-fisted men, and not confined to a particular line of work.

THE FIELD BROADENED

The art work was placed in the hands of Walter Whitehead, of war poster fame, and a great deal of

white reproductions of the Larned-Carter 24-sheet posters, and in the miniature copies of farm paper advertisements these live Americans stand out as an exemplification of progress.

The departure in the instance of the farmer is more or less radical. It shows him in all branches of the work which the greatest of all industries demands. He is pictured with his tractor or automobile, herding cattle and what not.

Swarthy, sweaty artisans working in the mills, or handling pneumatic riveters in the dizzy heights, are subjects of the big spreads that are gracing the billboards. They dominate, but always there is the outstanding legend

"They outwear two ordinary pair."

The campaign in itself is new, particularly as no other overall manufacturer has ever undertaken a large educational campaign on the wisdom of the farmer purchasing higher priced work garments.

But it is not strange that this particular company should pioneer a



The poster that reached structural workers

latitude was allowed him in details. Probably Mr. Rice had in mind the striking war posters, for the style has found expression in the illustrations adopted for the campaign—one more instance of lessons of the war being turned to business with profitable results.

In the accompanying black and

new line of advertising copy. From the inception, Larned, Carter & Company has been doing that in business, with an attendant growth both in equipment and production which shows that the fundamental principle was right.

"What do you regard as the most potent element in the wide sale of Headlight overalls?" asked an interviewer of David S. Carter, vice-president of the company.

"Why, the overalls themselves," was the quick reply, and therein is the explanation.

Mr. Carter paid a tribute to advertising (his firm has been using various mediums for twenty-odd years) and to salesmanship, but the final analysis, he believes, is quality. "The best salesmanship in the world, and the best advertising ever printed, could not keep a high priced garment on the market. They might PUT it there, but they couldn't KEEP it there. So, I get back to my original remark, that Headlight Overalls are, in the last analysis, the most potent element in their own sale.

HOW THE "IDEA" WAS PUT OVER

"When Mr. Larned and I started to make an overall to sell higher and wear longer than any other brands, we had to grip our courage with both hands. It hadn't been done before, and people said it couldn't be done. And, mind you, the garment we first put out at the higher price was untested. We knew it was better, but only hard usage could show whether it was enough better to justify the higher price. It did justify its sales price; it has done so ever since."

Mr. Carter really is the inside man of the company. Abner E. Larned, the president, is one of the real salesmen of the world. He is a leader in civic movements in Detroit, a former president of the Board of Commerce and is always picked as a leader when there is selling to be done, whereupon he always earns another badge for his superlative attainments in this line.

When Mr. Larned went on the

HEADLIGHT OVERALLS

UNION MADE

OUTWEAR TWO ORDINARY PAIR



He is Guaranteed Double Wear on His Headlight Overalls

Twice the wear of ordinary overalls, or money back—that's our guarantee to him, and to you.

We put more denim and better denim into Headlights than goes into the making of ordinary overalls, so that they last longer and give more comfort. You can shorten your workday by putting more comfort into it—the roomy comfort of Headlight Overalls. Buy your first pair today.

LARNED, CARTER & COMPANY, DETROIT

World's Greatest Overall Makers

Factories: Detroit St. Louis San Francisco Port Huron, Mich. and Perth, Amboy, N. J.
Canadian Factory: Toronto, Ontario (40)

Carrying the message of overall strength to the farmer

road with the first samples of Headlight overalls he had to fight his way against tradition. Before that price had sold overalls. His product had to be sold on quality, at higher prices, and merchants told him "it can't be did." But that only stimulated him; he went over every detail of material and workmanship, explained how the garment, being oversize, did not bear the strain of others and naturally would outwear them.

Then, when his customer was par-

ticularly obdurate, he would don a pair of "Headlights" and show just what he had told. Such was the force of his illustration that dealers put these overalls on their shelves in spite of the price, though many of them had to be guaranteed money back in case the goods did not move.

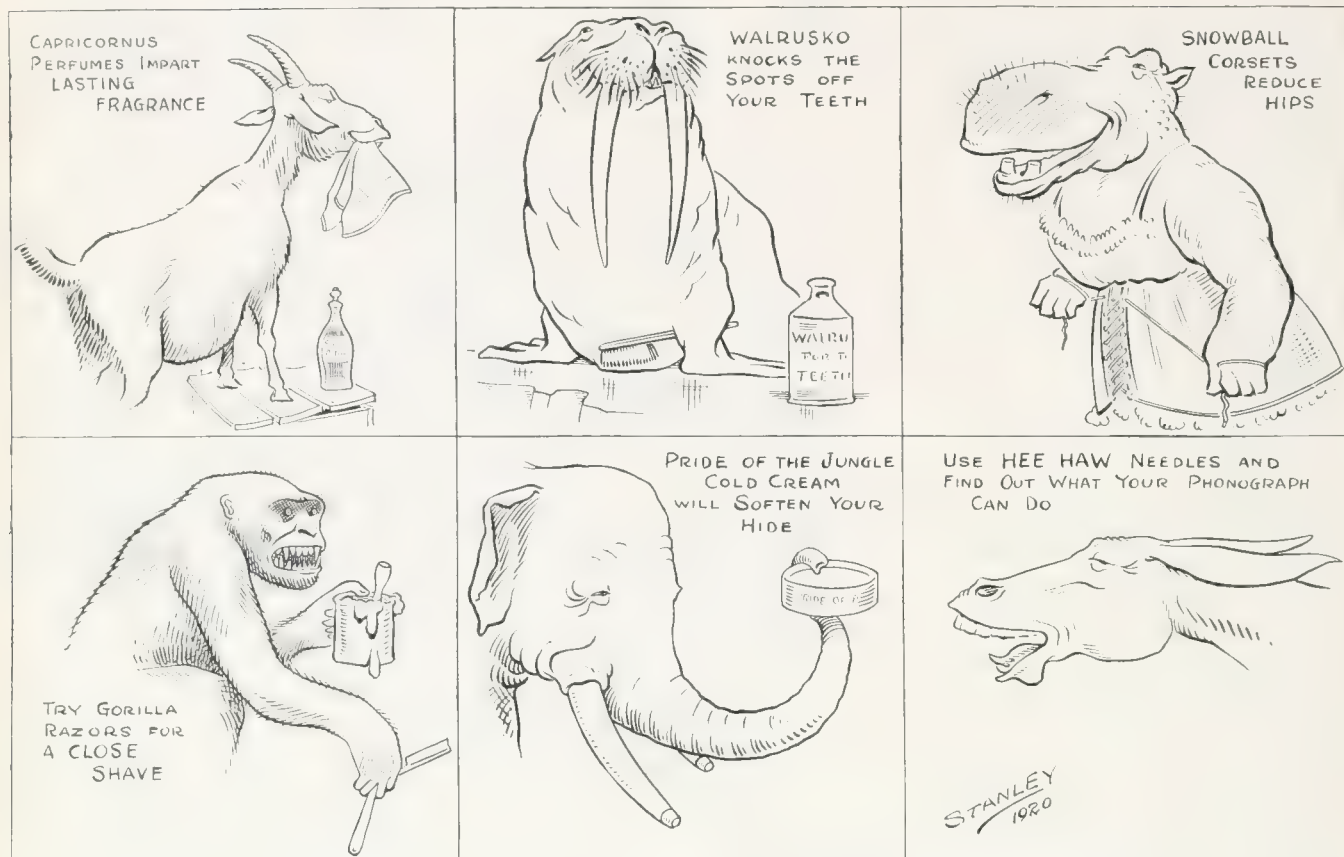
When Mr. Larned made a return trip a couple of months later it was with apprehension that he entered the first store. But his doubts gave way to satisfaction when the dealer hurried up and said, "Larned, I was just going to write to your house. We're all out of certain sizes. They've caught the quality idea."

Steadily has the factory plant grown until now it is one of the biggest in size and in production. And back of all is quality. Materials, than which none better is made, operators whose skill is marvelous and surroundings which are approved by all who have comfort and health in mind, are characteristics of the plant.



Poster-appeal to the indoor giants of labor

When Animals Chase Us Humans Out of Advertising Copy



Artist Stanley of ADVERTISING & SELLING staff offers some ideas garnered at the Zoo

Concentrating Your Fire With Specialties

One Advertising Medium Which Enables You
to Reach Your Own Man in Your Own Way

By BRUCE MacGREGOR

IT is somewhat unusual to be asked for an article on specialty advertising. Despite the fact that approximately fifty million dollars are used in this field each year, many advertising men seem utterly to ignore the specialty medium when it comes to an open discussion of the ways and means of advertising judiciously.

The fact that such a large sum is invested shows, of course, that the business and its opportunities have been made pretty clear to a vast number of workers in advertising, but it remains a fact that there ARE those who fail to appreciate its significance and importance. I want to say a few things to them with the definite understanding that I am not knocking any other medium or belittling any other method of publicity. Being interested keenly in them all, it is my function to spend these few moments on one.

The first thing we specialty folk claim for our medium— or media

specialty or novelty, is the essence of concentrated advertising effort. You know the men you want to reach—if you don't, you should—and, knowing them, it behooves you to reach THEM, excluding all others not essential, at a reasonable cost. If you are the manufacturer of a shoe last, your ambition is to reach shoe manufacturers. You can do it by using the newspapers, the general magazines, the billboards, etc. Shoe manufacturers read them, to be sure. But the fundamental point is that in reaching your men through those methods you not only pay for all the shoe manufacturers who read those media, but you also pay for every butcher, lawyer, carpenter, editor, housekeeper and office boy who reads them, too.

It isn't economical. And while not for a minute arguing against general publicity, I am trying to state the fact that, regardless of what circumstances make general publicity

advisable or profitable in the long run, circumstances seldom make it possible for you to neglect DIRECT publicity. If it is profitable for you to invest heavily in general campaigns, it must be even more profitable for you to invest lightly in direct campaigns.

One of the staunchest believers in specialty advertising was the late H. J. Heinz, founder of the famous "57." Mr. Heinz's original novelty was a little green pickle made up for use as a watch charm. This man, one of the fathers of judicious advertising, was never without a supply of these little "charms." Yet he never "distributed" them in that sense of the word—when he met a man or boy or woman or girl who might take one, he carefully detached from his watch chain the one he wore and presented it with his compliments. Later he put another one on from his reserve supply. And such personal and active approval of

the value of specialty advertising, in my mind, never has been surpassed.

BUILDERS OF GOOD WILL.

I know of a house selling a medicinal preparation that has adopted an idea of similar nature. This firm has watch fobs made up which the salesmen wear, and by dint of proper display usually evoke a remark from the druggist about them. The fobs are very attractive and, by tactful suggestion, the salesman succeeds in having the clerk ask for one. In a few days he gets it—from the president of the company who writes him personally. You can't imagine the amount of good will those travellers are spreading in their wake.

Which suggests another point specialty men hammer on—Good Will. Can you show me a safer way of building it than by giving a man something he can use? It might be a paper cutter, an attractive blotter, a calendar for pocket use, a ruler, a tape measure or any one of scores of such gifts. It is something permanent and useful and, if the work is done properly, it is something that will not be thrown away.

The next time you go to a convention or exhibit or show you can find some genuine evidence of the brass-tacks psychology of holding on to something that looks like a souvenir or a gift. You know the raft of stuff that is made up for free distribution at a show—booklets, pamphlets, folders, novelties, etc. And you see some down-right expensive stuff at the exhibitions, too. But here's the point: have you ever seen in that mass of stuff thrown about on the floors to be walked into destruction any of the specialties or novelties that were being given away?

Even if be only a celluloid button, they stick!

And I'll give you real odds that if you did ever run across one of those novelties YOU PICKED IT UP. Or else somebody beat you to it. Yet it was different where the 25 cent booklets were concerned. And I say that, not merely as an observer and not even as the discoverer of that psychological bit, but as a man who has worked in many an exhibit and has seen the thing proven from both sides of the booth.

It speaks well for the permanency of the novelty gift. They last, and that is more than one can say for any other medium without making exceptions.

There are many other strong points about this particular medium, and while we haven't the opportunity to dwell on them at great length,

Five Elements of Advertising

Every advertiser has at his command at least five different elements to help him tell his story in the most impressive and effective manner. These are: words, illustrations, color, type, and border.

And these five elements are almost universally effective and generally available. Whether in Patagonia or Iceland, in India or Africa, wherever paper and type are to be found, these are the tools with which the advertiser must develop his markets and direct the minds of his audience.

The language may vary; the writing may change from the North American copy with a "punch" to the more polite and leisurely copy of the Spanish speaking countries; the illustrations may run the gamut from the Hottentot to the Esquimo; the colors may range from the lurid to the sublime; white space may be plentiful or scarce; borders may be heavy or light, but everywhere, throughout the universe, the basic principles of advertising remain the same.

Men and women everywhere admire beauty, they are attracted and moved by color; they approve of well balanced and proportioned advertisements; they respond to lucid sales arguments, and they distinguish good advertisements from the bad.—From *OKEH*, General Motors Co.

it is not amiss to bring up one more, the domination of the novelty. If you would see graphically just what I mean, you should examine the two trade papers that are before me at the moment. One of them, in the engineering field, runs about 90 per cent advertising to 10 per cent editorial matter. The other, in the textile field, is about the same ratio. In each there are nearly 600 pages of advertising matter in a 600-page book. And these publications are great mediums.

YOUR NOVELTY AD STANDS OUT

When I say that one of the strong features about a specialty is its dominating possibilities, I intimate to you very pointedly that when you send a man a novelty advertisement for his desk or his pocket or his home, yours is not one of 600 others on his desk or in his pocket! Wouldn't you a grab a chance to run an ad in a periodical which limited your competitors to three or four at the most? That is exactly the opportunity this medium offers.

Another striking phase of the specialty is its adaptability to the vital idea of building up not only consumer good will, but also dealer co-operation and directing some of the good will you buy toward the middle-

man who is helping you make money. If you can win his appreciation by giving him something for nothing, and if you can win your consumer's appreciation in the same way, why not work them both together by giving your dealer something that he can in turn give to his customer?

Put his name on it as well as yours and make it a gift from him. See that he has enough of them and a variety, so that he can continue to build good will by periodical use of this method. You ought not expect any more from ONE solitary gift than you do from ONE solitary advertisement. If you can give away 12 a year you are not only backing up your monthly insertions in the papers, but you are bettering them. While you talk about generosity and liberality and service IN PRINT, you prove it IN PRACTICE.

Briefly, you are talking service in substantial terms—by rendering it. As Lincoln once said to a pestiferous office seeker, "What you DO speaks so loudly that I cannot hear what you SAY." There is no need to comment on that.

One of the commonest objections I hear to novelty advertising is that "it is not dignified." The only error

in that argument is that it is all pop-pycock. In the short space of six seconds I can show you some insertions in our best periodicals that are anything but dignified. I can show you some novelties that are absolutely worthless. Last night I saw a souvenir knife with a colored reproduction of a naked woman on it. A splendid reproduction—but not quite right for advertising purposes. Yet it is only one step advanced over most of our advertisements for feminine underclothing and it is based on the same appeal.

It is useless to waste time arguing the point when the truth is that you can make it as dignified or the reverse as you care to. And it is downright laughable when I can tell you the name of one of the nation's most DIGNIFIED advertising agencies that is using NOVELTIES. I could fire a book full of names at you without a moment's notice, and you wouldn't find one of them in the list classed as anything less than splendid advertisers. Such a list would include names like the Champion Spark Plug Company, of Toledo; the Hotel La Salle, Chicago; the Packard Motor Car Company; the Loose-Wiles Biscuit Company; the Curtis Publishing Company, Philadelphia; the Hamilton Watch Company; the Travellers' Insurance Company, of Hartford; the Aetna Life, also of Hartford—I could for an hour tell off the names of banks, trust companies, manufacturers, financial houses and the like to your heart's content. All you have to do is drop a line to some of the leading specialty manufacturers or to their association in Chicago and they'll flood you with names.

SUMMING IT ALL UP

They will be the names of concerns who know what they are doing and why they are doing it. Without investigating any further, you can bet your last dollar that when such people utilize the advantages of any particular medium or method, there are some considerable advantages to be gained.

But if you did ask them why they are doing it, the consensus of opinion would probably just about sum up this brief article on the specialty medium. These thousands of satisfied users would say specialties are invaluable because:

First: They are direct, exclusive and, therefore, economical. "Waste circulation" is almost entirely destroyed.

Second: They are prime good will creators.

Third: They are permanent because they are useful and valuable to the recipient.

Fourth: They embody the essence of domination by virtue of the lack of competition.

Fifth: They constitute substantial evidence of the earnestness of written words about service and good feeling.

To my mind—and to the minds of those who found these things to be so true—these are five substantial reasons why specialty advertising has grown to an annual business of upwards of \$50,000,000.

National Advertising Commission Appoints Legislative Committee—Sends Protest to Congress

At the recent meeting of the National Advertising Commission, in Cleveland, Chairman, W. Frank McClure, appointed Homer J. Buckley as chairman of the Legislative Committee. The other members of the committee are: William H. Ingersoll, R. Marshall, W. A. Beatty, and Henry W. Newhall.

The protest against the Thompson Bill, adopted by representatives of the twenty-one departments of advertising at their Cleveland meeting, has been sent to the House Ways and Means Committee. The commission was opposed to the bill, "for the reason that advertising is a part of salesmanship and such a tax would be in effect a tax upon selling and would operate to reduce production at a time when the government is doing everything in its power to encourage production."

This Is Effie



Diamond Effie, private stenographer to Uncle Henry Fibre, of the Diamond State Fibre Company, Bridgeport, true to picture and press agent promise, has arrived to begin service with W. A. Adams, Jr., advertising manager. This is Effie—the first picture of her ever taken and the only one she ever gave to a man, etc.

The idea is to identify her with the news of what is going on around the plant and in the field, as a trade character. Effie has "looks" enough to make good.

Meredith Advocates the Use of More Timber Land to Meet Paper Demand

In a letter to American Pulp and Paper Association, Secretary of Agriculture Meredith advocates greater use of vast forest resources of Pacific Northwest and Alaska, and the growing of much more timber in New England and the Lake States. Such a program, the secretary said, will promote a permanent solution of the newsprint problem and is in accord with constructive measures now being advocated, including the proposed Poindexter pulp survey provided for in a bill now pending in the Senate.

W. H. Wise Co. Buys "Current Opinion"

The W. H. Wise Co., Inc., New York publishers of *The Democracy Magazine*, edited by Dr. Frank Crane, have purchased *Current Opinion* magazine from Adam Dingwall and associates, and starting with the May issue the former magazine will be combined with *Current Opinion*. The magazine will be edited by its former editor, Dr. Edward Wheeler, together with Dr. Frank Crane.

In acquiring the magazine, the W. H. Wise Co., who are also book publishers, take over the plant and properties of the Current Literature Society, which Mr. Dingwall purchased in July, 1917. To provide for their enlarged business the Wise Company has already purchased two sites on West 47th street, and a building to house both plant and offices will be erected.

Adam Dingwall, long identified with the publishing business, will first make a trip to Europe before considering business plans for the future.

Peru Ratifies Pan-American Trade-Mark Convention

A cable from the American legation at Lima, Peru, announces the ratification by the Peruvian Congress of the International Trade-Mark Convention on April 14, 1920. Including Peru, six South American countries have ratified the convention and only the ratification by one additional country is necessary to complete the number required for the establishment of the registration bureau at Rio de Janeiro, which is to have charge of the registrations for the southern group. According to a recent announcement by the Director of the International Bureau for the Registration of Trade Marks at Havana, the privileges of international registration through the Havana bureau have been extended to the ratifying countries of the southern group of States, pending the establishment of the second bureau at Rio de Janeiro.

Expanded Metal Co. Places Account

Miss E. Drage Browne, manager of the advertising department of the Northwest Expanded Metal Company, Chicago, Ill., announces that, beginning immediately, their advertising will be handled by The Nichols-Moore Company, Cleveland, O.

Gets a Medical Appliance Account

The Akron Advertising Agency, Akron, O., has been placed in charge of the advertising for the Akron Truss Co., which conducts a residence and correspondence school for instruction in the fitting of its various appliances as well as manufacturing them.

This agency will soon release to newspaper, farm and trade papers and general magazines a campaign for the Overland Tire & Rubber Co., Omaha, Neb.

How Packing Influences Foreign Selling

Some Experiences of a Big Candy Maker
Who Wisely Changed His Methods

By C. E. LEEBOLD

President Leebold Candy Co., San Francisco

THE average American manufacturer is very set in his ways; he assumes the attitude of "take it as we make it, wrap and pack it, or leave it be." In some cases he may be right, but when he tries to compel the people across the ocean to take his merchandise, "as is," he may be disappointed in not getting the buyer's name on the dotted line.

My foreign trade experience is limited largely to the candy business, and since candy is now among some very active issues on Wall street, and since it has been admitted that good candy is food, it might be a good idea to consider that what is true about American candy packed a la American might also apply to foods in general.

We have been successful in a modest way, in selling our candies here at home at prices ranging from \$1.50 to \$2.50 per pound, packed in very attractive boxes, nicely be-ribboned, and dressed up in a way to make the heart of any lady glad. Since nearly every box of high grade candy finds its way into the lap of some good woman, we try to make our appeal to her artistic taste.

There came a time when we were honored with foreign buyers of candy. With a feeling of confidence, we displayed our wares, and were told that our candy pleased them, but that our method of placing it in parchment paper bon bon cups was not what their customers would expect. After opening the box, they preferred to have the candy in smaller pieces, and each one wrapped in tin foil, preferably in many different colors. The box was pretty enough, but it was too large to put in one's pocket. Would we mind packing the candy in an oval "tin"?

MEETING NEW REQUIREMENTS

We admit that we were taken off of our feet. Here was our best candy, dressed up in fine style, being picked to pieces by some foreign buyers, for whom we did not send, and whose business we had not solicited; but as some day we expected to have a million dollar candy factory, and would then no doubt be glad to have foreign customers on our books, we proceeded to find out just what their requirements might be, and see if we could

not build to their order and tastes a package at once acceptable to them and the people to whom they ultimately expected to sell.

We have built up a large sale on old fashioned chocolate drops, a small cone shaped chocolate drop running over 60 to the pound (the average American chocolate will run less than 30 to the pound) and we trotted these out, and were told that they were acceptable if we would wrap each one in a piece of tin foil, and pack a pound in an oval tin, convenient for the pocket, all of which we agreed to do, the price to be left open; and the deal was closed.

Here we satisfied our customers with a medium priced candy, on which they were willing to spend more than the cost of the candy to have it wrapped and packed as wanted. We might have "stood pat" on asking them to take our goods as we found them acceptable here, and compelled them to seek what they wanted elsewhere, but this did not seem like good business judgment. We preferred to build to their order instead.

WRAPPER SPOILED ORDER

A friend of mine, who is a large importer of fancy papers used in the candy business recently returned from a business trip in Europe and told me about an incident along the line I have just mentioned, where a British importer ordered a car load of chocolate bars, justly popular in America, with the idea of making a killing with it in England. And what do you think? The wrapper was not in keeping with what might be expected to encase a perfectly good bar of chocolate, and the British consumer refused to buy, so the whole lot had to be sold at a loss.

Here is a real test—the same bar of chocolate with another suit of clothes would have gone across big. We might well approach every possible angle of the quality, the label, wrapper and the very box in which we expect to pack our goods for foreign markets, building to their order what will sell along the lines of least resistance.

Isn't it true that the majority of European goods, such as soaps, perfumes and even candies are packed in a very attractive manner, that many American manufacturers

might do well to follow, and many of them do, the general idea of paying more attention to the dress of the thing they want to ship across the pond?—*New York Commercial*.

Brazil Willing to Protect American Trade-Mark

As the laws of Brazil and many of the other Latin-American countries permit the registration of a trade-mark to cover any number of articles, it very often happens that a popular American trade-mark is chosen by the citizens of these countries and this trade-mark registered to cover every conceivable article.

Leslie E. Freeman, of No. 37 Liberty street, New York, representative of the American Chamber of Commerce for Brazil, points out as an excellent example of the above, the registration of the trade-mark "Eureka," as shown in the March 12 issue of the *Diario Oficial*, the Brazilian government publication. This registration covers agricultural machinery of all types, electrical machinery, milk cans, motors, tractors, hose, machinery for grinding sugar, coffee, washing machine and some seventy other articles.

The Brazilian citizen who registered this trade-mark is not violating the laws of Brazil in taking out this registration, even though he has no intention of manufacturing the articles mentioned. It may possibly be that he adapted this trade-mark without any intention of infringing on the rights of American manufacturers. The fact is, however, that a great many American firms are shut out of the Brazilian territory as a result of such registrations, and those who fail to protect their interests by proper registration of their trade-marks have their interests constantly jeopardized.

Mr. Freeman says the American firms who are using the trade-mark "Eureka" have recourse to the courts of Brazil to prove their priority, providing the necessary opposition is started six months from the date of publication of the registration; however, unless this action is taken, their goods sent to Brazil are subject to confiscation.

The representative of the American Chamber of Commerce for Brazil urges every American firm doing business in Brazil, either direct or through an exporting house, to register their trade-marks immediately. The fees are reasonable and the one registration protects the firm for a period of fifteen years.—*New York Commercial*.

Ajax Rubber and American Motors Advertising Goes to Snodgrass and Gayness

Snodgrass & Gayness, New York advertising agency, have been appointed to direct the advertising of the Ajax Rubber Co. after June 1, 1920, and that of the American Motors Corporation, Plainfield, N. J., starting immediately.

Build Your Employees' Magazine Carefully

Skill and Patience, Humor and Originality Are Some of the Elements

By JOSEPH SAMPSON

Advertising Manager Denver Rock Drill Mfg. Co.

"THE CAPTAIN'S lady and Mrs. O'Grady are sisters under the skin."

In that line of Kipling's there is a world of good philosophy for the editor of an employees' magazine and the man who absorbs and applies it intelligently and sincerely performs an important service to his country no less than to his employer and his fellow workmen.

This point of view involves more than a superficial knowledge of human nature and a realization that all men are not only created equal but that they also generally have equal desires, hopes, fears, instincts and other human qualities.

To play upon these qualities is the art of the advertising man and to play upon them for the purpose of creating harmony in an industrial organization is the special function of the "organist" of an employees' magazine. The method of appeal for a particular organization should be the outgrowth of a study of the type of men employed, remembering always that "what is one man's meat is another man's poison."

When a fine painting is on exhibition in a store window there will invariably be found among its admirers a due proportion of hard-boiled bohunks hungrily devouring its beauty with true appreciation. Therein lies a significant fact for the house-organist. All men secretly yearn for harmony within themselves as well as in the things they see and it is up to the editor of the employees' magazine to help them satisfy that yearning. Every editor will, of course, have a different method of going about this business of harmonizing things and there are as many different ways of doing it as there are stops on the organ.

A recipe that will prove generally successful is the following: 2 parts philosophy; 2 parts news of the product; 2 parts humor; 2 parts salesmanship; 1 part personalities and 1 part rhymes; mixing all parts together thoroughly in a 100 per cent solution of originality, sincerity and wholesome optimism. This recipe can be varied to suit the needs of the particular organization.

HOUSE PUBLICATIONS

THE article printed herewith is the first of a series of a like nature intended to detail the experiences and aims of the editors or other executives in charge of house publications, employees' magazines, and the various modifications of such "inside" magazines.

The series is certain to bring out the best thought now being employed in that admittedly broad field.

The articles will be published weekly in ADVERTISING & SELLING and the material, if preserved in complete form, should provide those who issue such publications with the best volume yet produced in that field, as all of the articles will be confined to actual, tested methods and still include a considerable proportion of theory upon which may be built further efforts.—THE EDITOR.

What is required of the editor of such a magazine?

He must have a motive bigger than his job and its immediate ends; he must be both idealist and humanitarian; he must be thoroughly sold on the organization itself; he must be a natural optimist, a wholesome constructionist, and, last but not least, he must be so thoroughly and enthusiastically American that he can impart his own enthusiasm over our American institutions to others.

"The man who has no opinions or is afraid to express them will fail as an editor of anything. A wishy-washy, flaccid magazine is worse than no magazine at all. Consequently, the censorship must not be a rigorous one. Better fire the editor than not trust his judgment or not give him a relatively free rein. Too much clock-punching routine will kill out his spirit. Creative work that has an element of the inspirational cannot be done on a routine schedule.

"In the Denver Rock Drill Manufacturing Company we have developed our employees' magazine, *Keepintouch*, from a spasmodic four-page leaflet, designed originally for the sales force in the field, into a 48-page monthly for the entire organization.

"At the beginning our sole edi-

torial purpose was to supply the salesmen in the field with technical information, but, as interest in the magazine grew, its scope was extended until now it has become a family forum in which is mirrored the spirit of the organization.

"The advertising manager edits the magazine as a side issue. Some of the material comes in each month from field and factory, a small part is discriminatingly clipped from current magazines and papers, and the balance is written by the editor, whose hands are, fortunately, not tied by censorship from the management. You can't interest an audience if the soft pedal is always on. We pull out all the stops occasionally and let the organ roar.

"How far the magazine has contributed to the pep and spirit of cooperation in our organization is hard to say, but it has certainly been a factor in fostering a genuine family feeling.

"What we have accomplished in our organization others can accomplish as easily, provided that in their organization the editor has the same latent food for inspiration and the same freedom of action in carrying his ideas into effect.

"The employees' magazine will be successful only in proportion to the bigness of the ideals of the organization and its editor. Given a broad-gauged management with fine human ideals and an editor who has in his soul a genuine feeling of fraternity with all men and in his head ordinary literary capacity, most of your industrial problems will solve themselves.

Simmons-Boardman Acquires Aldrich Publishing Company

The Simmons-Boardman Publishing Co., publishers of *Railway Age* and four other railway journals, has absorbed the Aldrich Publishing Co., New York, owner of *Marine Engineering* and *The Boiler-maker*. The transaction was consummated last week through the Harris-Dibble Co.

H. L. Aldrich becomes a director of the Simmons-Boardman Publishing Co., and will have the title of managing director of *Marine Engineering*. With H. M. Swetland and others, Mr. Aldrich established *Marine Engineering* in 1904; later he purchased the other interests and became sole owner. In 1906 he established a European edition of the magazine, known as *International Marine Engineering*, but during the war the English government ordered its suspension.

Print Paper Conservation

Is the most important matter before the newspaper publishing and advertising business of the country.

Unless both publishers and advertisers co-operate to keep consumption within that of 1919, we will have a panic market next Fall and much higher prices next year.

THE NEW YORK GLOBE will keep its use of print paper in 1920 down to that of 1919 and will print no more newspapers or advertising than can be done without exceeding that tonnage.

Member A. B. C.

The New York Globe

180,000 A DAY

JASON ROGERS, Publisher

Dealer Helps that Really Help

If You Follow This Lead Your Direct Efforts Will Avoid the Paper Baler

By JAY D. EARLE

A HARDWARE dealer in a northern Indiana town of 600 population has built up his business so intelligently that he is now doing a business of over \$100,000 annually. His territory covers a radius of 50 miles in every direction. And naturally, being successful, he is to be credited with knowing what he is talking about, especially when he talks about his business.

The advertising manager of a stove factory, whose line is successfully handled by this dealer, found out this fact after he had been in conversation with him about three minutes. In fact, he received a jolt that caused him immediately to revise some plans he happened to be completing at the time.

The statement made by the dealer, and which produced the jolt, was simply that he and the local druggist had jointly purchased a paper baler, and that within two weeks after its installation they had baled and sold more than 1,500 pounds of so called "dealer helps" sent them by manufacturers. He admitted that the cavernous maw of the baler was filled with expensively lithographed and printed circulars for which he had no use whatsoever.

The druggist had similar troubles, but they both found a happy solution in the paper baler which was rapidly paying for itself and promised to show a worth-while profit on the investment.

"I was in Chicago the first two days of this week," said the hardware man, "and when I returned I found just 108 pieces of printed matter stacked on my desk and the table beside it. You can imagine how many of them I read," he added meaningly.

Upon being pressed, he stated that he had saved his favorite trade paper and two house organs that he knew would contain some facts and suggestions helpful in the conduct of his business. All of the others, many unopened, were consigned to the baler.

A discouraging outlook, you say, for the advertising man who burns the midnight mazda in an effort to convince dealers, both large and small, of the merits of his product. On the contrary, it should stimulate him to get down to bed rock and

WHAT HAPPENS TO YOUR DEALER HELPS?

THE writer of this article seeks to indicate how the advertiser desiring the cooperation of his dealers may bring to their attention—instead of to their paper-baler—the material which he sends them to aid in the selling process.

The subject of wasted effort in direct mail literature is one which always has annoying sides, and it is discouraging particularly to manufacturers having limited means of dealer cooperation to find very often that a too large percentage of their direct material is passed by without consideration from the persons directly interested with them.

There are suggestions for the improvement of such conditions in the accompanying matter.—THE EDITOR.

find out just what the dealer considers helpful and what is useless to him.

The advertising manager thought his company was sending out some really helpful helps to dealers—he liked to think their monthly house organ was a winner in every way. But he changed his mind when the hardware dealer told him frankly that the "Stove Poker" went unopened to the basement.

HE STARTED FACT-GATHERING

After spending a worth-while and eye-opening two hours listening to this small-town merchant, the advertising manager made immediate plans for a flying trip through the central territory to get more facts.

He was given some illuminating information on several points. He learned the percentage of the dealers in the small towns who subscribe to trade papers. This gave him a big idea. Then, while some dealers admitted they occasionally read the "Stove Poker," they didn't get very much selling help from it, because they saw no reference made to the actual sales problems that were confronting them. This gave him another idea.

Dealers who subscribed to trade papers stated they were mostly interested in the experiences of other dealers in their own lines of business; they liked to read about the things other fellows were doing to attract and hold trade. Another idea.

In fact, when the advertising manager returned to his desk he was so filled with new ideas that he fairly bubbled over. And he began to put them into effect at once.

A REAL DEALER HOUSE ORGAN

A number of improvements were made in a number of direct mail circulars and booklets, but the greatest and most noticeable change was made in the *Stove Poker*, which had formerly been edited to satisfy the whims and egotism of the general manager.

All articles telling about how the stoves were made, assembled and tested, were taboo from that time on. Such stories, he learned, did not help the dealer sell stoves.

Through the traveling representatives, the advertising manager secured stories about dealers who had made an exceptional success in selling not only his stoves, but kindred lines, including general hardware. Credit for the story was given in each instance to the dealer, and wherever possible photographs of the dealer and his store were run in connection.

The salesmen were called upon also to send in items, preferably accompanied by photographs, telling of some time or labor-saving kink they had noticed in the stores they visited. This in time became a very popular department.

Realizing, also, that no man is ever averse to having his name appear in print, in connection with a favorable statement, a personal column was inaugurated which soon assumed the proportions of two full pages, set in eight-point type. The salesmen were depended upon to send these in, also.

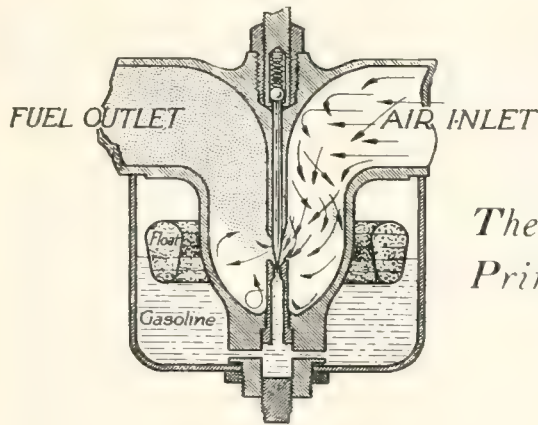
Then, realizing the laxness of the small-town dealer in subscribing to trade paper, a department was instituted to show the current market prices of the more popular articles handled in the average hardware store—articles which were subject to constant price fluctuations. And by quoting some of the high prices his company was compelled to pay for raw stock, giving reasons, any long-drawn-out discussions as to whether or not stove prices would be reduced in the near future were eliminated.

More attractive drawings were

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



*The Airplane
Principle*

Van Briggles *and Collier's*

The Van Briggles Motor Device Co., is using Collier's as the backbone of its national advertising campaign for the Van Briggles Airplane Principle Carburetor.

Watch Collier's

used for the front covers of the house organ, which is nine by twelve inches in size, and the two inside covers were reserved for newsy notes about the manufacturer's line.

TIME THAT WAS WELL SPENT

It required three or four months of hard work to get the new departments permanently installed, but the salesmen willingly did their full share, and now realize that it was time well spent. They reported a new interest in the house organ—and a noticeable increase in sales.

Instead of considering the *Stove Poker* a necessary evil or a candidate for the baler, they regard it today as an invaluable sales asset. It is one of their main talking points in securing a new agency.

A short time after the house organ had been given its new dress, the advertising manager stopped off on a return trip from Chicago to visit the Indiana dealer who had incited him to poke up the *Stove Poker*. On the morning of his visit, the dealer had received only 32 pieces

of direct mail matter.

"But you'll be glad to know," he said, "that I saved two of the pieces to read at home tonight, and one is the *Stove Poker*. I read it as religiously now as I do my favorite trade paper," he concluded.

Surely, the house organ editor could ask no more of any dealer. And this Indiana dealer is a good man to keep in mind when preparing future dealer helps, for he says the paper baler is today paying a good profit.

Analysis Great Ally of Advertising

**See Your Buyers Under the Microscope—
Tabulate Their Habits and Characteristics—
Then Base Your Ad Copy on Results**

HOW many advertising men responsible for the preparation of copy have ever sat down and analysed the prospective purchasers of the goods advertised?

Doubtless there are many who, methodical, semi-scientific, and thorough in their plan of work, have done or do so, but it is by no means a general practice.

Yet a few minutes spent in considering those to whom our goods should appeal, their view-point and their possible attitude toward the goods, would elicit a very valuable schedule of data that would provide many new copy-thoughts and possibly open up some new and hitherto unconsidered avenues of selling argument. There are many factors in the PURCHASER himself that, duly weighed and acted upon, may have an important bearing not only on the success of advertisements, but upon the actual success of the goods themselves.

STUDY CUSTOMERS' HABITS

They are as vital in advertising as any analysis of selling points of your goods or service. An investigation of the habits, characteristics, mode of living, etc., of prospective buyers will usually reveal much that can be turned to valuable account.

Human nature is an extensive subject. A man often finds it difficult to understand himself, or to tell beforehand what his impressions or action would be under certain conditions. While there are fundamental characteristics of human nature common to all, there are also great differences in human minds. Some are sensitive and respond readily to delicate suggestions. Other minds are more crude, and

may respond only to bold appeals. Sex, age, education, social and financial status, profession, and even the geographical situation in which the subject lives, all have much to do with the differences in receiving impressions and in the facilities of thinking and acting.

Therefore, before commencing to write copy, or even before one attempts to make an analysis of a proposition, there should be fixed in the mind the group of people to whom the appeal is to be addressed.

If we are writing advertisements to appeal to one special class, it is important to find out all we can about that class. It may be cyclists, smokers, doctors, business men; each must be studied. Write down the characteristics of the class.

PREPARING AN ANALYSIS

For example, suppose we are advertising a speed gear for cycles. Let us set down the characteristics and interests of our prospective buyers

That is, for all practical purposes, an analysis of buyers of a cycle speed gear, and their attitude toward it. Precisely the same kind of analysis can be applied to any class. While with many practised copy-writers this can be done in a few minutes by mental process, it is desirable to set it down on paper for reference, and because additional thoughts will arise from it.

Decide what motives and characteristics in your prospective buyers you can appeal to. Imagine all these qualities or idiosyncrasies possessed by a single reader, and address him.

The attitude of people toward the article should be ascertained as

far as possible. Their ability to buy and their habits of reading and buying should be investigated.

MAKING YOUR OWN TESTS

Where it is not possible to visualise adequately the prospective public, enquiries should be set on foot, tests made, and the results tabulated and noted. In one's own circle of friends there are usually many who can be pressed into service to secure helpful facts of this kind.

There are certain lines of business in which success—even existence—is bound up in the fact that the advertisers keep their fingers continuously upon the pulse of their buying public. The art of advertising is to suggest that the goods or service fills a distinct need, but the product must satisfy in that respect, or the advertising merely produces first sales instead of permanent customers.

Analysing a buying public means the discovery of what that public wants, what it will buy, and what it can afford to pay, and advertising based on such analyses not only creates a demand, but impresses its public with the fact that the goods advertised are suited to its special needs.

So analyse your buyers.—C. F. Hylton, in *The Advertiser's* (London) *Weekly*.

"Life" Will Soon Cost 15 Cents

After having been sold at 10 cents a copy since it first started, thirty-seven years ago, *Life* announced editorially in the April 22 issue that its newsstand price, due to the depreciated purchasing power of money, will be increased to 15 cents in the course of a few weeks. Subscription rates, for the present, remain unchanged.

"THE HOUSE OF TRANSPORTATION"

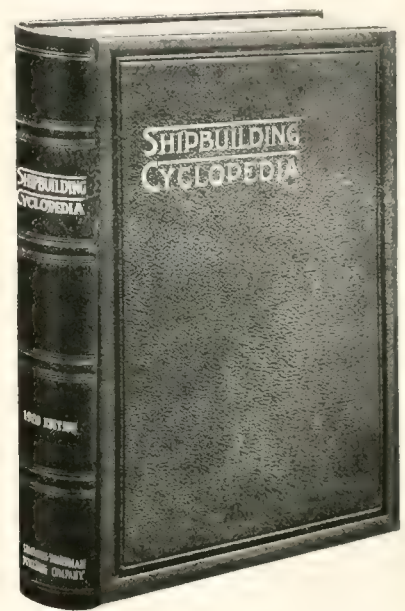
Chapter One

IN a recent announcement we said: "*That the Simmons-Boardman Publishing Company may be more truly 'The House of Transportation' we will soon launch a 'Shipbuilding Unit' which will be a close companion to the Railway Unit, the first section to be known as the 'Shipbuilding Cyclopedia.'*"

Here it is—

a volume of over 1200 pages unlike anything heretofore published and destined to revolutionize ship designing methods.

The "Shipbuilding Cyclopedia" will be published annually and work on the 1921 edition has already been started. The Catalog Section affords a means of placing the catalogs of those who make or sell equipment for ships and shipyards before every man of importance here and abroad who has to do with designing and building ships. Send for rates. Circulation to be guaranteed and attested by the Audit Bureau of Circulations in which the "Shipbuilding Cyclopedia" has applied for membership.



In the next issue of Advertising & Selling, we will tell about the second section of the Shipbuilding Unit of

"The House of Transportation"

SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

Transportation Bldg.

CLEVELAND

The Arcade

CINCINNATI

First Nat'l Bank Bldg.

WASHINGTON
Home Life Bldg.

LONDON
34 Victoria St.

Publishers also of: *Railway Age*; *Railway Mechanical Engineer*; *Railway Electrical Engineer*; *Railway Signal Engineer*; *Railway Maintenance Engineer*--the "*Railway Service Unit*"--all members of the A.B.C. and A.B.P.

Turning the Salesman into a Camera Man

How Portable Projectors and Safety Films, Salesmen
and Uncle Sam Are Selling "Good Luck" Can Rubbers

By RALPH E. CONDER

Advertising Manager, Boston Woven Hose & Rubber Company

WHEN THE BOSTON Woven Hose & Rubber Company first considered the use of motion pictures in advertising, we had no idea of the extent to which our activities along this line would develop. We began by using the standard size film for theatre and general circulation. Then the portable projector and the safety film came along and we enlisted its services. Today, we have eliminated theatre circulation and are concentrating our efforts on advertising through the portable projector in the hands of our salesmen and, as will be seen, our friends. Our success has been three-fold.

IN THE SALESMAN'S HANDS

First of all, we have used the film for the instruction of salesmen at our own sales conventions and the sales conventions of our jobbers or wherever groups of men handling our line can be brought together and given the detailed visual instruction which is only possible through motion pictures. We have been able to accomplish things along this line which would have been impossible in any other way. Only last week the writer spent a day at the Winchester plant in New Haven with the films.

The Winchester Company, branching out as it is into the hardware business, with the intention of controlling some 6,000 retail stores throughout the United States, has taken on our advertised line, but never having been in the hardware business before, knew very little about our merchandise. It would have been a long and tedious job if, indeed, it would have been practical, to assimilate enough knowledge to train all the store clerks through the use of printed matter, but with the motion pictures it was a comparatively simple task. Assembled in New Haven were some sixty men of the sales promotion end of the Winchester business, who for the past three weeks have been holding a school, inviting a different manufacturer each day to send a representative to tell the men about the goods, and teach them, so that they might in turn go out into the hardware stores and train the retail salesmen and clerks how best to

sell the merchandise to the consumer.

Through the aid of the portable projector and our non-inflammable films showing the details of our industry, we were able in an hour and a half to cover the entire subject and at the close of the lecture, we were not only complimented by

those in charge, but were told that our demonstration was the only real sales talk which had been given, and the opinion was freely expressed that it could not be done as well without motion pictures.

Second.—We have used our films for the instruction of the general public through the medium of lec-



Midwest Farmers are
Prosperous-Progressive
They buy products that
save time and labor
and make better homes.

They read
The Capper Farm Press
as carefully as you should
read the next page—



tures. We have two sets of films and two projectors which are used by our salesmen and representatives on the road in department stores and other places where the general public can be reached. In connection with the sale of our Good Luck rubbers, we find that in most of the large cities where department stores have auditoriums they are very glad to have our representative come and lecture twice a day for a week on the subject of canning and the making and using of jar rubbers. They advertise this in their local papers and good crowds attend. In this way, we are able to help the department store sell Good

Luck rubbers and we are also furthering the practice of home canning, because our lecture and picture cover the government method of cold-pack canning as well as the method of making jar rubbers.

LOANING TO UNCLE SAM

Third.—Our films are used by government demonstrators themselves in organization work. For instance, under the provisions of the Smith-Lever bill the country is divided into groups according to the counties in the various states. The state work is under the leadership of the state agricultural college, the county work is conducted by the farm bureaus in each county

and the local work by district and town leaders working under the farm bureaus. Now, the problem facing the state and county leaders each spring is purely one of organization. They must go out and form clubs of the boys and girls in canning work. Next, through the efforts of the home demonstration agents, the women in the community, form group clubs for community canning or for cooperative home canning when the fruits and vegetables begin to ripen. It is a tiresome job to tell the story of home canning possibilities by word of mouth with nothing except a few jars of last year's canned products to illustrate the story. We have realized this and have offered to supply a copy of our film, either in standard size, of safety standard size with a machine, wherever demonstrators wish to use these pictures to turn the organization meeting into an entertainment and sell the idea to those present in the most practical way, *i. e.*, through actual demonstration on the screen.

The results have been most astonishing. We sent out a circular letter to every farm bureau and state and government demonstrator in the country and requests have come to us from every state so that the sixteen sets of films which we had made have been constantly kept going and we have been unable to supply the demand and have had a waiting list most of the time.

Imagine the publicity obtained through being able to show these used. Not only have the films been used in the spring during the demonstration period but in summer, often in lieu of a real canning demonstration. Even though the past winter our films were constantly in request by leaders who were anxious to promote the government program in anticipation of the coming season's work.

We believe we have made as wide a use of motion pictures in advertising as any other concern and we have done it at very small expense. We have altogether less than \$6,000 invested, including our two projectors, and that part of our films which has been most widely used, that is, the 1,000-ft. section relating to rubber rings and canning, cost less than \$1,500 and has been in use constantly for nearly four years.

—So rapidly has farm life in the Midwest progressed that a new chapter in American business has been written, thru simply furnishing these farm homes with the actual necessities of life—to say nothing of the luxuries.

The Capper Farm Press has been an integral part of this romantic development—has, indeed, thru years of constructive service, been responsible for much of the progress made.

Farm folks of the Midwest know Arthur Capper and respect his ability and his whole-hearted devotion to a better agricultural life.

That is the prime reason why The Capper Farm Press has its commanding position: farmers look to it, its publisher and its editors for real leadership.

And they have never been disappointed.

Our Bureau of Research will help you determine the possibilities of this market for your product.

The CAPPER FARM PRESS

(MEMBER A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

SECTIONS

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

American Advertising Methods Successful in China

Some of the Methods of Which American and Other Advertisers Now Are Making Use Of In the Orient

By DWIGHT K. GRADY

Foreign Trade Department, San Francisco Chamber of Commerce

ADVERTISING of American products in China is becoming more necessary with each passing year. A record of the new lines being introduced almost monthly will demonstrate the reason more clearly than any statement possibly could. The methods of distribution and marketing in China make it safe to say that intelligent advertising will bring great returns in the Orient as in the United States. Advertising and personal salesmanship are more closely related than in America but they have not been developed to such a high point. No advertising campaign in China would succeed unless it was definitely "hooked up" with the sales campaign. Before taking up the subject of advertising to the 450,000,000 Chinese, it is proper to make a quick review of the marketing situation as it exists in the Orient.

Most American firms in China which have enjoyed any degree of success have a fair basic means of distribution. These means, however, only offer a foundation upon which to build a really efficient organization. Most houses have adopted the English method of distribution, which means selling through compradores who control a wide clientele among the large buyers, who in turn effect distribution through long established and nation wide channels to the smaller trade. When a line is once successfully introduced, the process of selling becomes more or less automatic, but this means only supplying a fixed demand rather than stimulating greater demands. Little effort is made to change conditions as they actually exist.

In the United States, manufacturers long ago realized that it is impossible to develop consumer demand through dealer cooperation. The result has been that hundreds of thousands of dollars have been spent annually in direct-to-consumer advertising. Some day this method will be universally adopted by concerns doing business in China. Some have already adopted this plan with most gratifying success. Modern methods as they are known among the more progressive nations are bound to come sooner or later and with their coming will occur the passing of compradores and other

middle men whose presence causes prices to be high or profits to be low, and thus acts as an automatic "choke off" on trade.

SOME OF THE ADVERTISERS

Sales of machinery for flour mills, mines, etc., are of course not usually made through a long line of buyers or jobbers. The personal touch is usually established here through one jobber. Railroad machinery and machinery for public utilities, on the other hand, usually find sale through political channels, and this will probably be true until such time as China grows stronger both politically and financially. It is even now improving and there is still much to be done.

This condition, however, deals only with machinery and allied lines for which there is not or never will be a general consumer demand. In the general consumer class of merchandise it stands to reason that the amount of advertising done is going to have direct bearing on the size of the demand.

Some great examples of success in to-the-consumer advertising are the campaigns of the British American Tobacco Co. and the Standard Oil Co. The former company planned its campaign along American lines.

They sent out salesman under direct supervision and worked each section of the country intensively. Very often from launches and other boats they worked the water ways, sowing cigarettes broadcast, and literally placing lighted cigarettes in the mouths of the public. Of course, at the start the campaign was carried along modest lines, but as its success was apparent they increased their sales force. They found that the old system of marketing through jobbers and dealers was holding down the business and so bought out Mustard & Co., a firm of long standing, with a widely scattered distributing machine, and their success in selling cigarettes throughout China is an example of what enterprise coupled with modern business methods can accomplish.

The Standard Oil Co. also started in a small way, but has enjoyed remarkable success in developing the latent demand for oil. They had many problems to cope with, but by advertising extensively and expand-

ing their distributing system, they succeeded. They found people who retired at dark out of sheer necessity.

The Singer Sewing Machine developed its business along original lines and at considerable expense. Their number of prospective buyers, much smaller than was true of oil or cigarettes, due chiefly to price, made it necessary that they adopt an instalment system, such as is used in the United States. They advertised on a grand scale and everywhere in China the big "S" with the Chinese woman at the sewing machine is a character which means sewing machine to the Chinese mind.

PROCESS IS COMPLICATED

Advertising in China is somewhat complicated if it is to give results. There are the poster, the hand bill, the moving display, flags, the newspaper, the mailing lists, street car displays, moving pictures, store displays, samples and sundry other. The poster is probably the most important and strongest medium in China. For the masses it will probably remain so for many generations. The standard size of posters in China is 31 inches by 43 inches. Another size which has been used widely is 25 inches by 37 inches. This is the size that the Standard Oil Co. uses successfully. It is more advisable to use a cheap grade of paper for posters than a high quality one, as posters are usually placed on boards and little attention given to them afterwards by those putting them up.

In preparing posters for Chinese advertising there are many things to be considered outside of the mere printing and posting. The psychology of the Chinese, their customs (local and national), the translation, which must be different for North China and South China, and many other details must be taken into consideration. Color combinations are most important as are characters and figures. Any reference to mourning or certain figures such as the turtle and other combinations of lines should invariably be avoided. Posters may be placed in railway stations, steamship wharves, and many other advantageous places.

Ranking next to the poster comes the hand bill which, as in the Unit-

Increased Facilities to Serve Old Clients— Room to Serve More

An advertising agency builds and occupies its own six story building.

What does that mean to you as its present or prospective client?

DIRECTLY little. Yet indirectly much. Winning ideas may flash in the din of a boiler plant, or the racket of a shipyard. But it is our experience that constructive thinking is best done in quiet, with the necessary conveniences and office organization to grease the wheels of thought.

And so our new building was designed and built with definite ideas of what the home of an advertising agency should be. It gives us room for the conveniences and facilities necessary to creative planning and thinking—room to surround our executives, account managers, merchandising investigators, writers and artists in quiet, that they may apply themselves without interruption or distraction to the marketing problems of our clients—room to back up their recognized selling ingenuity and advertising ability with an organization wise and skilled in the handling of advertising detail—room to house in comfort the expansion that is certain to continue.

We shall be glad to have you stop in to inspect our new home, or to confer on the economic marketing of your commodity through modern merchandising and advertising methods.

Albert Frank & Company offer you over 48 years' corporate experience in advertising and merchandising, and several times that in the combined experience of the men who sit in conference. And with this wealth of experience and ripeness of growth, an organization youthful enough to dare the startling when the unusual will win the point.

Our New 'Phone Number is *Bowling Green 2930*

**ALBERT FRANK
& COMPANY**
ADVERTISING
Fourteen Stone Street
CHICAGO *New York* LONDON



*The Albert Frank Building
The new home of
Albert Frank & Company
14 Stone Street*

Stone Street, one of the oldest and most historic streets in New York, runs from Whitehall Street opposite the Custom House to Hanover Square. Number Fourteen is half way between Broad and Whitehall Streets, and opposite the Stone Street entrance to the Produce Exchange Building. The Whitehall Street station of the new B. R. T. Broadway Subway, is just a step from our door.

Our Chicago office also has felt the effect of the prosperity and success of the clients it serves.

On May first it became necessary to more than double the floor space and to make several additions to the staff.

Advertisers feeling the need of western connections will find Albert Frank & Company in Chicago fully equipped to render a complete agency service.

ed States is an advertising medium for the masses. In China it should be made to appeal to those who cannot read. Picture stories with a short legend are effective. Distribution can be effected at about 20 cents per 1,000, or possibly a little more at the present time. The question of treating these hand bills for mailing will be taken up in another paragraph.

FLAGS

The first impression of the foreign visitor to China is that it is a country of flags. The Chinese have worked the flag and store sign idea to the ultimate of elegant monotony on every important street. In practically every Chinese town myriads of these flags are displayed. Flags may be combined to have both American and Chinese advertising ideas and principals on them, thus, to a certain extent, making American advertising conform to the Chinese taste. The flags where standardized are about seven feet by nine feet. To conform strictly to the Chinese method of advertising in the treatment of flags would be to discard a real opportunity. Novelty in flag advertising would be more likely to be successful. The Chinese design is practically always the same; painted on both sides and with a strip of turkey red cotton as a border. All flags look alike. Probably a better size for the flag would be four and a half feet by eight feet, as the streets in many Chinese towns are excessively narrow.

NEWSPAPERS

From their strictly advertising value in the stimulation of national consumption, the foreign newspapers do not deserve much consideration. They have their value, however, although no merchant catering to a national demand counts very heavily on the foreign daily. There are probably 200 or 250 vernacular newspapers in China, but the value of many for advertising is questionable. Long held in check by the Government, Chinese newspapers have not been capable of much initiative. It is almost impossible in many cases to know the truth about the circulation of Chinese mediums. Nevertheless the Chinese newspaper offers a good method of advertising.

THE MAILING LIST

There are a number of excellent mailing lists in China, but they are the property of private concerns and are not for sale or for rent. There is one advertising agency in Shanghai which may be entrusted with the mailing of circulars and other propaganda. It is a very expensive proposition, compiling a mailing list, and to depend solely upon it would render the cost of advertising prohibitive. It may, however, be built up as a by-product of advertising and sales campaigns. It is a simple proposition to secure mailing lists of the foreigners in China but of the natives it is different. Once constructed, however, mailing lists are productive of great results when used in connection with commodities which may be reasonably expected to enjoy general consumption.

As the average Chinese family receives very few letters in the course of a year, interest is very keen in anything that

comes through the mails, and a circular letter or a hand bill sent by mail would receive much greater attention than a family would give it in the United States. The post office is very reliable and therefore definite results may be counted upon through mailing.

STREET CARS—TRAMWAYS

To date street car or tramway advertising is confined to Shanghai, Tsingtau, Tientsin, and Hongkong. The traffic in Shanghai in the foreign settlements is from 20 to 22 passengers to the car mile. The cars are divided into first and second class compartments, and both are generally used by the Chinese. Foreigners, however, rarely ever use the second class compartments. Advertising in street cars is effective and it reaches practically all classes, both foreign and native. It provides a good medium for reaching the middle class. Of course the methods used would vary according to the community in which the advertising was carried on.

THE CINEMATOGRAF

During the past few years this method of advertising has had a marked growth in China and it bids fair to become very effective. The Chinese are very much interested in motion pictures and note carefully all advertising by this method. There are a number of moving picture houses throughout China, which at the present time will probably exceed 300. Rates for this advertising are not high, counting the actual manufacture at a normal rate of exchange about 30 cents gold per foot for original films.

WINDOW DISPLAY

Window display, as far as the actual placing of goods is concerned, is in general use throughout China, but the window and store display sign has not been developed to any extent. The Japanese do considerable advertising through store display signs as do one or two of the larger American advertisers.

HOUSE BOATS

In conjunction with national campaigns in China big results are often obtained from house boat tours. There is a great deal of detail in connection with such tours, but a very effective distribution of samples is secured and many stunts may be held throughout the country from the house boats.

BRANDS, TRADEMARKS—CHOPS

Occasionally American brands and trademarks are successful in the Chinese market, but it is safe to say that greater success has attended the sale of commodities which were marked under brands adapted to the Chinese. An example of how a trademark can go astray is that of the first attempt to market a certain commodity using the figure of a Quaker as its mark in China. Practically all Americans are familiar with the Quaker and the fact that he stands for honesty, stability of purpose and general worth. When this message was translated into Chinese, however, these points were missed and the trademark was accompanied by the quotation, "An American of ancient times in ancient costume."

The introduction of a now nationally known phonograph trademark and its quotation were also sadly mishandled.

It is not only advisable but essential that trademarks and brands be carefully considered from the Chin-

ese point of view before being introduced into the market.

Early in 1920 there has appeared a trade journal devoted to drugs and chemicals which virtually constitutes an innovation in advertising in China. This magazine is produced by an American firm and has been cordially received. Early copies indicate that the publishers are thoroughly in touch with the situation and capable of turning out a high class magazine. There is a real demand for media of this sort, and no doubt the enterprise will meet with success.

As a final word, it is of utmost importance for merchants and manufacturers exploiting goods in the Chinese field to see that their commodities are in harmony with customs and usages in that market.

NO LONGER A "DUMPING GROUND"

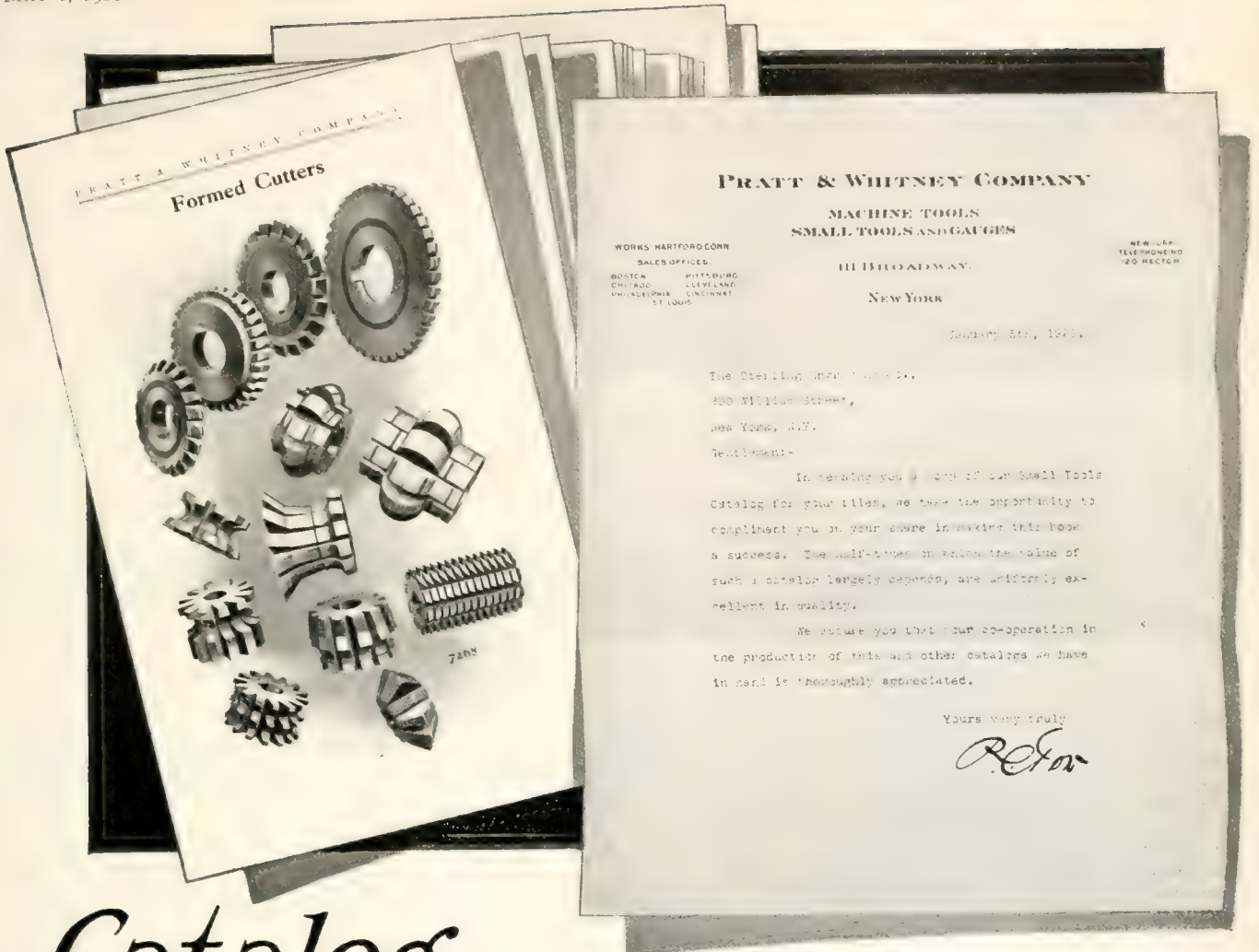
American manufacturers in China have long been guilty of using that country as an extensive dumping ground for sizes, styles, etc., that the Chinese can not use to best advantage. Too much emphasis cannot be placed on the necessity for remedying this fault.

In doing business with China, we cater to a population four times greater in number than the United States and a people who are largely dependent on the outside world for what they consume and manufacture.

It is a peculiar market and it will prove much more difficult and expensive to put out a package which does not conform to the Chinese ideas than immediately to take into consideration the nature of the demand before exploiting commodities.

It would be the height of folly to export certain kinds of American tools to China at the present time. The Chinese wood saw is entirely different from anything used in the United States today. Our bucksaw more nearly resembles it in appearance than does any other saw. The Chinese can use our blades, however.

The Chinese have many prejudices and have been known to throw their patronage from one house to another merely because of the color of the packing paper used. It is quite conceivable that the Chinese would not care to market candles packed in blue paper where they would accept exactly the same quality and make of candle wrapped in brown paper. The Chinese are not strong for marked or radical changes in their practices.—*New York Commercial*.



Catalog Halftones

There were used in the printing of this catalog two hundred and fifty-one fine screen halftones and twenty-eight zinc etchings. What more could be said of the quality of these plates than that they are uniformly excellent?

Maintaining a high standard in this number of plates is evidence that **all** Sterling plates are of the same uniform excellence.

Black and White, Line, Ben Day, Process, Wax.



THE STERLING ENGRAVING CO.
200 WILLIAM ST. NEW YORK, N.Y. 10TH AVE. & 36TH ST.

"Advertising Must Have Merit," Says J. W. Craver

J. W. Craver, treasurer of the Aunt Jennima Mills Company, St. Joseph, Mo., is a firm believer in the wisdom of the old saw, "It pays to advertise." At a meeting of the corn millers of the country, recently held in Chicago, Mr. Craver, in an informal address, made some very valuable suggestions on this subject.

"Advertising is a business—I might say it is a science," Mr. Craver stated, "In simple language, it is telling the public what you have to sell. Advertising is a distinct feature, or should be, of our business and should be handled as a separate department, although the manufacturing, sales and advertising departments must work hand in hand that the proper results may be obtained.

"If you want to expand your business by advertising, and I hold there is no better way, you should provide the proper agency, for not every one can write an advertisement. It has been said 'Poets are born, not made,' and so it is, in my opinion, with advertisement writers. Much money is annually thrown away by poor advertising methods and lack of distribution. Very often stupendous campaigns result in failure for the reason that the copy was misleading and did not carry conviction.

"Advertising should be truthful—a concern might advertise a poor article year after year and eventually lose out because the article advertised did not possess merit. I have said before and I repeat now, that if you will judiciously advertise an article of merit you will win success. In saying this I do not mean you can disregard proper business methods in conducting your business. If there is any one that must conduct his business along proper lines and keep faith with the public it is the man, or concern, doing extensive advertising.

"Above everything, if you are going to advertise, let the article you advertise be exactly, or even better, than you represent it to be. Do not break faith with the public, for it has become a custom to look upon the advertised article as being a superior one, and it should be to win permanent favor. You must keep it so, for the public is fickle, and if once deceived it would be difficult to win it back.

"One of the biggest problems confronting the advertiser is how to advertise and through what channels. It is a subject that must be studied thoroughly. You cannot always get results through one particular channel. Changes in your method of advertising, therefore, are sometimes necessary. While you might get results that would be very satisfactory by using magazines, if you would support the campaign with newspaper copy your results would be very much greater and with but little additional expense.

"We should not overlook the fact that every form of advertising has its strong and its weak points. In our business we have used magazines, newspapers, billboards, painted signs, trade journals, street-car cards, novelties and house-to-house canvassing, as well as demonstrating in department stores and other public places. I confess I am unable to tell you which has brought the best results,

but it was a combination of mediums that has produced satisfactory results. In doubling up, the great trouble is that you are apt to over-advertise and too rapidly dissipate your appropriation, which may mean financial ruin. Advertising should be run steadily and not intermittently to secure the best results.

"Advertising, so to speak, is the dynamo behind most of the nationally known articles of today. If the label of a well-known fountain drink and the good will of the business can be capitalized and sold for many millions, then why is it not time for us to awake from our lethargy and make a start? I hope this will be done."

—Retail Public Ledger.

Standard Parts Advertising Head Resigns

James A. Braden, advertising manager of the Standard Parts Co., Cleveland, O., will resign on May 1, to devote a considerable portion of his time to personal interests. Ralph W. Leavenworth, who has been assistant advertising manager for nearly two years, succeeds Mr. Braden.

Schott Appointed Sales Manager

The American Ever Ready Works of the National Carbon Co., Long Island City, N. Y., has appointed H. S. Schott to be Eastern sales manager, succeeding J. H. Somers, resigned. Mr. Schott, who has been with the company since 1913, won promotion through the record he established as assistant sales manager of the Canadian Ever Ready organization.

WHEN does the farmer

Changing conditions on the farm have exploded the old Summer Slump Theory!

Popular fallacies about the farm persist like a superstition.

One of them—a particular hobby of advertising men—is that farmers are too busy to buy in the summer. They still think that it is on long winter evenings that the farmer pulls his chair up to the lamp, devours the advertisements in his farm paper, and decides to buy.

Here's What An Investigation Showed

The Farm Journal determined to get the facts in black and white. It went to hundreds of merchants in small towns from 3,000 to 10,000 population. It checked their answers by bank deposit records furnished by local bankers.

"When does the farmer buy?" we asked.

"When he's working in the field during the summer," they answered. "When roads are good and he gets to



The Farm Journal

Over 1,050,000 a month

"The Paper They Farm By"

15 E. 40th Street
NEW YORK CITY

Washington Square
PHILADELPHIA

Ralph Foote Goes with Sherman & Bryan

Ralph Foote, recently in the service department of Frank Seaman, has joined Sherman & Bryan in a similar capacity.

Mr. Foote's advertising experience includes the management of his own agency in Seattle, Wash., also some years with the Taylor-Critchfield Corporation, Chicago, and the Ethridge Company, New York. More recently he has been with the Remington Arms Co., and the Martin V. Kelley Co. During the war he was director of the bureau of advertising in the American Red Cross.

"Price Current-Grain Reporter" Moves

The *Price Current-Grain Reporter* has moved its offices from 327 South LaSalle street, Chicago, to quarters twice as large at 305 South LaSalle street.

Says Institutional Publicity is Cure for Unrest

The public should be made to see the purpose of big industries is not to oppress employees, but to afford them a means of livelihood surrounded by conditions as healthful and as pleasant as the nature of the business permits. A. A. Talmage, textile editor of the *New Bedford Standard* declared in an address before the convention of cotton manufacturers.

His speech follows in part:

"Never before in the history of this country was the public mind influenced to so great an extent by what it reads as is the case today. Newspapers, magazines, books, pamphlets, bill boards—yes, and moving pictures—these are the sources from which the public draws most

of its information, and the impressions it gets from these sources are the premises on which it forms its opinions and sympathies today on a much wider range of matters than in former times.

"My purpose in coming here today is to call your attention to the fact that this same weapon can be used with as great or greater effectiveness in defense of the industries.

"People ought to be shown that the large scale production that comes with big business and big industries, makes it possible to manufacture at lower costs, makes available more products for public use, adds much to the sum total of human happiness and tends greatly to reduce the cost of living or at least to make possible better living at no greater cost.

"Industry has progressed in civilization fully as rapidly as has the public at large. Conditions which prevailed ten years ago would not be tolerated any more by the industrial manager today than they would by his employees.

"But the public as a rule does not know this. It pictures the industrial workers toiling in poorly lighted, poorly ventilated, depressing surroundings, and pities them because of the low wages they get for it and the unhealthy life they have to lead.

"Why not let them know that these conditions have gone never to return? Why not advertise the fact that the interior of the modern cotton mill, for example, is as light and airy and pleasant as their own kitchen or sitting room, and many times much more so?

"Why should not the public know the facts as they are, and realize that the mill workers today have as much opportunity for enjoyment and lead as happy and wholesome a life as those who work in offices?

"Publicity, with truth behind it, can and will, if properly directed, overtake the false ideas that have gone out, and will accomplish the psychological overturn that is so much needed in industry today. The workers' minds can be directed to the many advantages they enjoy rather than upon the comparatively few and very minor disadvantages. The public can be enlisted in support of big business and industry instead of against it if industry can show its sincerity in working for the public good and can show it is dealing fairly and openly with its employees and the public."

Prominent Philadelphia Advertising Men Address New York Club

Edwin S. Stuart, president of the Poor Richard Club and former Governor of Pennsylvania, Cyrus H. K. Curtis, Philadelphia publisher; Rowe Stewart advertising manager of the *Philadelphia Record*; Richard A. Foley, head of the Foley Advertising Agency, Karl Bloomingdale, of the Bloomingdale, Weiler Advertising Agency, and David B. Provan, director manager of the Philadelphia Ritz-Carlton, were guests of honor at the "Philadelphia Day" luncheon of the New York Advertising Club on Wednesday. They urged closer cooperation of the advertising clubs of the East, and offered the suggestion that the advertising Clubs of Boston, Philadelphia, New York, Baltimore, Washington and other Eastern cities meet in Philadelphia in the fall to discuss the question.

? spend his money?

town." "When he knows for sure that his crops will be good." "When harvest hands double his family."

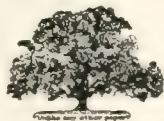
Read These Figures from Rural Merchants

Here is the average percentage of sales by months of hundreds of merchants in every line of business:

January, 6.2%; February, 6.1%; March, 7.2%; April, 8.0%; May, 8.6%; June, 8.6%; July, 8.7%; August, 8.7%; September, 8.7%; October, 9.5%; November, 9.3%; December, 10.4%.

June, July and August were proved conclusively to be three of the biggest buying months in the year. Sales averaged 22% higher than in December, January and February, which many thought were heaviest buying months.

If you believe in striking while the iron is hot, selling a man when he has money to buy, advertise to the farmer in JUNE, JULY and AUGUST.



The Farm Journal will gladly submit detailed figures of this investigation.

The Farm Journal

Over 1,050,000 a month

"The Paper They Farm By"

Peoples Gas Bldg.
CHICAGO, ILL.

Crocker Bldg.
SAN FRANCISCO, CAL.

Butler & Canavan Represent Kelly's Directory in West

Announcement is made of the appointment of W. J. Butler and F. J. Canavan as Pacific Coast Representatives of "Kelly's Directory of Merchants, Manufacturers and Shippers of the World," the other Kelly publications, and "Hendrick's Commercial Register of the United States for Buyers and Sellers," succeeding Chester D. Clark, resigned. The office will remain in the Hearst Building, San Francisco, California.

Service Appreciated

As a reward for ten years of satisfactory and successful service, S. E. Leith has been voted full rights and title to Associated Farm Papers in the Eastern field, thus permitting him to do business under this title in the future, for his own personal benefit.

This gives Mr. Leith full possession of a well established and successful business, acting as eastern advertising representative for a splendid list of agricultural papers.

This action by the members of Association Farm Papers gives substantial evidence of appreciation in a most unusual and gratifying manner.

Commercial Artists Are Unionizing

Commercial artists of New York and of other principal cities are engaged in a campaign to unionize the craft, in affiliation with the Photo Engravers' Union, according to officers of both organizations who said this week that the local Commercial Artists' Union already has between 400 and 500 members.

The union is said to have been formed at the instance of the photo engravers so as to confer upon the artists and themselves control over the work for reproduction by the latter. George Ethridge of the Ethridge Association of Artists and other employers of commercial artists when interviewed asserted their belief that the movement cannot succeed in this city.

Stevens-Duryea Appoints Advertising Manager

Stevens-Duryea, Inc., manufacturers of automobiles in Chicopee Falls, Mass., have appointed Carroll McCrea as advertising manager. The Blackman Co. is placing the advertising.

Prominent Publishers and Advertising Men to Speak at Missouri Journalism Convention

Newspaper men and women of wide experience, and representing every field or phase of journalism, will discuss practical problems at the eleventh annual Journalism week of the School of Journalism, University of Missouri, to be held this year from May 3 to 7. The question which daily arise before those engaged in journalism of any nature will be considered from every viewpoint, and every branch will have competent spokesmen.

The week has been divided by days for the treatment of the several general departments of journalism. Following the session of the Missouri Writers' Guild on Monday, those lines of journalism other than news will be grouped for discussion on Tuesday's program. Wednesday will be Advertising Day, crowded with addresses by the ablest advertising men in the country. The Missouri Press Association will hold its annual meeting on Thursday and Friday, and speakers

will consider the problems of the rural newspaper.

A partial list of the speakers who will be heard Journalism Week has been announced:

J. W. Alexander, Secretary of Commerce; United States Senator Gilbert M. Hitchcock, editor of the *Omaha World Herald*; Samuel R. McKelvie, editor of the *Nebraska Farmer*, and Governor of Nebraska; Governor Frederick D. Gardner, of Missouri; Jason Rogers, publisher of the *New York Globe*; J. J. Taylor, editor of the *Dallas News*; Mrs. Irene Sickel Sims, president of the Chicago Advertising Women's League; Philip Kinsley, of the *Chicago Tribune*; Samuel O. Dunn, of the *Railway Age* and president of the Associated Business Newspapers of the United

States; Barton W. Currie, editor of *The Country Gentleman*; Marlin E. Pew, editor and general manager of the International News Service; Karl A. Bickel, vice-president of the United Press Association; Frederick W. Smith, of the Franklin Cost Finding Company; W. H. Powell, editor of the *Ottawa Courier*; W. D. Nesbit, vice-president of the William H. Rankin Advertising Agency; Henry Schott, advertising counsellor, Montgomery Ward Company; Henry L. Wells, editorial writer for the *St. Louis Globe-Democrat*; C. L. Rutt, managing editor of the *St. Joseph News-Press*; D. R. Fitzpatrick, cartoonist, *St. Louis Post-Dispatch*; Marion F. Parker, sport editor, *St. Louis Globe-Democrat*; Marvin H. Creager, telegraph editor, *Kansas City Star*; W. F. Brennan, National Cash

Selling Through Dealers With Mail Order Copy

THE far-reaching effect of the right kind of copy is graphically shown by the experience of one of our clients whose product is sold through druggists.

First we found what we thought was the right appeal behind the product. Then, instead of following a long established precedent, we drew up a schedule based on sizes of copy which we had found best for mail order advertisers in over 60 different lines of endeavor.

The copy was written along tested lines. One city was selected as a try-out. Not a salesman was used—only the copy.

During the first week the demand from druggists and jobbers showed clearly that the product had taken hold.

At the end of the first month, sales had exceeded advertising expenditure, with repeat business and good will purchased at no expense. The product, which sells for \$1.50, can be obtained at any druggist. New cities are being opened as rapidly as production can be increased.

In this case, copy secured distribution. Investigation has shown that there is practically no substitution. The sales possibilities have been proven quickly and economically. And the risk has been practically eliminated.

This is but one instance of many which prove the real power of mail order copy in selling through dealers. And this ability to tell a story that "gets across" with the public comes to us as a result of our wide experience in selling by mail.

Register Company; I. L. Stone, president of the Duplex Printing Company; James M. Thomson, editor of the New Orleans *Item*; John T. Harding, of Kansas City; Harvey Ingham, editor of the Des Moines *Register and Leader*; J. C. De Veyra, resident commissioner from the Philippine Islands; Arsonio Luz, editor of *El Ideal*, Manila; H. V. Kaltenborn, assistant managing editor, *Brooklyn Eagle*; Miss Vina Lindsey, Kansas City *Post*.

Big Prizes for Daylo Contest

No less than \$10,000 in prizes, with a first prize of \$3,000 and 104 chances of getting a share, is offered as the reward for a contest which the American Ever Ready Works, Long Island City, N. Y., plans to inaugurate June 1. From that

time on until August 1, the end of the competition, the focal point of the contest will be the Daylo dealer's window, where there will be on view a window trim piece in which every pointing element is directed at a central figure. This picture contains a human-interest story intimately wrapped up with the product, and just what story the picture tells will remain a mystery until the contest opens.

Staff Additions to Capper Press

Roy R. Moore, formerly publicity and general advertising writer for the Empire Gas & Fuel Co., Kansas City, has been added to the advertising department of The Capper Farm Press, Topeka, Kans. Mr. Moore, who is a graduate of the University of Kansas, has had considerable

experience in newspaper work.

Miss Eleanor Eakins, formerly associated with Hart, Schaffner, & Marx in sales promotion work and later connected with the Swedish Separator Co., has become a member of the sales promotion department of the Capper Press. She will devote her time to field work.

Amsden Studios in New Home

The Amsden Studios, Cleveland, Ohio, have taken a ninety-nine year lease on the property at 2307 Prospect avenue, and are now occupying the entire building there. Two recent additions to their staff are Howard V. R. Palmer and Harry Lees. Palmer was formerly assistant advertising manager of the Atlas Portland Cement Co., and more recently connected with the advertising department of the Eastman Kodak Co.

Agency Advertising Unusually Active

Advertising of advertising agency service is becoming more and more active. In St. Louis at present the Chappelow Advertising Company and the Fisher-Brown Advertising Agency are among those carrying on newspaper advertising. Good sized space is being used. Nelson Chesman & Co. in taking a double page spread, besides having "its say" and listing the seventy or more concerns who place advertising through the company, took the opportunity to show reproductions of products manufactured by some of its clients.

The Brearley-Hamilton Company in Grand Rapids, Mich., has used full page space to tell manufacturers their story. Advertising by agencies in New York is going on stronger than ever. The Wendell P. Colton Co., Federal Advertising Agency, Albert Frank & Co., Hoyt's Service, Sherman & Bryan, Street & Finney and others, in city newspapers have been particularly active.

Hyatt Man Resigns

L. M. Baker has resigned as supervisor of sales of the motor equipment division of the Hyatt Roller Bearing Co., Detroit, Mich., to take over the representation of the Dittmer Gear & Mfg. Co. for the state of Michigan, and to become associated with his brother, E. K. Baker, in the wheel and rim business.

Criswell Joins Gotham Studios

Clyde A. Criswell, lately sales manager of the Ledger Art Service, is now directing the sales of the Gotham Studios, New York. Criswell comes from Philadelphia where he was formerly with the Richard A. Foley Advertising Agency as art director, and with N. W. Ayer & Son.

Colcord Becomes Square D Company Advertising Manager

D. H. Colcord, director of research engineering for the Square D Co., manufacturers of safety switches in Detroit, has been appointed advertising manager. L. W. Strong, formerly of the publicity department of the Westinghouse Air Brake Co., has been appointed director of research engineering.

Fuller is "Christian Herald" Advertising Manager in East

C. W. Fuller, who for the past three years has represented the *Christian Herald* in New York City, Philadelphia, and southern territories, has been appointed Eastern Advertising Manager.

MAIL order advertising allows of no compromise. Either it pays or it doesn't. Results are definitely traceable. And this agency has grown because its mail order clients have grown. Now we are simply adapting mail order methods to products sold through dealers. And results show the soundness of these methods.

This does not mean that our advertisements lack in beauty or character or impression-value. Instead, where art work is needed we purchase the finest available. Where special composition is required we employ recognized leaders in typography. But these things are incidental to copy. For we have found that copy is the biggest thing, by far, in advertising. It is, in the final analysis, what actually sells a product.

It costs no more for space to publish the kind of copy that creates ten new customers than it does to circulate copy that produces but one new customer. Copy can easily make this difference in results.

"The Tested Appeal in Advertising" is the title of a little book which, we believe, treats advertising in a way that should be of the deepest interest to any executive who is interested in the results his advertising is producing.

A request for this interesting little book creates no obligation. Please use business letterhead or enclose business card.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your Direct Advertising for analysis—give your sales message added power

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois



PAPER AS A FACTOR IN FOREIGN TRADE

Sales and Earnings Increased by Millions

Figures for 1919 Show a Growth More Phenomenal Than Ever Before in the History of American Business

FAMILIAR AS WE ARE with the tremendous increase in advertising during 1919, it is impressive, to say the least, to observe the increases in the sales and earnings in that same period of some twenty large American businesses. ADVERTISING & SELLING has taken the 1919 sales and earnings of these well known concerns, which were among the first to make reports this year, and has arranged the figures according to size and in comparison with those for 1918. Included in the list are: five general merchandise chains, four grocery chain systems, three mail order houses, two rubber and tire manufacturers, a producer of sugar, a maker of automobiles, one of tobacco products, of shoes, motor trucks, a chain of cigar stores, a meat packer and a group of drug stores. The sales follow:

	1919	1918
Armour & Co.	\$1,038,000,000	\$861,000,000
American Sugar Refining Co.	300,000,000	200,000,000
Sears, Roebuck & Co.	257,930,025	198,523,079
Goodyear Tire & Rub. Co.	168,914,083	131,247,382
*Great Atlantic & P.C. Tea Co.	154,718,124	122,192,671
Amer. Tob. Co.	146,023,730	144,523,730
B. F. Goodrich Co.	141,343,419	123,470,187
F. W. Woolworth Co.	119,496,107	107,179,411
Montgomery, Ward & Co.	97,500,000	76,166,848
Amer. Stores.	75,000,000	62,000,000
Studebaker Cor.	66,383,307	52,087,907
Endicott-Johnson Co.	62,713,040	52,896,275
United Cigar Stores Co.	61,874,053	52,037,747
United Drug Co.	60,000,000	51,028,336
S. S. Kresge Co.	42,668,152	36,309,514
National Cloak & Suit Co.	39,449,985	32,592,925
*J. C. Penny Co.	25,479,776	18,809,754
S. H. Kress & C.	25,244,232	21,131,019
*Jones Bros. Tea Co.	14,006,266	12,402,860
*Jewel Tea Co.	14,843,196	13,948,325
McCrary Stores	11,487,045	9,607,250
Federal Motor Truck Co.	10,525,265	8,664,527

*Figure for 11 months or less.

Practically in every case the sales have been the largest in the history of the concern. Armour passed the billion mark for the first time, and in its field was surpassed by Swift & Co., only, who did a business of \$1,200,000,000. Of the twenty-two firms whose sales total approximately \$3,000,000,000, it is striking to

note that one firm contributed more than one-third to the number.

The American Sugar Refining Co. increased its sales by \$100,000,000, or 50 per cent. and the business of Sears, Roebuck & Co., which was enlarged by more than \$50,000,000 is equivalent to a rise of over 25 per cent. This mail order house during the past ten years has made probably the largest turnover of any retail organization in the world, having sold merchandise amounting to \$1,214,826,121.

A gain of more than \$37,600,000 in the sales of the Goodyear Tire & Rubber Co. means close to 30 per cent more than the previous year. The Great Atlantic & Pacific Tea Co., while it shows a 26 per cent. increase with a figure of \$154,718,124 for ten months, sales for the entire year have been estimated at over \$180,000,000.

The National Cloak & Suit Co., notable among those who recorded more sales than ever before, doubled the business that it did in 1915, which then amounted to \$17,371,650. Similarly the United Cigars Stores increased their 1915 business of \$31,038,846, by nearly 100 per cent. And like other tobacco companies, in spite of the many months of labor trouble, they made a better showing than might have been expected.

Montgomery, Ward & Co.'s increase equalled 27 per cent, and so on down the list a substantial increase in nearly every instance is shown.

CHAIN STORES AND MAIL ORDER HOUSES

Before leaving these interesting figures, it might be well to observe how the eleven firms in the list representing chain stores and mail order houses fared. Their sales were 22 per cent greater than in 1918, and individual increases show gains as high as 35 per cent. The increase in business for December, 1919, for each of these concerns averaged close to 30 per cent. Much of this increased business can be attributed, of course, to the opening of more stores, and the number during 1919 was really remarkable.

The largest retail grocery chain in the United States, The Great Atlantic & Pacific Tea Co., opened 126 new stores, making in all at the close of last year, 3,928. New Wool-

worth stores numbering 45 were established, bringing the number up to 1084. The United Cigars Stores Co. had 1350 stores at the beginning of 1920, having opened 108, the United Drug Co. advanced its number to 207 and more than 8000 Rexall agents; the establishments of the American Stores now total above 1300; the Jewell Tea Co. has 530 branches; the Jones Bros. Tea Co., 333; J. C. Penney Co., 197; S. S. Kresge Co., 188; McCrary Stores, 150, and S. H. Kress & Co., 144.

WHAT THE EARNINGS SHOWED

While sales may indicate big business, profits in the last analysis, naturally, are the only standards by which to judge successful business. In the list of earnings that follows one-half of the firms given were also listed in the table of sales, and the remainder is composed of eleven equally well known concerns.

EARNINGS

	1919	1918
Armour & Co.	\$27,186,124	\$26,128,610
*Goodyear Tire & Rubber Co.	23,277,245	15,388,191
*B. F. Goodrich Co.	20,340,214	21,610,322
*United Fruit Co.	20,163,517	14,094,046
Sears, Roebuck & Co.	18,800,125	12,704,065
Corn Products Co.	13,717,486	8,652,400
Studebaker Corp.	11,283,463	4,883,463
*F. W. Woolworth & Co.	10,361,556	7,188,716
*Amer. Sugar Refining Co.	10,283,082	6,661,684
*Butler Bros.	5,000,259	6,451,764
*Chandler Motor Car Co.	5,652,255	2,194,618
Nat. Biscuit Co.	5,349,863	5,135,839
Cluett, Peabody & Co.	5,153,129	1,871,162
Endicott-Johnson Co.	4,955,286	4,398,187
United Cigar Stores Co.	4,436,479	4,010,204
*Montgomery, Ward & Co.	3,538,350	2,990,025
Am. Radiator Co.	3,036,247	2,656,213
Ajax Rubber Co.	2,201,267	1,215,368
*Hart, Schaffner & Marx	2,200,218	1,481,015
Amer. Cigar Co.	2,175,790	2,318,082
Stewart-Warner Speedometer Co.	1,962,574	1,594,665
Federal Motor Truck Co.	1,281,706	922,634

* Figures before deduction of all charges and Federal taxes.

Here again substantial increases are in evidence. Even with an increase of \$1,057,514 in earnings Armour & Co. made only 6.74 per cent on the net capital invested, and 1.35 cents on each dollar's sales. The Studebaker Corporation advanced

its profits by more than \$6,400,000, more than doubling its 1918 income. Earnings for the Chandler Motor Car Co. were enlarged by more than two and a half times the 1918 figure and those of Cluett, Peabody & Co. came very close to being tripled.

Hart, Schaffner & Marx came close to doubling its 1918 profits and so did the Ajax Rubber Co. Only the B. F. Goodrich Company and Butler Brothers show a slight drop below the 1918 figure, even though

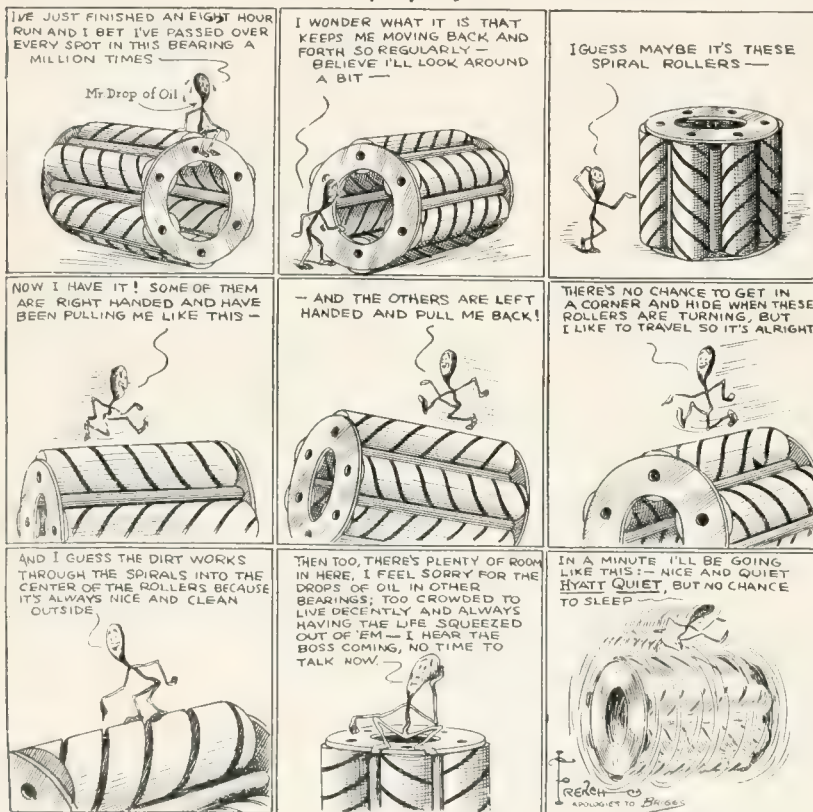
their sales were larger than ever. This was due, it is believed, to various adjustments and to increased costs in manufacturing. The Goodrich profit was double the total for 1916.

The big gains of the Goodyear Tire & Rubber Co., of Sears, Roebuck & Co., the Corn Products Co., and of the American Sugar Refining Co., and of the remaining firms speak for themselves.

Earning Reader Attention

The Cartoon In This Case Provides Both Entertainment and a "Good Ad"

I wonder what a Drop of Oil thinks about—



THERE are many ways to attract attention in advertising and in the present age practically every day brings forth some new method or plan of catching the public unawares and holding its attention long enough to tell the story.

The Hyatt Roller Bearing Company is using the cartoon idea to good advantage. These people manufacture roller bearings which are installed on practically everything that has wheels, including heavy mining machinery, delicate textile equipment, automobile trucks, tractors, trailers, etc.

A roller bearing falls under that

class of products that the purchaser seldom sees. This is particularly true of the Hyatt Bearing because it is designed in such a manner as to require no special attention for lubrication or adjustment.

The more aggressive manufacturers interpret this as a necessity for more rather than less advertising. Popularizing such a thing in the minds of the public can only be accomplished through educational advertising, building an atmosphere around the product, telling what it does, how it does it, etc., etc.

Now it seems as though the Hyatt Bearings differ from other bearings in the matter of a unique spiral

roller which serves to distribute the oil, cushion the road shocks and keeps the working parts clean.

This spiral construction is an important feature of the product but was difficult to explain through publicity until the cartoon idea suggested itself.

The treatment, although not without a touch of humor, sets forth an intricate mechanical subject in a most interesting and impressive manner.

Southern Farm Papers' Association Organized

The Association of Southern Agricultural Publications, founded last summer in Asheville, N. C., has been dissolved by action of its members in convention at Atlanta, and reorganized under the name of the Southern Farm Papers' Association. The old organization, it was stated, was lacking in the elements of unity and capacity necessary to carry forward the broad plans contemplated by its founders for the advancement of southern agriculture.

Some of the objectives embodied in the new association's policy will be: the standardization of agency recognition; united protective action during the present print paper shortage; exploitation of the South's agricultural advantages, and the development of mutually beneficial relations with other agencies working in the interests of agriculture.

L. A. Nevin, of the *Progressive Farmer*, Birmingham, Ala., was president of the old organization and was elected to this office in the new organization. Russell Kay, of the *Florida Grower*, Tampa, Fla., former secretary, was named secretary-treasurer.

The next annual meeting of the association will be held in Asheville, N. C., in July of next year.

German Government Backs Advertising Films

Consul Frederick Simpich, on duty with the American Commission at Berlin, in a report on the motion picture business in Germany says:

"The Deutsches Lichtbild at Berlin is a German moving-picture advertising concern, backed by the government and certain private corporations such as the Krupps, which produces and distributes industrial films. This concern has endeavored to advertise German industries in South America and other foreign countries by distributing such films. Within the last few months it has also begun industrial educational work in Germany. This concern has lately taken over the National Pictorial News Weekly, which corresponds to the Hearst-Pathé News. An arrangement has been made between the Deutsches Lichtbild Company and American Company to exchange weekly news films—news films not being excluded under the embargo."

Stanley Frost Goes with Packard

Stanley Frost, for over ten years with the *New York Tribune*, has resigned from the city staff to go with the Packard Motor Car Company at Detroit.

Automobile Advertising

In the Only 7-Day Associated Press Newspaper

In Minneapolis

This is the record of automobile advertising, by agate lines, in Minneapolis since 1913:

The Minneapolis Tribune	Second Paper	The Tribune's Lead
1913----- 529,477	490,466	39,011
1914----- 644,637	609,916	34,721
1915----- 686,056	615,394	70,662
1916----- 955,460	743,783	211,677
1917----- 1,000,931	863,996	136,935
1918----- 703,065	584,411	118,654
1919----- 1,127,461	1,060,727	66,734

There Is Always One Newspaper in Each City That Leads in Automobile Advertising In Minneapolis It's The Tribune

The Minneapolis Tribune, each year, for many years has published more automobile advertising than any other daily newspaper in the Northwest.

Automobile advertisers know that The Tribune reaches the people who buy cars.

First to Promote Auto Industry

The Tribune leads because it was the first daily paper in the Northwest to realize the potential possibilities of the automobile industry and to foster it.

This lead has been maintained for many years although The Tribune does not trade its advertising space for automobiles, trucks, or accessories, accepts no fly-by-night, or fake tire advertising, and is rigid in the credits it grants.

The Tribune publishes more financial advertising, more school and college advertising and more hotel and resort advertising than any other Minneapolis daily newspaper.

Preponderance of Circulation The Largest Home Carrier Circulation of Any Daily Newspaper in Minneapolis

Sworn statements to the Government and the Audit Bureau of Circulations for the six months ending March 31, 1920, show that the average net paid circulation of the Minneapolis Tribune for that period was 116,427 for the daily editions, and 130,051 for the Minneapolis Sunday Tribune. This is 19,051 in excess of the daily circulation of its nearest competitor in Minneapolis, and 36,411 greater than that of its nearest Sunday competitor.

Gains in Advertising

Between January 1 and March 31 of this year the Minneapolis Tribune has shown the largest gains in local display advertising of any paper published in Minneapolis its total gain for that period being 481,640 lines, which is 123,395 lines more than the gain of its nearest competitor. In the same months the classified gain of the Tribune was 260,146 lines, which is 14,353 lines more than its nearest competitor gained, and the Tribune refuses hundreds of thousands of lines of undesirable advertising each year.

GUY S. OSBORN
Western Representative
Tribune Building, Chicago, Ill.
Ford Building, Detroit, Mich.
Globe-Democrat Building,
St. Louis, Mo.

GERALD PIERCE
Manager of Advertising,
JOHN B. WOODWARD
Eastern Representative,
Times Building, New York City

W. R. BARANGER COMPANY,
Pacific Coast Representative
Examiner Bldg., San Francisco, Cal.
Post-Intelligencer Building,
Seattle, Wash.
Title Insurance Building,
Los Angeles, Cal.

THE MINNEAPOLIS TRIBUNE

First in Its City

First in Its State

First in Its Federal Reserve District

Publisher Sails to Boost Trade

John F. Stern, president of The Knit Goods Publishing Corporation, publishers of *The Underwear & Hosiery Review* and *Sweater News*, sailed for England on the "Victoria," April 26, to visit knit goods centers of the United Kingdom, France and Switzerland. His mission is to develop foreign trade for American knit goods manufacturers. He will be gone two months.

New Account for Peck Agency

The Peck Advertising Agency, New York, has secured the account of the Ralph B. Carter Company, manufacturers of water supply systems and pumping outfits. The campaign is running in newspapers and trade papers.

A new campaign for the contractors' equipment department of Fairbanks, Morse & Co., New York, is also being placed in trade papers by the Peck Agency.

Keeping Up With The Times

A FACT A WEEK

What does it mean to the advertiser that Washington is the National City?

It means that he gets in Washington a national audience—members of Congress, their families and attaches from all parts of the country, tourists that come in thousands each day to the Capitol.

In Washington the advertiser talks not only to the people of a metropolitan city, but also to the preferred representatives of every State in the Union, representatives who are most influential in the daily life and habits of their home communities.

Advertising space in The Washington Times does double duty—local and national.

The Washington Times,
WASHINGTON, D. C.

Higham Cables "A. & S." That He's Coming

A cable from London received by ADVERTISING & SELLING on Tuesday brings the good news that Charles Frederick Higham will sail for America on May 15, to attend the Indianapolis Convention of the Associated Advertising Clubs of the World.

To say that the advertising profession of the United States is proud and appreciates the coming of this big, influential advertising man is indeed unnecessary. His keen interest in the affairs of this country and his efforts to bring about a closer relation between the advertising interests of the United States and Great Britain have won for him high esteem.

As a Member of Parliament and the head of C. F. Higham, Ltd., one of Great Britain's leading advertising organizations, Mr. Higham has achieved wide recognition. In the current issue of *Impressions* his personality is made the theme of an article entitled, "One of Britain's Best Employers." He is the publisher of *Higham's Magazine* and is the author of several books. "Looking Forward," a volume on mass education through publicity, is his latest work. It was through Mr. Higham's efforts that the Thirty Club of England became associated with the advertising clubs in America. He is associated with the William H. Rankin Co. in this country, and as a vice-president of the Associated Advertising Clubs of the World, his jurisdiction lies over all territory outside of the United States and Canada.

American Advertising in Argentina

According to Trade Commissioner Sanger, of the Bureau of Foreign and Domestic Commerce, there is one market factor of paramount importance in Argentina in which the United States is admittedly supreme and to which European exporters have paid scant attention, and that is merchandising, which includes advertising.

In a report just published by the bureau on advertising methods in Argentina, Uruguay and Brazil, Trade Commissioner Sanger points out that it is to this factor more than to any other that we may turn while we are improving and adapting our facilities in manufacturing, selling, shipping, and enlarging our investments. Argentina possesses the most favorable present-day advantages for intensive trade cultivation and for American merchandising skill. She is rich and very productive and has a large per capita purchasing power and a high degree of literacy. Her people are vigorous and enterprising and are most favorably disposed toward the United States.

Argentine newspapers and weekly publications are, all in all, perhaps better than those of any other Latin-American country, and offer the advertiser an admirable medium for reaching all classes of consumers. Other local mediums such as street cars and bill boards are poorly organized and poorly utilized and will continue to be of much less value than similar mediums in the United States until they are more effectively organized and given more uniformity and stability, and until better display methods are adopted. A judicious and profitable use may be made of motion pictures and other aids to selling. The dealer has been ignored too much by both European and American exporters. He will not change

over night, because his traditions and training are along European lines, but helpful suggestions from American advertisers based on an understanding of his problems, practical "dealer helps," and consumer advertising will work wonders in changing his outlook and his attitude.

No matter what conditions the post-war period produces it is certain that a full share of this rich Argentine market will go to that country which is best prepared to serve it. The people are prosperous and are generous purchasers of good merchandise. "There is every reason to believe," says Trade Commissioner Sanger, "that they will respond very readily to the appeal of American advertising adapted to suit their tastes."

The bureau's report discusses all phases of advertising in Brazil and Uruguay, as well as Argentina, and is the result of a first-hand investigation by an advertising man of recognized standing. Under the title, "Advertising Methods in Argentina, Uruguay, and Brazil," Special Agents Series No. 190, it is sold at 30 cents a copy by the Superintendent of Documents, Government Printing Office, Washington, D. C., and by all district and cooperative offices of the Bureau of Foreign and Domestic Commerce. It contains many pertinent illustrations.

Federal Agency Uses Space to Protest Against an Advertising Tax

In an advertisement this week, the Federal Advertising Agency, New York, registered a forceful warning of the danger of putting a tax on advertising. The copy follows:

"There is a movement afoot to tax legitimate advertising.

"This is a step toward the destruction of trademark standards in quality and price.

"Advertising is an assurance of quality because no worthy business can afford to advertise anything but dependability.

"Advertising by creating volume demand reduces the cost of production and thereby makes possible the lower retail price.

"Advertising develops business, increases employment, energizes industry, stabilizes markets and benefits the home.

"Advertising is the most trustworthy information about the most needful things of life. To tax legitimate advertising would be as sensible as putting a tax on A B C education."

Chinese Newspaper After Business Here

The *Shun Pao* (Chinese Daily News) of Shanghai, China, started in 1872, and one of the oldest daily newspapers in China, has established representatives in New York City through the office of the World Wide Advertising Corporation, 1 West 34th Street, and will make an active bid for advertising from American concerns engaged in business in China.

British Merchants Will Tour U. S.

Twenty of the leading merchants of England are due to arrive in New York next Friday for a tour of the United States and Canada as guests of the National Retail Dry Goods Association. They will study retail trade methods of the American department stores under the guidance of sixteen prominent American department store owners, members of the National Dry Goods Association.

Albert Frank & Co. Moves Into Its Own Building

On May 1, Albert Frank & Co., New York advertising agency, will move into its own new, six story building at 14 Stone Street.

The company began as Mandel & Frank in 1872 with its office at 67-69 William street. Six years later Mr. Mandell died and the firm became Frank & Flamont, under which title it went along until 1886. Mr. Frank then bought out his partner and took in Senator John J. Kiernan, and the firm name was changed to Frank, Kiernan and Co.

The Senator retired in 1893 and Mr. Frank admitted his son-in-law, James Rascovar, as a full partner. He had held a junior partnership for several years. At that time the firm took its present name of Albert Frank & Company. Upon the death of Mr. Frank in August, 1901, it was incorporated and James Rascovar was elected President. He held this office until his death in September, 1916.

Soon thereafter his son, Frank James Rascovar, succeeded as President, while Harry Rascovar, who started as a boy with the firm, continued as vice-president and treasurer. Recently W. N. Record, long at the head of the Chicago office, was elected a vice-president. Mark Ash has served as secretary for many years.

The following are the more important departments in the present organization, and the names of the men in charge: Service Department, Lloyd B. Myers; Financial Service, John Schwarting; Plans, M. Robert Herman; Steamship, George Borst; Order, C. J. Southerton; Space Buyer, H. J. Riordon; Accounting, W. R. Siegfried; Bookkeeping, J. McKay; Forwarding, W. Rae. The agency has a personnel of 122, and maintains offices in Chicago and London.

Advertising Men Are Guests of Brooklyn "Daily Eagle"

At a dinner given by the Brooklyn *Daily Eagle* to national and local advertising men on Tuesday evening of last week, newspaper advertising was discussed, and the new book, "Attainable Ideals in Newspaper Advertising," setting forth in artistic and practical forms effective grouping of type and cuts, was inspected.

The book was the work of a dozen or more experts, working under the leadership of Carl W. Jones, advertising manager of the Minneapolis *Journal*, who conceived and developed the idea; Benjamin Sherbow, the typographical expert; Richard Walsh and Merrill Rogers. For more than a year these men have been preparing the work in two large volumes, one devoted to magazine and the other to newspaper advertising. Ten thousand copies of these expensive productions have been printed and will be distributed throughout the country. The papers contributing to the cost of the work are *The Eagle*, Minneapolis *Journal*, Des Moines *Capital*, Sacramento *Bee*, Milwaukee *Journal*, Omaha *World-Herald*, and their national representatives, O'Mara and Ormsbee. The books were greatly admired and the authors complimented on their progressive and striking contribution to the advancement of newspaper advertising.

Among those who spoke were: Herbert F. Gunnison, publisher of *The Eagle*, who presided; William Horner, advertising manager; Carl W. Jones, Malcolm Ormsbee, of O'Mara and Orms-

bee; Benjamin Sherbow, Richard Walsh, W. S. Jones, business manager of the Minneapolis *Journal*; William S. Freeman and others.

Geo. S. Mandell President of Boston Transcript Company

George S. Mandell has been elected President of the Boston Transcript Company, to fill the position held by his father, Samuel P. Mandell, who died in February.

L. M. Hammond was elected treasurer and business manager, and George E. Stephenson was elected assistant treasurer and a director of the company.

Mr. Stephenson is the great grandson of Henry W. Dutton, the founder of the paper, and the first of the fourth generation to become active in the paper's management.

The ownership of the paper still remains wholly with the lineal descendants of its founder.

New York "Evening Journal" 3 Cents

The New York *Evening Journal* on Wednesday evening increased its advertising rates and raised its price per copy to 3 cents. It was announced that the advance is due to increased cost of paper and labor.



The Work Behind The Service

Owing to international conditions, the Bell Telephone System was for two years unable to secure raw materials and equipment. While supplies were thus shut off demands for service increased beyond all precedent.

When the opportunity came to go forward the system faced the greatest construction problem of its history. It has gone forward with a speed and certainty that is bringing nation-wide results.

New exchange buildings, permanent brick, stone and steel structures, have been erected in many cities; scores of central office buildings have been enlarged; additional switchboards are being installed in all parts

of the country; new conduits built; hundreds of thousands of miles of wire added to the Bell service; more than a million new telephone stations installed; and expansion giving a wider range of operation has been ceaselessly advanced.

As the wheat crop gives no bread until after the harvest and milling so you will not have the full fruition of our efforts until construction is complete.

But, a big part of the work is accomplished; the long hard road travelled makes the rest of the undertaking comparatively easy. It is now but a matter of a reasonable time before pre-war excellence of service will again be a reality.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

The Men and Women Who Make Our Mediums

JAMES SCHERMERHORN

Publisher of *The Detroit Times*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By VERNE EDWIN BURNETT

JAMES SCHERMERHORN had greatness thrust upon him when he was very young, but after that he had to fight a series of battles which few other editors or publishers ever have had to face. When he was just a treckied, barefooted kid in the village of Hudson, Mich., a minstrel show came to town. "Jimmy" crowded ahead of all the other little chaps and his eagerness attracted the leader of the parade, then preparing to show off before the wide-eyed spectators on the streets of Hudson.

"Hi, kid, want a job?" asked an official.

Did he? Well, just lead him to it, if it meant a free ticket!

"All right, kid, your job is to walk ahead of the parade and go through all the important streets of the burg, and you win a free pass. See?"

Fame achieved so young naturally went to the poor lad's head. His boy pals looked green with jealousy as their comrade strutted ahead, heralding all the glory of the parade. But "Jimmy" had one Mecca to which he wished to go in his newborn triumph. And that was to his girl's house. Think of it, leading the minstrels right past the house where his girl lived! Of course, she lived pretty far to one side of the town, but that made no difference. So farther and farther the cavalcade passed down a road with the houses appearing fewer and farther between. HER house hove in sight. They were finally in front of it and HER frouseid head shone at the bay window.

"Hi, kid, where'n Sam Hill you takin' us—out in the country."

Then and there the juvenile drum major lost his job. Infinite greatness to utmost disgrace and right in front of his girl's house! He cut many cords of wood and sold many messes of dandelion greens before he lost the sting of that episode. But he managed to shake it off and started a series of other undertakings of a similarly trying but more

serious nature. He got the habit of casting disasters aside like a duck shakes water off its back. And his big, Holland-Dutch, though thoroughly American, grin breaks through the clouds like the sun after the shower.

INHERITED EDITOR'S TALENT

James Schermerhorn was born March 13, 1865, at Hudson, Mich., and found a life's work already cut out for him. His father was editor, publisher, advertising manager, circulation manager, foreman, etc., of *The Hudson Gazette*. Had his parents been engaged in farm or factory work, it is likely that he would have fought his way to an education anyway, because something in the make-up of the man tells one that such would have been his course.

How to Obtain Foreign Trade

"If you want foreign trade you must go after it. You can't get it by sitting in your office and looking at a map of the world. If you want your product known all over the world, you must advertise all over the world."

—Frank A. Arnold, Manager Foreign Department Frank Seaman, Inc.

He early showed a will of his own and a determination to win an education, aided by his parents, who gave him a lift onto the right track for what lay ahead.

He left high school and entered Oberlin College in 1885, to prepare

for West Point. At the military academy he made many lifelong friends, among them General John J. Pershing; General Hahn, who commanded the famous Red Arrow (32nd) Division in France; General Kenley, of the Aviation Service and General Rhodes. Pershing was captain of Company A the year Schermerhorn was a plebe and, with others of his unit, stood at attention along the banks of the Hudson River as the Grant funeral cortege passed by. His acquaintances have been kept alive and were revived during the war. When "Black Jack" returned from Europe, Mr. Schermerhorn met him and presented his old captain with a huge, leather-bound scrap book of several hundred pages, containing clippings of eulogies of Pershing, selected from thousands of American newspapers—one of the most complete documents of its kind.

Visions of becoming another Grant were abruptly ended for Schermerhorn. In his second year at West Point the news came to him that his brother was ill and that it was imperative that he take care of the *Hudson Gazette*. That was in '86, and ever since he has been in newspaper, advertising and public work.

The future editor of the *Detroit Times* made minor forays into the realm of the fourth estate while his father was editor of the country weekly at the home town. But the younger Schermerhorn's first real newspaper story came when he was only 16. It was a story about Chicago, published in the *Hudson Gazette*. In some ways this achievement meant much more to him than that of years before when he was chosen to lead the parade. The newspaper, moreover, didn't have the come-back that the other had. When he was twenty, he had become quite fluent with his reporter style, and he won a writing contest in the *Detroit News*, with a contribution on "Hazing at West Point."

These successes seemed mountainous in those days and helped convince him that the inborn talent, to some extent, at least, lay within him. He started work for the *Detroit News* in '95 and became Washington correspondent for that publication at the then lordly salary of \$35 per week. Later he joined the staff of *The Free Press* in Detroit and wrote for that morning paper for the three years preceding 1900.

With the dawn of the new century, James Schermerhorn decided that it was time to strike out as his

Instant information of where to buy your products

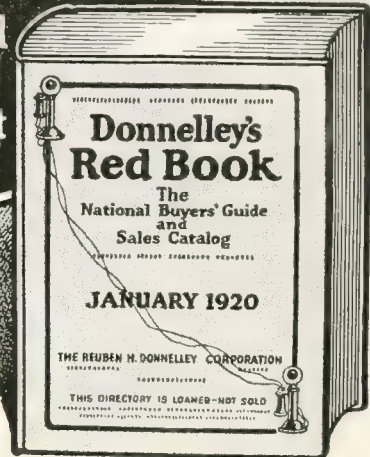
UNLESS the consumer knows where to buy your product when he needs it, the sale is lost through substitution.

The vital link necessary to close the sale for you is a reference medium that will localize your advertising *at the buying moment* and tell the customer where to buy your products.

Nation-wide distribution to 100,000 executives who are *actual buyers* gives you this service most economically through

19¢
PER THOUSAND

To reach actual
buyers of
your product



Donnelley's Red Book

THE NATIONAL BUYERS' GUIDE *and* SALES CATALOG

Now successfully used by 15,000 concerns for the purpose of reaching, with minimum cost:

The Buyer who knows your product but doesn't know the maker.

The Buyer who wants your product but doesn't know the local source of supply.

The Buyer who is dissatisfied with your competitor's product and is seeking a new source of supply.

The Buyer who is new in the market and is not familiar with dependable sources of supply.

Let us explain to you, without obligation, our Free Buying Service which puts your product before *actual buyers* through our 13 Service Stations, covering the nation. Hundreds of buyers' inquiries are received daily through this Donnelley Red Book Service.

The Reuben H. Donnelley Corporation

CHICAGO, 652 S. State St.

Boston, Mass.
Cincinnati, Ohio
Detroit, Mich.
Cleveland, Ohio

Publishers of
117 Classified Directories

Branches in 13 Cities

Milwaukee, Wis.
New Haven, Conn.
Seattle, Washington

NEW YORK, 227 Fulton St.

Minneapolis, Minn.
Philadelphia, Pa.
Pittsburgh, Pa.
St. Louis, Mo.



JAMES SCHERMERHORN

own boss. So he organized an independent newspaper, the *Detroit Today*, the only one-cent paper in the city at that time. How the new publication got by, against the almost inhuman odds of the securely established competitors, only the Lord and J. S. can explain. The paper made up in brilliancy and notoriety what it lacked in circulation and, in 1901, it helped give the *Detroit Times*, into which the original paper was changed, a send-off which has gathered momentum every year.

In discussing the lives of various editors one can aptly say the same things over and over again in different words for many of them. But James Schermerhorn is truly unique. He is one of those rare geniuses developed in the Middle West—one of the notables who chose to stand and work alone—like Henry Ford, Thomas Edison, and many others.

Schermerhorn was the first editor or publisher to drop from his columns advertising of intoxicants, and fake medicine. He is not so strict about cigarettes, but has expressed the belief that it would be to the best interest of young folk in his circulation family to omit appeals in behalf of nicotine. In this

regard he says that he wants "every product advertised to be of such a high character that I would go bail for it and advocate it in the editorial columns, if need be."

He is the first editor in his area who edited a church page. He was the first midwestern editor who foresaw the rising star of Woodrow Wilson and who helped blaze the way for Wilson's election triumphs. Schermerhorn maintains a strictly independent policy, however, in political matters.

Mr. Schermerhorn was one of the first publishers in the country to come out squarely for prohibition, woman suffrage, and other political issues which are now accepted but which were scoffed at when he dared to defend them, in the first years of their development.

He maintains a personal independence which few public characters can equal. He does not belong to any club, lodge, fraternity or organization of any kind in which he might feel obligated to modify editorial expressions for friendship's sake. But in this seeming policy of isolation he has won thousands of warm friends who will swear by him as one who speaks the truth with

perfect frankness. Thus he has built up a following *en rapporte* with him.

KNOWN AS AN ADVERTISING MAN

Mr. Schermerhorn has taken part in a record number of national and local advertising activities. He has attended and taken an active part in nearly all the important advertising men's meetings for many years. A striking address by him usually marked each of these occasions. All this has tended to make him perhaps more renowned among advertising men than among newspaper publishers.

He has delivered speeches in many cities in the United States, for a multitude of activities. Church movements, Y. M. C. A. campaigns, chamber of commerce lectures, educational programs, advertising conventions, press association meetings—all of these on occasion have called upon Schermerhorn to give one of his powerful, rollicking talks.

There are many other points for which Schermerhorn is unique as an editor and publisher. But these give an idea of his breadth. It must be admitted that he invariably gets along remarkably well, even when audiences are not particularly "with him" at the outset. His funny stories pepper his talks and writings, keeping audiences and readers at attention. Swift repartee has pulled him out of many a bad hole in public argument. For an example, several years ago, when Peruna was running big in the advertising world, Schermerhorn advocated to a body of publishers and advertising men that they put a ban upon that and similar medicines. As he began his address, the orchestra had just left the stage in the hall, and the chairman asked Schermerhorn to go to the platform to talk. *En route* to the stage, Schermerhorn remarked that he was "called higher." At the close of his striking oration, condemning certain kinds of advertising, there was not a stir of applause. The whole house was either against him or afraid to support him openly. And as Schermerhorn clambered down the steps of the platform, someone satirically tried to rub the defeat into the speaker by remarking that "Schermerhorn, after being called higher, had descended again, but was leaving his harp on high," referring to an orchestra harp left on the stage by the musicians.

To this Schermerhorn flashed back, "I thought it best to have the harp up there and the tuneful lyre (liar) at the other end."

(Continued on page 40)

Saving 5% and Getting 25% in Dead Ends

Emphasizing Concentration on Salable Merchandise
Rather Than on Shaving Prices—Showing How Dealers
in Seeking One Advantage Often Lose on the Other

By SAUNDERS NORVELL

LET US start here with the retail merchant when he goes to market to buy his opening stock. I have sold hundreds of stocks of goods and have therefore been present at the birth of hundreds of new merchants. In selling these "new stocks" there was frequently very hard competition. A number of jobbing houses were trying to sell the merchant and to convince him that it would be to his interest to cast in his lot with them. I was fairly successful in selling these stocks, and now I am going to give you one of the secrets of my success.

It is very simple. I simply told the merchant the plain truth about the retail business as I saw it. Most of my competitors attempted to make the customer believe they would sell him the goods at cost or at least very much cheaper than any one else.

In a word, all of them talked price.

As a result, most of these new merchants became imbued with the idea that there was just one problem in doing business, viz., to buy goods cheap, and that the greatest danger to them in business was that somebody was going to "rob" them in the price.

Then, without belittling the necessity of buying their goods at the right prices, I attempted to prove to them that the price at which goods are bought in the retail business is not the main consideration. I tried to show them that most merchants paid just about the same price for their goods. The thing that I emphasized was that the main point in buying new stock was to get the right assortment of goods—goods that would sell in their community—and to buy these goods in the quantities, sizes and styles, just as they sold. Sometimes a merchant was doubtful in regard to this proposition, and then I put it to him this way:

"Suppose you and I wish to buy out a retail stock. Suppose we went to ten towns, say of 5,000 population, and looked over ten running retail stores with a stock of merchandise worth say \$5,000. Now, I put the question to you: In your opinion how much cheaper would

the closest and most careful buyer of these ten stores buy his goods than the most careless buyer?" On the entire stock it would usually be agreed that the close buyer would not get an inside of more than 5 per cent.

In other words, the difference would be \$250 on the total stock.

"Now," said I, "in your opinion how much difference would there be in value between the best assorted stock and the poorest—that is—by reason of unsalable goods, dead stock, wrong sizes, etc.?" We usually agreed that this difference would amount to fully 25 per cent to 30 per cent.

"It is for this reason," I would then say, "that I hold that the character, condition and assortment of goods in a retail store is of greater importance than the extra 5 per cent a merchant may obtain by the closest attention to buying.

Now, this new merchant would say, "Well, why can't I buy cheap and also get the right assortment?"

My answer to this was, "Simply because it is a peculiar twist of human nature that the man who always wishes to buy things cheaply devotes so much thought to the extra 5 per cent that he forgets other considerations entirely."

To illustrate—the close buyer is almost invariably overstocked with "windows" because in order to get his extra 5 per cent he has been compelled by the seller to buy in large quantities—much larger quantities than he actually needs. Then many a retail buyer in his vain desire to buy direct from a manufacturer and to get the extra 5 per cent has had to buy more goods than he needed to make up a shipment from this manufacturer when it would have been much better for him to have bought in a more moderate quantity even at a somewhat higher price from his local jobber.

Then I called the attention of this new merchant to another fact that probably had not occurred to him. It is a simple matter to get a

One Sale or Twelve?

WHAT has become of the old-fashioned manufacturer who used to smear his name-plate or his package all over the page and take up every particle of the typespace with copy designed to state that if you used his product you needn't buy anything else?

Nowadays the idea of co-operation in sales appears to have replaced competition. The latest thing in merchandising is "cooperative competition" which, even though the prospect may not realize it, suggests other sales to accompany the product advertised.

Many manufacturers of food-stuffs are featuring their cook books and recipes, Del Monte even going to the extent of using practically all of an \$8,000 page in a national publication to print thirty-five ways of serving Del Monte products, every one of which would necessitate the purchase of other goods handled by the retail grocer.

Possibly the best example of this new note in suggestive selling—an idea which is rich in possibilities for the progressive merchant—is the recent advertisement of Swans Down flour, in which the retailer is reminded that the sale of each package of this product prompts an average \$4 sale of flavoring extracts, baking powder, spices, cocoanut, chocolate, sugar, eggs, butter and other ingredients necessary for the making of lighter, whiter, finer cakes.

The grocer is not the only one who can take advantage of this suggestion. The druggist who sells a toothbrush or a safety razor ought to have but little difficulty in convincing the purchasers that they need a tube of toothpaste or a cake of shaving soap; the store that sells a bed or a couch ought also to sell the pillows and sheets to fit it; even the shoe dealer has excellent "suggestive side lines" in shoe-trees, laces, polishes and hosiery.

Experts agree that the only way to beat the high cost of living is by increasing the individual production capacity. So, too, the best way to beat the high cost of selling is by adding to the amount of the individual sale—by making two or six or twelve sales at a time, instead of one.

—Retail Public Ledger, Philadelphia.

salesman to make prices when he has a price-book in front of him. The making of prices for reasons that will follow later in this article does not take much salesmanship. As a matter of fact, the average salesman has very little leeway, but when we leave the question of prices and get to the question of assortment of goods, then it takes real salesmanship with knowledge and experience to see that the new merchant is put into business right.

As I have remarked before, I went on the road when I was nineteen years of age. I went out West, where business was booming. In those first two or three years as a salesman I had many "new stock" orders thrust upon me. Will the good Lord ever forgive me for what I did to some of these merchants in helping them select some of their assortments? When Gabriel's Horn blows and I am called to judgment, some of the charges I will have to answer I am sure will be preferred by the ghosts of some of my former trade. I gave them prices, all right. That was easy. The prices were in my book, but there was no guide to assortment, and the confiding merchant got merchandise for which there was not a call within five hundred miles.

I suppose this accumulation of dead stock is still on the shelves, covered with the dust of the years and with the fly specks of many generations of flies. I never knowingly overcharged a customer. I

never asked more than our selling price. My conscience does not prick me on the score of prices, but, oh, those assortments that I scattered!

My dear friend, do you realize that to-day in the United States 25 per cent of all the capital invested in business is tied up in the ends of the line? Don't you know what I mean?

Then there was another fact that I used to call to the attention of these merchants who had the idea that their main object in life was to buy goods cheaper than their competitors. This idea was that about 25 per cent of the average retail stock consisted of goods on which the manufacturer fixed the price—there was only one price. Then there was another 25 per cent, which consisted of jobbers' special brands, where the jobber fixed the price—there was but one price.

Then there was another 25 per cent of goods, on which no man could tell whether the price was right or not—goods bought on trust.

For instance—who knows the real value of a medium or high-priced razor strop? In order to know the real value of this strop you would have to know whether the hide was cut over the back, the side or the belly of the cow. Leather from each locality has a different value, and you certainly cannot tell this leather when it is fixed up in a razor strop.

Then take brushes. How can

you tell the exact value of a brush unless you count each bristle, and so know just how many bristles and how much tampico is in the brush?

So if the above statements are correct, we have 75 per cent of a retailer's stock on which he absolutely pays a fixed price. This leaves 25 per cent of staple items on which he can occasionally puggle an extra 5 per cent, but is the game worth the candle? Personally, I think not.

I have always preached and I still preach that the main thing in the retail business is salesmanship and the ability to sell goods. When your goods are bought in right assortments then comes the question of moving the goods. Here comes the art of salesmanship, and in this art I include the arrangement of the store, show-window, show-case, and the smile on the face of the clerk.

If you will investigate the history of the most successful retail merchants that this country has produced, you will find that judgment in the purchase of their merchandise and not the obsession to buy something cheap, built their reputation and their fortune. A. T. Stewart, the first of the great merchant princes, grew from the smallest of storekeepers, with an original capital of less than \$1,000 to a volume of over \$20,000,000 a year on this principle—Stewart assortments were selected with the finest discrimination with the view to their selling, not their saving qualities.

Charles L. Tiffany, founder of the great world-famous jewelry house, started business September 18, 1837—the year of the terrible national panic—with but \$500 capital. In his first three days his total receipts were but \$4.88. But Tiffany had what other merchants didn't have—taste, refinement, judgment, and psychic sense. In buying his initial stock, he aimed for distinction of its quality, and then, when his merchandise arrived, infused into its display the love of an artist. Folks who came into his store went away and told all their friends of the elegant line of merchandise he carried and the exquisite taste shown in its display. The day before Christmas—three months after starting—he took in \$230, and the day before New Year's the receipts jumped for the day to \$675. From that day business soared higher and higher. When the French Revolution of 1848 sent Louis Phillipe into exile, and his nobles into pawn, Tiffany

FIRST OF A SERIES

What Do You Want to Know?

PROBABLY no other paper in the country has a more intimate knowledge of its market than has **The Indianapolis News**. The market is very compact. Information has been co-ordinated and correlated. Trade information of practically every nature is available. Your letter will bring you what you want.

Use Newspapers on a
Three-Year Basis

THE INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

hurried to Europe and bought all the diamonds of the hard-up aristocrats and a part of the French crown jewels, including a zone once worn by Marie Antoinette. Tiffany aimed high—sought quality—assortment—not price, always keeping in mind their selling appeal.

Study the history of Marshall Field and you'll observe the same principle at work—with the same result. Stewart, Tiffany and Field, besides using judgment in what they bought, met their customers at the front door with a smile and insisted on their employees doing likewise.

Do not forget that smile.

Then with a smile, the pleasant, gentle voice. If I were running a retail store, I think the first thing I would do every morning would be to get my clerks together and say: "Gentlemen, now let us all smile. Let us see who can put on the best smile to start the day's work." If you have a grouchy clerk in your store, if you cannot cure him of the grouch, put him to work in the basement. Do not let him get in front, where he will come in contact with your customers.

The other day I dropped into a cigar store on Madison Avenue, and as I was lighting my cigar, an old man came in and mumbled something to the clerk. The clerk was very sharp and short in serving the old man. As he went out, the clerk turned to me and said: "A lot of dubs do come in here." "Yes," I answered, "the only trouble with that old man is that he is deaf and you are not keen enough observer to remark that fact. Of the two, my dear boy, I think you showed up as the dub."

Let us not forget that some of the most famous personages of the world have been hard of hearing, including Beethoven, the world's greatest musician; Julius Caesar, the world's greatest soldier; Dr. Swift, the world's greatest satirist, and a host of others little less distinguished, among whom may be mentioned Coleridge, the poet; Harriet Martineau, the essayist; Sir Joshua Reynolds, one of the world's great painters, and our own Thomas Alva Edison. Of the 100,000,000 inhabitants of the United States, an estimate was made some time ago that approximately 3,000,000 suffered in one degree or another from impairment of the hearing sense, including the wives of three of the richest men in America. Look out—be considerate to the hard of hearing—they can help or hurt you,

depending upon whether you please or offend them.

Have you, as the proprietor of your store, ever told your clerks to look out for the deaf and those who can hardly see?

People who are almost blind and who are deaf are very sensitive in regard to their affliction. Usually you can tell a deaf person because, strange to say, a deaf person speaks in a very low voice. You can generally notice those who have very poor eyesight because they hesitate in walking. A retail clerk who will study these things, who will speak

loud and clearly to the deaf, and who will take pains to explain things verbally to the almost blind is a pearl without price. I wonder how often in your store you have had your clerks assemble and discuss the handling of different kinds of customers?

Not long ago I went into a retail store and called for a certain collar. The clerk looked at me and said, "We don't keep 'em;" and then he said nothing more. I asked him why he did not try to sell me something else. "Well," said he.

(Continued on page 47)

BRIDGEPORT

*Connecticut's leading industrial city
growing steadily*

THE GENERAL ELECTRIC COMPANY recently acquired buildings used during the war by the Remington Arms factory. Fifteen thousand skilled workmen will be employed.

That means at least 35,000 added to Bridgeport's busy population, never more prosperous than right now.

THE POST and TELEGRAM

cover the most easily cultivated field morning and evening at one cost.

Since the Armistice was signed the circulation has increased over 7,000 daily and over 8,000 Sunday. Home delivered circulation alone exceeds the combined total circulation of the two other Bridgeport dailies. Ask for ABC report.

*5,000 line rate, Morning and Evening
combined, 11c., Sunday 6c.*

BEST CIRCULATION BUY IN NEW ENGLAND

POST PUBLISHING COMPANY
Bridgeport, Conn.

Chicago Representative
JOHN GLASS
1164 Peoples Gas Bldg.

New York Representative
I. A. KLEIN
254 Metropolitan Tower

Advertising Mediums Useful for Export Campaigns

A List of Publications in Foreign Fields
With Some Explanatory Notes

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Man of Egypt," etc.

AS to definite kinds of periodicals to use for foreign trade advertising the following suggestions may be of use: *Saturday Evening Post*, *Literary Digest*, *New York Times*, *System*, *The Christian Science Monitor* and the *New York Sun*, all of which papers and periodicals have been read by the writer in foreign homes and many clubs of the chief cities of the Orient, Europe, Africa and Latin America. The advertising in these widely read American publications is quite likely to be noticed by business firms in different parts of the world and this has been a very real means of starting first inquiries concerning American products.

Export Papers.—One of the first mediums to be considered is that of export trade papers which are becoming important international trade media. These export publications are looked upon by many business men abroad as catalogues of American products in merchandise and have been one of the greatest single factors of private enterprise in bringing together more closely the commercial interests not only if the two Americas but of our country and more distant lands.

Local Foreign Media.—In selecting the magazines or periodicals generally for advertising in foreign lands it is necessary to have local knowledge concerning such subjects as the conditions of the market, population, its buying power, and the kind of publications which are most naturally adaptable to the traits and tastes of the people one wishes to impress.

In Argentina, for example, there is probably a greater variety of good publications than in any other one Latin American country. It must be remembered, here as in other republics to the south of the United States, that newspapers take the place very largely of magazines, and there are many influential and well-edited newspapers throughout Latin-America which carry great authority with the people. In Buenos Aires the prominent dailies, like *La Prensa*, *La Nacion* and *La Razon*, carry a large amount of local advertising while the first two mentioned contain many American advertisements. The high-class Argentine weekly *Cara y Caretas* has a large circulation up and down the coast as well as in the interior of the country, and in a recent issue carried 50 pages of advertising, 9½ pages

representing products of 15 American advertisers. There is also the artistic monthly called *Plus Ultra*, reaching the best classes of society and in its general makeup compares artistically with any magazine published in the United States.

In the Brazilian Republic there are important dailies such as *Journal de Commercio*, *Correio da Manha*, *O Imparcial*, together with the illustrated and popular weeklies *Fon Fon*, *O Malho*, etc., all of which circulate widely through the whole republic. The Brazilian newspapers carry many literary articles which would naturally appear in the United States in our better magazines. The newspapers here as in Argentina are institutions of the country and are regarded with high respect.

Among the important publications in Chile are the dailies *El Mercurio*, of Santiago, and *El Sur*, of Concepcion. There is also the illustrated weekly review *Zig Zag*, which circulates widely on the West Coast.

In going up the coast to Peru the dailies assume even a more important position and carry the chief advertising messages. Among the reliable newspapers are *El Comercio*, of Lima, and *La Prensa*, of the same city, which have a very large and important following in both business and social circles.

The *West Coast Leader*, a paper published in English at Lima, Peru, circulates quite widely along the West Coast, and is a well edited and worth while publication.

The Review of The River Plate, a British weekly paper published for the most part in English in Buenos Aires, carries in addition to British copy considerable advertising of American firms.

WORLD MARKET MEDIUMS

World markets, however, cannot be exhausted without a more or less wide knowledge on the part of someone connected with the firm relative to media in all the large foreign countries. (We are indebted for certain of this information to Howard G. Winne, manager, Johnston Overseas Service.)

In Australasia the following dailies have been suggested as worthy media for attention: *Melbourne*

The Golden Rule In Business

¶ There is an international leaven of morality abroad in the business world today. It is of recent origin and rapid growth. Its potential possibilities for good are unlimited, its accomplishments to date remarkable. It is not a new cult or belief or creed, but merely the application of ancient accepted principles to modern everyday affairs. It is, in a word, the introduction of the Golden Rule into business and it is called "Rotary"—*The Denver Times*.

¶ If you want to do business with the type of men who make up this organization advertise in

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

Eastern Representative
WELLS W. CONSTANTINE
31 East 17th St., New York

CHICAGO
Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Member Audit Bureau of Circulations

Herald, Melbourne Age, Sydney Morning Herald, Brisbane Courier, Wellington Post, The Press of Christchurch, N. Z., and other worthy dailies throughout the commonwealths. In the class of important weeklies of Australasia may be named the *Sydney Bulletin, The Australasian, The Auckland Weekly News* and *The Weekly Press*, Christchurch, N. Z., etc. Among the trade papers of this section we would suggest such reviews as *Australasian Hardware and Machinery, Chemist and Druggist of Australasia, Chemical Engineering and Mining Review, Australasian Leather Trades Review* and substantial motor trade papers.

In South Africa the prominent dailies to be mentioned which have a wide influence are the following: *Cape Argus* of Cape Town, with its valued weekly edition, *The Week End Cape Argus*; the *Eastern Province Herald* of Port Elizabeth, and *The Star*, of Johannesburg. *The Sunday Times* of Johannesburg wields a powerful influence and is recognized as the most important Sunday issue of that district.

Trade papers which will be found satisfactory in South Africa and which are read by the chief commercial and industrial people are *Industrial South Africa, South Africa Mining Journal, Motoring in South Africa, South African Motorist* and *Farmers' Weekly*.

FAR EAST PAPERS

In the Far East both English and native periodicals should be noted, since the English dailies and trade reviews are required to reach important traders and foreign buyers despite the fact that they are not generally read by the native population.

The Far East and *Eastern Commerce*, published in Japan, carry a message in English and *Industrial Japan* presents the story of selling in the language of the country.

In China we have *Millard's Review, Industrial China* and *Far Eastern Review*, all of which make a substantial contribution to the trade press, while dailies in the English language have been proven good media, and among these are: *The Peking Daily News, The China Press, North China Daily News*, and the *South China Morning Post*. In China, as in Japan, firms having local branch houses situated in the larger cities would naturally depend upon their local managers to select such periodicals in the native language as would be the most useful

to the particular product which they wish to advertise.

In India there are dailies and weeklies well edited, such as the *Times of India, Bombay; The Statesman, Calcutta; Capital, Calcutta; Madras Mail, Madras*, and trade papers of the character of the *Indian Textile Journal*.

It may be further noted that throughout the English reading colonies of Great Britain one finds the *Illustrated London News, The Sphere, The Sketch* and the *Graphic*. These papers are very popular and should not be overlooked among

advertisers who wish to reach by pictures as well as by printed word the constituencies of such countries as India, Ceylon, Burma, South China, Egypt and South Africa.

STUDY OF FRENCH MEDIUMS

French publications are important for study by manufacturers since France has become such a large buyer of American specialties of all kinds. The trade and technical reviews are receiving increasingly large support on the part of American advertisers. Among the leading dailies in France may be mentioned

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Your stationery is responsible for a large share of your sales.

SYSTEMS BOND gives you a letterhead that serves as a fitting introduction to your business message.

The toughness and crackle of SYSTEMS BOND are due to its rag fibres and its loft-seasoning. Yet, with all its firm body, its close-knit texture and its pleasing finish, SYSTEMS BOND is sold at a business man's price.

Ask your printers opinion. Have him quote on SYSTEMS BOND for your next order of letterheads.

A request on your letterhead will bring samples.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

Le Petit Parisien, *Le Matin*, *Le Temps*, *Le Journal* and *L'Intransigeant*. Among the technical and trade journals are such reviews as *L'Usine*, *L'Outillage*, *Sciences et Armees*. In one of the comparatively recent issues of the *L'Usine* there were 105 pages of advertising with 5 whole pages given up to the advertising of 13 American manufacturers. In France there are also a large and good selection of engineering papers, hardware and machinery reviews, factory and plant publications and papers on lumber and leather trades, in all of which journals the rates are much lower than they are in the United States.

In Scandinavia there is a well developed press with dailies and weeklies reaching the commercial and industrial interests. Among those of note may be mentioned *Affarsvarlden*, *Electroteknisk Tidskrift*, *Ingénier*, etc., corresponding to our American issues of *Manufacturers' Record*, *Electrical World*, *American Machinist*, and papers of a similar character.

If the appeal has a more general character, and dailies are required, the highly regarded *Aftenposten*, Christiania; *Politiken* and *Borsen*, Copenhagen; and *Dagens Nyheter*, Stockholm, are available.

The American manufacturer who is really in earnest about foreign trade will find that a study of the large variety of the media for presenting his products in foreign lands will furnish him not only with valu-

able money returns when properly studied, but also will stimulate his mind and imagination to a new and wide interest in the various nations, which are being bound to us today more closely than ever before in vital commercial union.

EDITOR'S NOTE—This is the concluding chapter of an article on "Export Mediums and Methods" which appeared last week in ADVERTISING & SELLING.

Dealer Service Appoints Vice-President

The J. R. Mayers Dealers Service Co., New York, announces that L. J. Mayers, of the Washington, D. C., bar, has been appointed vice-president of the company. Mr. Mayers who is editor of the Institute of Government Research in Washington will assume the business management of the company.

Electrical Wheel Account with Kennedy

The Electric Wheel Co., Quincy, Ill., have placed its advertising with William Kennedy, 208 South LaSalle street, Chicago. Mr. Kennedy, as recently reported, was formerly with Critchfield & Co.

More A. N. P. A. Membership

The Attleboro, Mass., *Sun* has been elected to active membership in the American Newspaper Publishers' Association, and the Denton, Texas, *Record Chronicle* and the St. Johnsbury, Vt., *Evening Caledonian* have become associate members.

Lovejoy Returns to Tracy-Parry Co.

Frederic H. Lovejoy, who has been associated with the Tracy-Parry Company, Inc., almost from the time of its organization, has been appointed office manager at their New York branch. Since his return from Y. M. C. A. service in France, Mr. Lovejoy has been engaged in other advertising work, and previous to the organization of the firm, he was with N. W. Ayer & Son, and Strawbridge & Clothier, of Philadelphia.

Whitbeck is Sales and Advertising Manager

Frank Whitbeck, who has been advertising manager for the Comerford Circuit theatres, at Scranton, Pa., became, on April 10, general advertising and sales manager of the Air Compressor & Equipment Company, San Francisco.

Miss Dunham with Johnson, Read

Miss June Dunham, of the *Christian Science Monitor*, has joined the staff of Johnson, Read & Company, advertising agency, Chicago. Previous to her connection with the *Monitor*, Miss Dunham was associated with Peck & Hills, furniture jobbers.

Former "Globe" Man with Brokers

Frederick B. Taintor, managing editor of the New York *Globe* for the past fifteen years, who was succeeded by Bruce Bliven, has become associated with Walker Brothers, New York.

James Schermerhorn

(Continued from page 34)

That brought down the house and took the edge off of much of the cut which the orator's reform speech made. But little by little his doctrines of clean advertising began to "take" at meetings of advertisers and publishers. Finally, a few years ago, following his famous speech, "Truth in Advertising," before a national advertising convention, his slogan "Truth" was adopted by the assemblage. The Associated Advertisers will remember him for a recent stroke—that of advocating the League of Nations and the Peace Treaty, during the New Orleans convention.

There is much which might be said along these lines. But some of his idiosyncrasies should be noted before setting down "finis" to this subject.

James Schermerhorn is easily recognized for his extraordinary features, especially his great, square, fighting face, which seldom loses the stamp of his strong sense of humor. He is a terrific hustler—he has to be to accomplish all that he does.

His method of keeping healthy is "hiking." He walks five or ten miles every Sunday and is proud of the walking expeditions he took in his youth through Bermuda, Jamaica, Florida and other Southern districts, including Mexico. He lives his editorial preachments. But in spite of some habits which his competitors say would mark a "crank," he is a regular fellow. It is easy to see in a few moments' conversation with him that he is a genius and a big man; but when you hear him crack a joke and laugh, it is still easier to realize that he is tremendously human.

Announcing

our removal to 709 SIXTH AVENUE

Opposite Bryant Park

Reuter Advertising Agency

Phone Bryant 4778-9

Looking Back at the A. N. P. A. Convention

A Summary of the Achievements of the New York Meeting and the List of Officers Chosen

THE "Four Hundred" of newspaperdom—that 475 who attended the big convention of the American Newspaper Publishers Association at the Waldorf-Astoria Hotel in New York recently—have now dispersed to their homes far and wide over the United States and Canada and the newspaper world is today casting up, estimating and re-viewing the results of their four days' labor in the eastern metropolis.

Agreed that the record-size convention represented publishers' thought throughout North America north of the Rio Grande; agreed that the publishers assembled were facing their big problems with an unprecedented determination to find a solution in unity, the results of this meeting attain a great and significant importance.

SOME OF THE "FOURTEEN POINTS"

These results are summed up in the disposition that was made of the "fourteen points," as they were nicknamed—the points raised to be formulated in resolutions intended to express the common opinion of the assembly.

One of the results which attracted much attention was not expressed in resolution form at all. This was the "gentlemen's agreement" entered into by the publishers of the larger daily papers throughout the country to the effect that they would keep out of the spot paper market and confine their supplies to the paper due them on contract. In convention session, the publishers passed a resolution binding themselves not to consume any more newsprint from May 1 to December 1, 1920, than they used during the same period in 1919.

By another resolution, the convention declared itself in favor of the 48-hour week and asserted that the 44-hour week, which it is understood the International Typographical Union will demand in the new contracts to be drawn up May 1, 1921, is "unjustified."

Another big point was disposed of in the resolution calling upon Congress to repeal the excess profits tax as unsound and productive of irreparable injury to the people at large.

A fourth resolution which will keenly interest advertisers condemned the reset charge, imposed by a union rule which demands that all

matter received in a printing office, even in mat form, or already set up, must go through the composing room and be set up as if it had arrived in copy form. This resolution, while calling upon the members of the association to observe their present contracts upon this matter, urged them to "use all fair means within their power" to eliminate this "abuse" the only purpose

of which "is to make more and unnecessary work for members of the union without any proportionate return to the publisher."

THE NEW OFFICERS

T. R. Williams, of the Pittsburgh Press, formerly vice president, was elected to the presidency of the A. N. P. A. to succeed the retiring chief executive, Frank P. Glass, of



Did You Ever Waste-Basket A Princess-Covered Publication?

QUITE naturally, the first appraisalment of a catalog is at its face value. The exterior must be so pleasing to the eye as to invite intimate acquaintance with the contents.

A catalog clothed in Princess Cover Paper will always arrest the attention and elicit favorable comment. Such beautiful colors are not encountered in every mail; they are a little high-priced for the common run.

To its attractiveness, Princess Cover Paper adds a serviceability that is only approximated by the best cloth binding fabrics.

Pure white, jet black, and through a harmonious spectrum of twelve shades, the Princess Covers suggest an endless array of striking color treatments. Mate your printed matter with this splendid line of cover material and increase its productiveness.

Have you a demonstration book of Princess Covers?

Are you receiving XTRA. the inimitable H. O.?

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT



WILLIAM F. ROGERS
Chairman A. N. P. A. Bureau of Advertising
Committee

the *Birmingham News*. Paul Patterson, of the *Baltimore Sun* became vice president; John Stewart Bryan, of the *Richmond News Leader*, secretary; and G. H. Larke, of the *New York World*, treasurer.

The directors for 1920-21 will be F. G. Bell, *Savannah News*; E. H. Butler, *Buffalo News*; J. E. Atkinson, *Toronto Star*; Elbert H. Baker, *Cleveland Plain Dealer*; Hilton U. Brown, *Indianapolis News*; Harry Chandler, *Los Angeles Times*; Hopewell L. Rogers, *Chicago Daily News*; and Charles H. Taylor, Jr., *Boston Globe*. H. N. Kellogg remains as chairman of the standing committee on labor and Lincoln B. Palmer as manager of the Association.

The Bureau of Advertising re-elected William F. Rogers, of the *Boston Transcript*, chairman; Lafayette Young, Jr., of the *Des Moines (Ia.) Capital*, vice chairman, and Howard Davis, of the *New York Tribune*, treasurer. William A. Thomson, director of the Bureau, and Thomas H. Moore, associate director, remain at the helm.

Other members of the committee for 1920-21, all re-elected, are David B. Plum, of the *Troy Record*, and Louis Wiley, of the *New York Times*, who continue as the Bureau's Finance Committee; G. Edward Buxton, Jr., of the *Providence Journal*; Harry Chandler, *Los Angeles Times*; William Findlay, *Toronto Globe*; Fleming Newbold, *Washington Star*; S. E. Thomason, *Chicago Tribune*; and John B. Woodward, *Chicago Daily News*.

The annual luncheon of the Bureau of Advertising of the A. N. P. A. held April 21, at the Waldorf-Astoria in New York was remarkable for more things than one but one of the things it was most remarkable for was the brass tacks answer to the question:

"What are the reasons for the present enormous volume of advertising?" made by William A. Thomson in his speech reviewing the year's work of the Bureau.

We hear a lot of loose talk these days about manufacturers evading excess profit taxes by making big appropriations, said Mr. Thomson. This strikes me as being very loose talk indeed, talk that is not borne out by the facts but which must inevitably injure the standing of advertising.

ADVERTISING AFTER THE WAR

At the close of the war the Department of Labor issued an appeal to advertisers to advertise liberally for the purpose of stabilizing business, and, indeed, advertising was needed badly so far as nationally distributed products were concerned. The leading products in every line of merchandise had enlisted for the war. When the Govern-



G. EDWARD BUXTON, JR.
of the A. N. P. A. Bureau of Advertising
Committee

ment wanted to buy products for war uses it bought the leaders and the leaders were invariably advertised lines. The result was that most of these products were missed from their familiar places on the dealers' shelves, in the homes of the consumers and their places were taken by articles less well known. Every survey made by the Bureau of Advertising at the close of the war disclosed this loss of good will for advertised articles.

With the coming of the armistice, manufacturers adopted the quickest and cheapest method of winning back this lost ground with the consumer and advertised heavily. That has been one of the real causes for the present volume.

Then again the redistribution of wealth that followed the war created markets for many lines of merchandise where these markets never before existed and this brought into the field new advertisers and more advertising.

I believe firmly that a careful analysis of the situation will show the percentage of advertising to sales today is not any greater than it was in the normal year, particularly in view of the fact that advertising has increased so little in cost and merchandise has advanced so much. While it may well be so that some

manufacturers have taken this opportunity to invest money in advertising and to create new volumes of business upon which incidentally the Government collects taxes, I think it is well for all of us to be in possession of facts which show sound economic reasons for the vast majority of the dollars spent today in advertising.

WHAT THE BUREAU HAS DONE

Continuing on the subject of the Bureau's work in building up newspaper national advertising during the year, Mr. Thomson said in part:

The Bureau has had a splendid year, the best year in its history. It found opportunity not only to render its greatest service among advertisers and agencies, but to strengthen its position and to enlarge its work. The readjustment and the equalization of its dues made possible an increase in membership of 50 per cent; an increase in monthly income of 60 per cent; the doubling of its surplus, and the establishment of a middle western office in Chicago. The opening of this Chicago office fulfills an old ambition and a long realized need. From now on, the important middle western field will be covered adequately in the development of newspaper advertising.

The volume of national newspaper advertising in 1919 reached the huge sum of \$150,000,000. It is a pleasure to be able to say that the individual members of this Bureau increased their national advertising by at least 70 per cent average over 1918. Of course, I know this has not proved an unmixed blessing, in view of the paper crisis.






But I don't want to talk about paper. From the standpoint of the Bureau's job the big fact is that newspaper advertising has reached the point of supremacy as a national medium that it has always held as a local medium. The Bureau of Advertising has done its duty as a factor in this achievement.

FACING THE FUTURE

I have said the Bureau was determined never to be satisfied. Just now it is declining to yield to the temptation to con-





JOHN SULLIVAN
Secretary-Treasurer Association of National
Advertisers



World Dominion in Commerce Through Art

Great Britain holds that nothing short of world dominion in commerce can be relied upon to effect her economic recovery. To this end the British Ministry of Reconstruction in a recent official pronouncement declares that the introduction of a greater element of art into manufactured products is essential.

This is a challenge to American enterprise. It is plain that only through the infusion of art into our industries can we hope to hold our place. It is equally imperative that American manufacturers keep in touch with the progress of this movement abroad.



The Department of Industrial Art in *ARTS & DECORATION* is one of the most important now being published on this vital subject. W. Frank Purdy, President of the Art Alliance, who has accepted the editorship of this department, is regarded by competent authorities as having accomplished more than any other force in introducing and fostering art in American manufactures.

The volume of *ADVERTISING* carried by *ARTS & DECORATION* has increased from 5,000 lines in July, 1919, to 25,372 lines in April, 1920. Contracts now on hand forecast an even greater proportional increase in the Summer and Fall issues for the ensuing year.

The readers of *ARTS & DECORATION*—trebled in number during the past six months—constitute an audience wholly unique in America. Here are concentrated in a receptive mood wealth, position and discernment.

ARTS & DECORATION

The foremost magazine of all the Arts, Fine and Industrial

25 West 43rd Street New York City





D. D. MOORE
Editor and Manager, New Orleans Times
Picayune

template contentedly the great volume of newspaper advertising as a finished fight and a work accomplished. The newspaper has come to stay as the great national medium of advertising, but if we newspaper men would be fair with ourselves we must have vision enough to look clearly at the future beyond these abnormal times with their great opportunities and their great difficulties. Every plan the Bureau has made has been laid with a certain knowledge that the readjustment of our economic life which is bound to come, must leave us once more seeking and selling advertising as it seems to be seeking us today.

It is admitted that the country faces an era of tremendous competition after the pendulum has swung back and this competition will extend to advertising, too. How much of the good will and the appreciation of our medium will endure? I think this will be largely governed by the intelligent and constructive thought we give today to the problems of advertisers, by our ability to apply our medium to meet these problems and by the organized selling effort which we put behind it.

If the Bureau of Advertising shall continue to be the national advocate for newspaper advertising, it has a larger job before it than it ever had. Its obligations for service grow with the volume of advertising. Each new service opens new fields for development. The closer the analysis which it induces advertisers to make of their market problems, the greater the tax upon its facilities. We are proud of the fact that 500 newspapers support the Bureau, but acutely conscious that hundreds don't support it but profit by its work. This will always be true in some degree, but surely the useful service which this Bureau has performed justifies the expectation that in another year our membership list will include the entire membership of the A. N. P. A.

Educating the public up to advertising; selling the public on the idea of advertising as one of the most

potent of forces in the development of human affairs in general: this was the theme of the address delivered at the annual luncheon of the Bureau of Advertising of the A. N. P. A. at the big meeting in the Waldorf-Astoria in New York by John Sullivan, Secretary-Treasurer of the Association of National Advertisers. Warning his audience of the dangers of letting the public remain, if not in ignorance, at least in a state of very dim understanding of the *raison d'être* and the aims of advertising, Mr. Sullivan said in part:

Advertising will be under fire during at least the next five years. The period may be more or less according as this factor in the development of human affairs is permitted to be regarded as a self-centered interest, or as operating and functioning in the broadest sense—commercially, socially, religiously, scientifically, educationally and governmentally—permitted by the kind of men and women present at this luncheon of the Bureau of Advertising.



LOUIS J. WORTHAM
Of the Fort Worth (Texas) Star-Telegram

The attacks will come from the old-fashioned economists—the one-dimension economists; they will come—they are now coming—from administrators, from government officials, from politicians. To adapt Walt Whitman's phrase, organized nations constantly suffer from the audacity and the ignorance of elected or appointed persons. The attacks will come also from the rank and file of industry and commerce.

There will also be attacks from individuals here and there who can be classified as dilettantes—the long-haired men and the short-haired women—the people who, strange to say, consent to abide in so imperfect a world, and who should step off the edge of this sphere into one all nicely smoothed out and perfumed for them.

Scarcely any attacks, I anticipate, will be made en masse. The public in general will not attack; but, also, the public will not defend. The public is inert, apathetic, and if not altogether ignorant, indefinite in its knowledge, and particularly indefinite in action.

So far as the public, as a whole, is concerned, there will not be attacks, but,

rather, doubt, questionings, curiosity, arising out of economic ignorance, or incomplete economic knowledge.

How should the attacks be met? What strategy should be employed? Our concern is to educate the economist, the administrator, the legislator, the heads of government departments, the politician, the labor leader. Single them out for personal and absent treatment. They are the people who must be sold correct economic ideas. Sell them; they will sell the others. Sell them; they will influence the mass. Every attack, every instance of ignorance, of doubt, of prejudice, must be met. There will be fight at every step; but the ignorance, the doubt, the prejudice, must be fought step by step.

GETTING A FRIENDLY ATMOSPHERE

At the same time, education of the public must be pursued constantly for the purpose of creating and maintaining a generally friendly atmosphere that will act as a buffer to the onslaughts of the economist—the old-fashioned economist, of course—the politician, and other individuals, to say nothing of the disgruntled publisher who seems to think that manufacturers have in some location inaccessible to them a vast reservoir of money for advertising, for dipping out of which they have furnished huge and individual ladles to the publishers of magazines and large city newspapers.

At the same time, we must get our own definitions straight.

If there are any men who should get their definitions of advertising straight, they are surely the publisher, the publisher's representative, the printer, the lithographer, and every other person engaged in what is called the advertising business. In the development of this factor in business, in human affairs generally, we are the leaders. If we do not lead, how shall the mass be led? And if we do not know thoroughly what we mean when we talk of and about advertising, how shall we lead?

Among ourselves we use a certain advertising terminology. We understand it. Scarcely anyone else does. The man in the street does not. The average man in legislative assemblies does not. He



J. M. NORTH, JR.
Of the Fort Worth (Texas) Star-Telegram

does not even know what we mean when we use the word advertising. Advertising is to him a fad, a fancy, a pastime, the means by which a predatory interest gets more money than it deserves—and to him most business—most big business—is predatory. Advertising to him is business gone mad.

TALKING IN SELLING TERMS

But take that man in the street, that average man in legislative assemblies, or any other kind of average man with whom we have to deal, and talk about selling goods instead of advertising them. Does he ask why the manufacturer wants to spend money to sell his goods? Yet there was doubtless a day when the individual salesman was an innovation in promoting business, and was considered an unnecessary expense. The ordinary human being is reluctant to acknowledge the existence of a dimension of anything with which he is unfamiliar.

That being the case, we must talk to him in words he understands. Let us go into the dimension in which his understanding functions, and lead him, by using his language, to venture with confidence into another dimension.

Call advertising massed selling, the massed salesman, the massed marketing method, and even the man in legislative halls understands. Make him understand that only by securing and stabilizing markets, by securing a constant outlet, can a manufacturer venture upon large-scale production; that large-scale production can only be standardized if there is a constant output; that only through standardized large-scale production can the minimum unit cost of production be secured; that only by the massed marketing method—advertising—can a manufacturer stabilize his markets, go on to standardized large-scale production, secure a low production cost, a low selling cost, and sell the goods at a minimum marketable price.

To distrust in cases of distress upon the tools of the workman has for centuries been recognized in settled countries as economic foolishness and injustice. Why, then, distrust in cases of national distress because of need of revenue upon the tools of business—money spent in the promotion of business? In one-dimensional promotion the tool was the individual salesman. In two-dimensional promotion of sales the tools are the individual salesman and the massed salesman or advertising. If it is foolish and unjust to tax one kind of tool, it is just as foolish and unjust to tax the other. It would be just as foolish and unjust to tax the four-bottom tractor as to tax the spade.

ADVERTISING AND CIVILIZATION

Advertising is just as fundamental a force as electricity. For ages the force of electricity was unused by man, and even today its use is crude and clumsy in comparison with what it will be some years hence. The power, the force, the science, the art of making known is just as fundamental and original, and we are using it more crudely and clumsily than we will.

I said that I would speak of this massed salesman, this massed marketing method, as having a wider application than only as a factor in commerce. All of us here are, in some form or another, engaged in commerce. And it is difficult for busy men to avoid being self-centered regarding their work; difficult to realize that in seeking to secure freedom for the use of this advertising fac-

tor, freedom from restrictions and burdens, competence in its employment, we are actually protecting and developing one of the most potent factors in the development of human affairs in general. If this factor were used in promoting understanding between bodies of interest, in the assimilating education of the immigrant, in the teaching of fundamental religious tenets, in the promotion and development of what we call democratic institutions and government, would not the process of promoting understanding, immigrant education, religion, democracy, be hastened—and hastened soundly?

Democratic government is costly; its

development under old methods, or, perhaps, no methods at all, is slow—heart-breakingly slow. It is because information about the true nature of democratic institutions is scanty or is inefficiently communicated. Yet an uninformed democracy is not a democracy at all. When we have leaders—more leaders—who understand how to use in government and national development the massed method of marketing ideas and knowledge, we will have less costly government; we will take a straight line across the circle instead of going a long way around. We will then have a real democracy, because we will have an informed nation.

American Advertising Situation Seen Through British Eyes

UNDER the heading of "The United States," in its Overseas Survey, *The Advertising World*, of London, publishes the following in its current number:

The National Vigilance Committee of the Associated Advertising Clubs of the World have been dealing with a matter which has attracted a great deal of attention in Great Britain, especially since the war broke out. We refer to the pricing of articles at sales. It is a common practice to see articles marked at prices far below those at which they were said to have been originally offered, and as both prices are shown on the tickets people ask themselves why such a big reduction is made in an article of which they know the price is steadily going up. They further say, "If the article was really worth the larger price and the demand is so great (as they know it is), why is the tradesman so stupid as to offer it at the smaller price?" As they don't believe the shopkeeper is so stupid their faith in his *bona fides* is shattered, or else they think the original price showed a huge profit.

The Committee have been investigating many cases brought to their notice, and they found that the price marked on the goods as the original price was far above the real value, and was put high to make the reduction look very great. In some cases the true value of the goods was found to be simply the sale price.

Is it a fact that the same explanation holds good in this country? The Committee of the A. A. C. conclude their report thus:—

"The average person of intelligence in reading such advertisements of great reductions at a time when the news and advertising columns are filled with stories of advancing cost and shortage in most lines of merchandise, can only conclude that the merchant so advertising has either been making an unconscionable profit or is lying."

A committee is arranging for newspaper departmental sessions during the sixteenth annual convention of the Associated Advertising Clubs of the World, to be held at Indianapolis from June 6th to 10th, which will seek to advance the cause of newspaper advertising.

During the exchange of ideas, the matter of destructive criticism which one newspaper sometimes indulges in at the expense of its competitors will be discussed.

The aim of the newspaper, it is urged, should be to improve the selling methods of its advertisers, and it fails in this purpose if it spends its time in destructive criticism of its neighbour. Nothing is gained by "knocking" the other fellow, says Mr. Millis, Executive Secretary of the Indianapolis Convention Board, for if a newspaper is strong it does not need to take advertising space away from its competitor, and if it is weak it will only make itself ridiculous if it resorts to abuse.

The Engineering Advertisers' Association Protests Advertising Tax Bill

The bill proposed by C. J. Thompson, Representative in Congress, to tax advertising, was discussed at length by the members of the Engineering Advertisers' Association at its monthly meeting at the Great Northern Hotel, Chicago, on April 13, and it was unanimously agreed to enter a vigorous protest against this proposed legislation as being unsound and unfair to business.

The passing of such a bill would tend to curtail the advertising of some manufacturers, which would cause more or less depression in business, and as the crying need of the hour is for more production, and more production, and still more production, it would be most unwise to interfere with business now by passing the proposed tax bill.

The members of the Engineering Advertisers' Association represent about one hundred of the leading manufacturers of engineering products in the Middle West and their opinions on such an important subject should be seriously considered.

Doty Publishing Company Moves

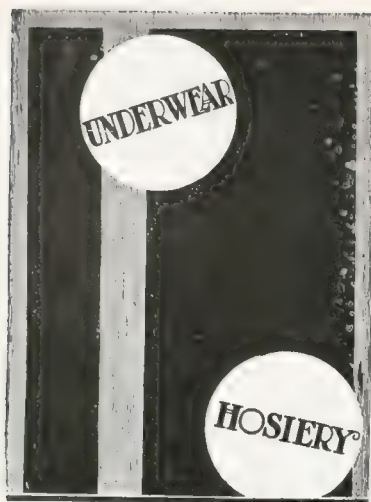
The James J. Doty Publishing Co., publisher of the *Swine World* in Chicago, has moved to Des Moines, Iowa.

Periodical Publishers to Meet

Members of the National Association of Periodical Publishers have been notified of a special meeting which is to be held at the association's office in New York on the afternoon of May 7. The corporation proposes to change its name to The National Publishers' Association.

Johnson Will Direct Heater Sales

R. W. Johnson has resigned his position as business manager of the Minneapolis Gas Light Company, to become sales manager of the Hoffman Heater Co., Lorain, Ohio.



The Underwear & Hosiery Review

320 Bway

New York

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We specialize in house to house distributing of Advertising Literature and Advertising Samples

We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers

SALES MANAGER

Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1114 Sun Bldg., New York City, N. Y.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE • 18 East 18th St., New York City

Atlanta to Employ \$50,000 Advertising for Next A. A. C. W. Convention

The Advertising Club of Atlanta has organized a campaign to secure for the city the 1921 convention of the Associated Advertising Clubs of the World, and has raised the greater part of a \$50,000 fund to be invested in securing the convention.

Nashville and New Orleans have pledged their support to the Atlanta campaign and several other southern cities are expected to join with them. Offices of the campaign have been opened in the Chamber of Commerce building, with W. R. C. Smith as campaign director, and an extensive advertising campaign will be conducted to spread the name of Atlanta as the prospective convention city over all parts of the United States.

The Atlanta Club will send a special train to the 1920 convention in Indianapolis, and has reserved more than 100 rooms in Indianapolis hotels.

Plimpton Joins Wales Agency

Raymond E. Plimpton, formerly publication manager and field secretary of the Society of Automotive Engineers, has joined the Wales Advertising Co., of New York. He will devote his time primarily to the handling of advertising campaigns of a technical or semi-technical nature.

Plimpton for a year was assistant editor of *Power* before becoming associated with the Automotive Engineers. During the war he was in the Motor Transport Corps, and after the armistice remained for some months as one of the authors of the "History of Motor Transport Engineering in the World War."

Doremus Advertises New Rubber Heel

Doremus & Co., New York advertising agency, is conducting a newspaper campaign in the South to introduce the Beaded Tip Pneumatic Rubber Heel, manufactured by the United Lace & Braid Co., Providence, R. I. Advertising for the heel, and a series of small "ads" for the company's Beaded Tip Shoe Lace is being carried in New York newspapers also.

\$250 For a Name

The Broadway Subway and Home Boroughs Car Advertising Co., New York, advertises that it will give \$250 as first prize for a popular new name for the Broadway Subway. The Broadway Subway is the part of the B. R. T., with terminals in Brooklyn and Queens, and operating under the Broadway in Manhattan. The new name must contain the word Broadway according to the prize requirements.

Smith with Matteson-Fogarty-Jordan

K. C. Smith, formerly advertising manager of the Malleable Iron Range Co., of Beaver Dam, Wis., is now with The Matteson-Fogarty-Jordan Company, advertising agents of Chicago.

Plan National Campaign for Gates Rubber

A national advertising campaign to include magazines and farm publications is being planned by William & Cunningham, advertising agents of Chicago, for the Gates Rubber Co., Denver.

Edison Appoints Editorial Director

Daniel Edwin Wheeler, formerly associate editor of the *Popular Magazine*, has been appointed editorial director in the advertising department of the Edison Company, Orange, N. J.

Manchester "Union" Editor Dies

Edward J. Burnham, sixty-six, for thirty years editor of the Manchester, N. H., *Union*, died recently at his home in Chichester, N. H. He was the author of a history of New Hampshire's part in the War of 1812.

Letter Pay System Changes Name

Making Letters Pay System, New York, has changed its corporate title to the Making It Pay Corporation.

D'Arcy Renews Tank Car Advertising

The D'Arcy Advertising Co., St. Louis, Mo., have recently sent out renewal orders for the year 1920 for the Standard Tank Car Company to a list of trade journals, an appropriation of \$20,000 having been made for this purpose.

Editor & Publisher Represented in Chicago

Editor and Publisher, of New York, has opened an advertising office in the Marquette Building, Chicago. It is in charge of Harold Schryver.

Michigan Removes Road Bill Boards

Work has been commenced by the Michigan state highway department removing advertising bill boards and signs from public highways. Authority is given the department under a recent act of the legislature. Frank F. Rogers, state highway commissioner, says the law will be followed to the letter.

Topeka Daily Capital

Sworn government report
for 6 months ending Apr.
1, 1919

35,247

Arthur Capper Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

THE JEWELERS' CIRCULAR

New York, has for many years published more advertising than have the seven other jewelry journals combined.

We can get business for any manufacturer by backing his student paper advertising with such college town merchandising as has made so many of our accounts successful.

CSAA

Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York Established 1913

Chicago office: 110 So. Wabash Ave.

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

Saving 5% and Getting 25% in Dead Ends

(Continued from page 37)

"the reason I didn't try was because you look like one of those guys that wouldn't take anything except what he called for." I told him that he might be right, but on this occasion I had to have a clean collar at once, and if I were sufficiently urged I might buy some other kind.

Early in these articles I made a simple suggestion in regard to salesmanship that has brought forth more letters than anything else I have written, but this suggestion was so simple that it has struck me as being remarkable that so many persons noticed it and have taken the trouble to write me on the subject. For this reason I am going to repeat this suggestion for fear some may have missed it in the earlier article. The suggestion is that the basis of all good salesmanship is to be pleasant and agreeable, and the best way to go into training to become a star salesman is to start at home by being pleasant and agreeable in your own family. I said that the aspiring young salesman should try at the evening dinner to entertain the family. He should tell about the amusing things that have occurred to him during the day; but, better still, he should try to be amusing to his family at breakfast.

Here is another apparently small matter that I have suggested from time to time to employers, and they have told me the results have been very satisfactory in building up good-will and in reducing the employment "turn-over." When you advance the salary of a boy or a girl working for your establishment, who is living with his or her parents, at the time you make the advance just write a brief letter to the father and mother, telling them how well their son or daughter has been doing—that to show your appreciation of their work you have advanced his or her salary. These letters naturally will give the parents a great deal of pleasure. They will also stimulate self-respect in your young employee. They only cost a two-cent stamp and five minutes' time, and I believe are worth the price. Put yourself in the place of the parents. Suppose your son or your daughter was at work. Would you or would you not like to receive such a letter? Would it be a cause of rejoicing at the family dinner? Possibly the letter might be confidentially shown to a few of the neighbors. To say the least, it might

be good advertising for your shop!

Do you know that one of the things the world is suffering from just now is the lack of a sense of humor? Do you know we do not laugh as much as we used to laugh, and I wonder if you know the real reason why. In discussing this question recently with some friends from the West I remarked that Western men told more funny stories than Eastern men. At our dinner I had enjoyed some delicious stories. All of us had laughed heartily. I laughed more than I had for a long time. Then I remarked: "Do you know in New York they do not laugh much?"

Then I thought a while and I said: "I think the reason we do not laugh so much in large cities is because we have lost the art of entertaining each other. We are in too much of a hurry to tell stories. The story-teller is voted a bore.

"Now, the real reason that the large cities are losing their sense of humor and are afflicted with Bolshevik ideas that never could exist in the same atmosphere with a germ of humor is because we buy our fun ready-made. When we feel like laughing, we go to the theatre. We pay our \$3.00 and our war tax and a paid comedian tries to make us laugh. Occasionally he is successful. Then we go home and forget all about it, and we do not have another laugh until we go to another play or to the movies."

Isn't there a good deal of truth in this? If you do not agree with me, just try to tell an amusing story to a board of directors in a New York bank. It won't go. They buy their humor just as they buy their stocks and bonds. Most of them have lost the personal sense of humor, and this has gone all down through their establishments. As a result we have unrest.

How can a man be a revolutionist if he enjoys a funny story? It is simply inconceivable.

Now, what has this got to do with salesmanship? Only this—suppose all the traveling salesmen and all the retail clerks in the country would decide to be cheerful and smiling under any and all circumstances. It might stop the spread of unrest. Who knows?

Almost every business in its early stages has what I have called a "hump." Sometimes there are several little humps, and usually there is one big one. If the merchant can manage to get over this hump, he makes a success of his business; but many a merchant never gets over

the hump, and so makes a failure. He sells out or absolutely fails. Ask any successful business man and he will tell you of the one great experience in his business life—the one "hump" with which he came face to face and how he got over it.

I remember sitting in a conference once in which a banker told the head of a house that his concern was "busted." The figures in regard to the business were all on the table, but this banker was a real banker. He had confidence in the character of the merchant. He also had confidence in his ability.

He said, "I propose to stand by you, but you have got to raise more money, as your business needs more capital."

This merchant had everything at stake in his business—all of his past savings—the reputation of a hard-working lifetime. I walked home with him after the meeting, and he remarked: "To-morrow morning I am going down to my office with two resolutions. The first is to work like h—, and the second is to keep smiling all the time!"

This merchant got the additional capital he needed. He carried out both of his resolutions. His business became very successful, but he often referred to that conference with the banker that night. He had been up against his great hump.

Now, in selling "new stocks" I used to talk to the young merchants about their humps. I said to them, "You are now buying your new stock. Everybody is taking you out to dinner—giving you theatre parties and saying nice, flattering things to you." "Why," I said, "it is just like getting married. Everybody is sending you presents and flowers, and everybody is saying such nice things to you that you feel it is a most wonderful world."

I used to say to these young merchants, "After you have been in business about a year probably some of those smiling customers of yours who bought goods on credit do not come around any more. You are only reminded of them by going over the unpaid balances on your books."—Copyright, 1920, Topics Publishing Co. Reprinted from *Drug Topics*.

Five More A. N. P. A. Members

The Norfolk, Va., *Virginian-Pilot*, the Washington, D. C., *Herald*, Philadelphia, Pa., *Press*, have been elected to active membership in the American Newspaper Publishers Association. The Norristown, Pa., *Times*, and the Orangeburg, S. C., *Times and Democrat* have been elected to associate membership.

"Gotham for Art Work"

Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN *Managing Artist*



*Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.*
COPYRIGHTED

Calendar of Coming Events

May 3-5—Annual Convention, Associated Cooperage Industries of America, Planters' Hotel, New Orleans.

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.

June 6-10—Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.

June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.

June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.

June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.

June 21-26—Annual Convention, National Fertilizer Association, the Greenbrier, White Sulphur Springs, W. Va.

Jones Goes with Class Journal

Richard C. Jones, formerly associated with the Stewart-Davis advertising agency, Chicago, has recently become a member of the merchandising service department in the Western office of the Class Journal Company, Chicago.

Ellis a Rankin Copy Writer

J. H. S. Ellis, formerly with the Arthur M. Crumrine Agency in Columbus, Ohio, has joined the copy staff of William H. Rankin Co., of Chicago.

Egan Illustrators in Vanderhoof Building

Sidney B. Egan Company, art illustrators, will be sub-tenants in the new building to be occupied by Vanderhoof & Co., Chicago, advertising agents, after May 1. The building is located at St. Clair and Ontario streets. The art company will occupy an upper floor of the building.

Advertisers Macaroni Manufacturers' Industrial Relations

The Armstrong Bureau of Related Industries is featuring an advertising campaign in behalf of the Macaroni Manufacturers Industrial Council. The campaign is being placed through the Snitzler-Warner advertising agency of Chicago.

Blaha Will Direct Available Truck Advertising

W. F. Blaha, formerly in the advertising business in Des Moines, has been appointed advertising manager of The Available Truck Company, Chicago.

New Account Executive for Vanderhoof

Lawrence Wilson, formerly engaged in the real estate business in Chicago is now with Vanderhoof & Company, advertising agents, as an executive in charge of accounts.

Knowles is Staybestos Manager

E. B. Knowles, for the past fifteen years associated with the brake lining business, has recently become secretary and general manager of the Staybestos Mfg. Co., Philadelphia. Mr. Knowles was for years with the Raybestos Co., and for the past seven years with the sales organization of the Thermoid Rubber Company.

Tobacco Products Advertising Manager Goes with Auto Supply House

James C. Cushman, advertising manager of the Tobacco Products Corporation, has resigned to take the position of advertising manager of the Times Square Auto Supply Company.

This company is just entering into an extensive national advertising campaign, using the principal weekly periodicals, farm publications, automotive journals and newspapers. This is being placed through Evans & Barnhill.

Barbier Now with Lincoln Motor Co.

A. R. Barbier, formerly of the advertising department of the Packard Motor Car Company and the Power, Alexander & Jenkins Agency, of Detroit, has joined the staff of Frank Eastman, advertising manager of the Lincoln Motor Company.

Borden Man Joins Gardner Agency

Walter C. Becker, of New York, who has been associated with the Borden Condensed Milk Company as divisional sales manager, has joined the merchandising and service department of the Gardner Advertising Company, St. Louis. Previous to his connection with the Borden company, he was with Swift & Co., Chicago, for seven years.

Mr. Becker will devote special attention to the food products accounts of the Gardner agency.

Detroit "Journal" Makes Horn Advertising Manager

Ralph Horn, who has been connected with the advertising department of the Detroit Journal for years, was appointed advertising manager last week, to succeed Harold Stretch, who resigned to take a position in the east.

Publicity Bureau Appoints Cleveland Manager

A. M. Minnick, formerly of the advertising department of the Western Electric Co., New York, will assume the management of the Cleveland office of the Manufacture Publicity Bureau on May 1, according to an announcement made by W. D. Lindsey, general manager.

Mr. Minnick, prior to war time service with the Ordnance Department, was advertising manager of the Central Electric Co., Chicago.

R

Advertising & Selling

MAY 8, 1920

What Income Tax Returns Tell



The above map shows the United States divided into thirteen logical jobbing and merchandising zones.

The graph below tells the national advertiser how these markets rank in number of prospective purchasers. It pictures the proportion which each zone had of the total number of people who filed income tax returns in 1917, the latest year for which figures are available.

It is interesting to note that Zone 7, The Chicago Territory, furnished 20.3% of those who earned enough to file income tax returns, although it has only 16.4% of the population of the United States.

One family in five in The Chicago Territory is reached by The Chicago Tribune.



The Momentum of Merit

In a brief period of eleven years, 'Thomas' Register has reached the point where it has twice as many advertisements, and more individual advertisers than ever appeared in any issue of any other trade publication, weekly, monthly, or any other kind.

Member Audit Bureau of Circulations

THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.

Aims to list all manufacturers irrespective of their advertising or subscription patronage



**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

A volume of 4500 pages, 9 x 12, \$15.00

Published once a year. Used thousands of times each day by Purchasing Agents, Foremen, Superintendents and others having to do with ordering or specifying.

Descriptive and other advertising matter therein automatically comes to the attention of buyers at the important moment when they are interested.

It costs for only one insertion a year, but brings as continuous returns for one, two and three years thereafter as though repeated every week or month. It reaches the right man at the right time and produces the *highest class* of inquiries at the *lowest cost* per inquiry.

IN more than 25,000 important concerns this Register is referred to for sources of supply as instinctively as the clock is consulted for the time of day.

**Circulation 80% Domestic—20% Foreign.
Not a free Distribution Scheme.**

They *want it, order it, pay for it*, and keep it constantly accessible for the special purpose of finding where to buy and to save the time and trouble of looking elsewhere for such information. Its circulation is 99% paid.

THOMAS PUBLISHING COMPANY

129 LAFAYETTE STREET, NEW YORK CITY

CHICAGO—20 W. Jackson Blvd
SAN FRANCISCO—433 California Street

BOSTON—Allston Square
TORONTO—91 Constance Street

OVERSEAS OFFICES AND AGENCIES: London, Paris, Amsterdam, Kristiania, Madrid, Genoa, Calcutta, Sydney, Soerabaia, Singapore, Manila, Johannesburg, Cape Town, Durban, Honolulu, Saigon, Shanghai, Kobe, Rio de Janeiro, Buenos Aires, Havana, San Juan, Mexico City.

Start
Your Southern Campaigns
in
New Orleans

An Active Buying Market

Dealers alive to advantages of handling advertised products.

Residents of city responsive to advertising.

Reach the Vital
Prosperous Field-The City Proper
use

New Orleans States

Large Circulation Concentrated in the City

Suburban New Orleans is too limited and scattered to economically merchandise and advertise to.

The city circulation of *The Daily States* will produce quicker, more profitable returns at a lower cost.

**Want More Information?
We'll Gladly Furnish It.**

WRITE

ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY

ADVERTISING & SELLING, MAY 8, 1920

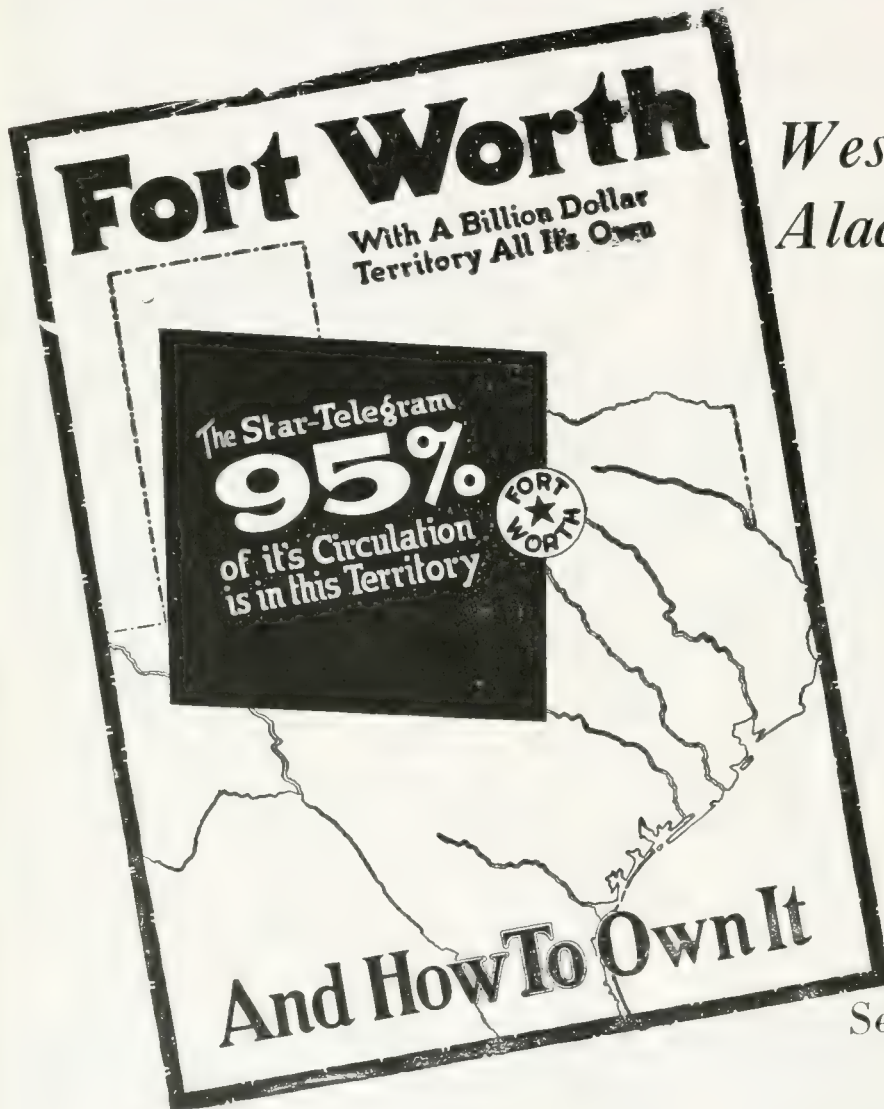
29th year. No. 46. Issued weekly. Entered as second-class matter October 7, 1918, at the Post Office at New York, N. Y., under act of March 3, 1879. Price, 15c. the copy; \$3 the year. Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City

72,256

Net Paid Daily Average Shown by
Government Statement for 6 mos.
Period Ending April 1, 1920.

A Gain of 6,742 Net Paid Over October 1, 1919, Statement

A Gain of 10,133 Net Paid Over April 1, 1919, Statement



West Texas and Aladdin's Lamp

It is said in the Arabian Nights tale of Aladdin's Lamp that all one had to do was to rub the lamp and his wish was fulfilled. To one who knows the story of West Texas might almost compare the wonderful buying power of this BILLION DOLLAR TERRITORY with the marvels accredited to Aladdin's lamp.

Not that the rubbing of a magic lamp, nor the mere wish for accomplishment is in any way responsible for the prosperity of the great Southwest—but to those interested in this "Billion Dollar" trade territory, we say

*Send for
This Book*

Which gives complete data regarding merchandising possibilities in this vast territory which is DOMINATED by the Fort Worth Star-Telegram, the first paper in Texas.

You can cover this territory completely, only through the Fort Worth Star-Telegram.

THE FORT WORTH STAR-TELEGRAM

First Paper in Texas

Circulation now over 75,000 Daily, 90,000 Sunday

AMON G. CARTER, Vice Pres. and General Manager

A. L. SHUMAN, Advertising Manager

FORT WORTH, TEXAS

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

29th Year

MAY 8, 1920

Number 46

What the "Buyer Be D-----!" Policy Does to Good Will

Are You Impressing Upon Your Organization
the Necessity of Keeping Courtesy in the
Market—Even If It Is a Seller's Market?

By RALPH BEVIN SMITH

THESE ARE THE DAYS when a book of etiquette should be issued with the first pay envelope handed every new employe; when the motto, "Courtesy is the first rule of business," should be blazoned in letters of fire, so to speak, over every executive's door. For these are the days of the seller's market, the days wherein the voice of the buyer is heard through the land clamoring for goods he cannot get.

And there are places where that voice is listened to not only without sympathy, but without patience, respect or decent civility.

These are the places where edifices of good will, built up through long years of unswerving toil and heavy investment in advertising space, specialty and dealer help, are crumbling down through a few short months; weakened and finally destroyed by the gnawings of the little-minded in high places and low, in whose jaws are the sharpened teeth of insolence, arrogance, effrontery, contumely and disrespect.

THE DANGER THAT THREATENS

There can be no danger of exaggeration through dramatic phrasing. Indeed, the danger is all the other way. There is danger of underestimating or misunderstanding just what threatens.

I wanted typewriter prices the other day, so I called up the local agency of a certain world-advertised machine. A languid, slightly annoyed feminine voice at the other end of the phone declined, I won't say politely, to connect me with a salesman. "There won't be any use in talking to a salesman," I was informed. "We haven't got a machine for immediate delivery and what's more we won't have none for some time."

I protested. I wanted to find out something about current sales terms for future reference when buyers' calls might not be so unwelcome; there was something about credit terms. Unquestionably I got a sniff of contempt from the other end of the wire, but eventual-

perience right down the line and is quoted as such. I have an acquaintance whose business is the purchasing of supplies for a nationally advertised office furniture house. I told him of my little adventure in discourtesy. He is a man whose speech is short and not always sweet.

HOW IT WORKS

"Uh-huh," he commented grimly. "I know the kind and, believe me, they're getting altogether too thick. They're 'oversold,' 'booked up for months ahead' and your order's about as welcome as a drowned cat. That's alright. If they can't take your order, they can't and that's all there is to it, but you don't expect beggar's treatment, even if you are a beggar. I've a five-years old youngster at home, whom I have taught to say 'No, thanks,' even when he means plain 'No.' Let me tell you, the amenities go just as well in a business deal as they do at the club. Mr. Oversold Salesman may not think so, but he's going to change his mind, and his tune, when we swing around to a buyer's market again and he is set to drumming up orders instead of declining them. I'm not revengeful, but there's a man here and there who has got under my skin with his 'No' that means 'No, damn you,' whether he actually puts it that way or not, and his firm is going to be left out of my list hereafter!"

That's the pity of it. The firm must suffer. When we do swing around to a buyer's market again a good many hothouse salesmen who have blossomed out in this period when goods are, in so many instances, selling themselves to a demand that runs far ahead of the

Are You Oversold?

MARK TWAIN once said that *everybody complained about the weather but nobody ever did anything about it.* Mr. Smith has noted that *everybody is complaining about the epidemic of discourtesy in business which, he says is a feature of the present seller's market, but nobody seems to be doing anything about it.*

Believing that every employer will want to do something about it in his own plant when its disastrous effect upon his treasured good will is brought clearly to his attention, the writer has drawn this vivid picture of rats gnawing at the foundations of business "with the sharpened teeth of insolence, arrogance, effrontery, contumely and disrespect."

—THE EDITOR.

ly, under reiterated pressure, I did get a salesman—who said:

"Haven't got a machine. No use quoting prices until we do get some in. Just wasting your time AND MINE. (That "AND MINE" was heavily stressed, indeed.) No, can't say what installment terms will be. Call up some time next month. G'bye."

That was a small thing—if it involved, as the salesman thought, the purchase of a single typewriter, possible on the time payment plan at that.

Yes, but that is typical buyer ex-

supply, will wither under the cold winds of competition and will be pitched out on their—the occasion merits the slang and the mixed metaphor—ivory domes. But never think that this will remedy the damage. Lock the stable door all you please then—"Good Will," the noble steed that has pulled you so far up the long grade to success, will have gone. And it will cost a pretty penny and take a weary time to lure him back again.

THE EXECUTIVE'S RESPONSIBILITY

In the last analysis, the fault must be laid at the office of the chief executive. He, at least, who has risen so high, has no excuse for little-mindedness, and no excuse for not grasping something of the psychology of the little mind. He ought to know two things:

1—That this is a time for the most delicate—not the most clumsy—handling of the buyer—a time when, harassed by the difficulty of placing his orders, exasperated by unavoidable delays in making up and delivering those orders, that buyer will be most sensitive to considerate or inconsiderate treatment, most impressed by courtesy and most ready to harbor a grudge that will carry over to days when changed conditions put him in a position to pay back that grudge in non-intercourse.

2—That this is a time when a man of the little-minded type, put in a place where he may play dictator with impunity, can, and invariably will, exploit his own mean spirit to the ultimate ruin of his firm's good will—which is more precious than fine gold.

My misanthropic buyer friend paid a flying visit to New York last week, arrived late in the day and demanded an evening's entertainment, a la tired business man, at my hands. At the risk of deepening the pessimism running through his composition, I wine—no, dined—him at one of our huge, justly famous, vivacious, noisy, and crowded metropolitan restaurants. We got just the kind of service that one does get at one of our huge, justly famous, etc. metropolitan restaurants. My friend's only comment was that he would have been able to have slept better between courses if we had not been shoved into a table under the elbow of New York's most versatile saxophone player. I led him to a theatre ticket agency where we finally succeeded in bullying a haughty box office into letting us purchase orchestra seats for a see-

ond rate play. "Some more of this 'oversold' stuff," said my friend, as we pushed our way toward seats that an infected usher had only condescend to point out in the vague distance. Then I got an inspiration, and if my inspiration seems to furnish free publicity for an institution that has the traditional fondness for publicity, why make the most of it.

MR. KIRALY'S SYSTEM

As a result of that inspiration, I made a satisfactory telephone call just before the third act and, as a result of that, when the final curtain terminated our boredom we went around to see Victor Kiraly.

Victor Kiraly is the presiding genius of the Ziegfeld Roof, atop the New Amsterdam Theatre, and ex-officio host to practically every "tired business man" who comes to New York—and they are all "tired" when they come to New York. If there was ever an over-sold business it is Mr. Kiraly's. The Frolics—the Nine O'Clock and the Midnight—have become institutions in Gotham. When I took my out-of-town guest around there I was doing exactly what every New Yorker with an out-of-town friend to entertain first thinks of doing. It is a rare night when the Nine O'Clock and the Midnight are not crowded—when the second show is not entirely sold out and many comers turned away. But it is a rarer night when a patron fails to receive a satisfactory reply to his request for a table reservation from Mr. Kiraly or one of Mr. Kiraly's staff. The reservation is, of course, not always forthcoming, but if you are disappointed, your disappointment is tempered with a feeling that you have honored the Ziegfeld Roof by your request and that everything possible had been done before it was regretfully refused. Mr. Kiraly and the staff that is kept in the path that he walks have mastered the knack of instilling that feeling into your mind. If you do get a table, on the other hand, it is with the confidence that you have obtained the very best table that was available at the price you wished to pay, and when you leave it is with the profound conviction that you have been the special object of the big organization's attention for that evening. Don't ask me to explain the psychology or the diplomacy of it. I only know that it is done.

COURTESY AND PSYCHOLOGY

I can tell you something of the psychology of the effect that this has on your mind, and what is more

important, on your guest's mind. Suppose that he is a man with whom you are anxious to close an important business deal. What doesn't it mean to you to be able to bring him into a soothing, flattering, expanding atmosphere of this kind, where he feels that he is the special recipient of a service that is 100 per cent perfect, a service the special object of which is to please him? What doesn't it mean to you to be imbued with the confidence that you are playing the perfect host? These are marginal factors in swinging a deal. Um—yes, and sometimes the marginal factors are the most vital factors of all.

However, the point that we are getting at here is that this is one oversold business that is not losing sight of the perennial, year in, year out necessity of guarding its good will; one organization that knows it cannot afford to take advantage of its advantage; one man who sees to it personally that courtesy stays in the market, be it buyer's or seller's market and who, therefore, stands in a good way to keep it a seller's market as far as his house is concerned.

What profiteth it a man if he gain the whole world's orders in an emergency period, and lose his own soul—which is his good-will; for good will is the soul of the business? Ask yourself that question and then listen for the rats gnawing about your foundations. But perhaps that isn't fair. "Rat" is a harsh name, and sometimes lack of consideration bordering on discourtesy is not intentional. "I didn't think" is one of the oldest excuses in the world and it is often the man who "didn't think" of the effect on a would-be customer of his unnecessarily curt letter, saying that the firm was oversold, who causes the most trouble. You have conferences about all sorts of less important matters. Why not call your employees together in conference on this VITAL matter some day and impress upon them the value of your good will and the part that courtesy plays in maintaining it?

"And if you want to drive the lesson home," says my buyer friend, "take my advice—send them around to Mr. Kiraly's afterward."

Advertising Campaign for Packard Pianos

The Packard Piano Co., Fort Wayne, Ind., has launched a national advertising campaign. This will include seven double page spreads in the *Saturday Evening Post*.

Trade-Marking, the Great American Game

The Lesson of Caution Taught by 12,000 Applications for
Registration Filed in 1919 and More Than That in 1920

By WALDON FAWCETT

WHEN it was announced in Washington, a short time ago, that during the calendar year 1919 there were received at the U. S. Patent Office considerably more than 12,000 applications for registration of trade-marks, the disclosure constituted a broad hint to advertisers and marketing executives.

When the latter part of last year thus brought what the U. S. Commissioner of Patents characterized as "unprecedented increases" in the demand for trade-mark certificates—a spurt that carried the trade-mark cases from an average of 500 a month to well over one thousand per month—the stampede could mean but one thing for the user or prospective user of symbols of good will; viz, a new necessity for the exercise of care in the selection of trade-marks in order to dodge duplications, and a new obligation to watchfulness to avoid "confusion in trade."

With the set rules and regulations of trade-mark practice more or less indefinite and more or less elastic, it follows that it is only through the precedents established in "test cases" that everyday advertisers may learn conclusively what is allowable and what is not allowable in the identification of merchandise. Given this need for specific examples, in an age when the entire advertising community is acquiring the trade-mark habit, it is fortunate that the year 1920 has brought a number of official rulings and Federal court decisions that illuminate better than abstract discussion the code of ethics that has become a necessity since the entire business community has turned to trade-marking.

THE "LAVA" CONTROVERSY

That the advertising investment will be construed as entrenching a pioneer in possession of a valuable trade name when rivals appear on the scene with similar brands is the moral of the lately rendered decision in a controversy over the use of the name "Lava." Incidentally, this contest raised the question of the right of an advertiser to extend a trade name, familiar in one line, to products in a closely allied line. Specifically the issue was whether "Lava," as a name originally ap-

plied to soap, could be stretched to cover shaving cream as well. Broadly, however, it was an important principle that was at stake now that so many advertisers who started with single specialties are, for the sake of economic distribution, recruiting "families" of products.

The firms of William Waltke & Co. and Geo. H. Schafer & Co. were the disputants in this contest to determine just how closely one advertiser may approach another without treading on his toes. Schafer & Co. applied for the registration of the name "U-Lavo" as a trade-mark for shaving cream. Registration was opposed by Waltke as an interested party on the ground that "U-Lavo" was so similar to the mark "Lava" which the Waltke firm had long used on soap that the dreaded "confusion in trade" would result. The U. S. Patent Office overruled this objection and registered the mark but when the case was carried to the Court of Appeals at Washington, the highest court empowered to review such disputes, that tribunal reversed the Patent Office and sustained the Waltke opposition in an opinion that will have significance for many advertisers.

To begin with, it confessedly weighed with the court of last resort that since the year 1893 upwards of half a million dollars has been expended in advertising goods under the name of "Lava" and that in consequence of this advertising the manufacturing plant that supplied goods under this name had come to be known as "The Home of Lava Soap," whereas the "U-Lavo" mark did not appear on the trade horizon until 1913.

On the very vital point of the right of a manufacturer to carry his cherished trade name into fields contiguous to the original seat of his industry the Court of Appeals in this case laid down the law as follows: "The owner of a trade-mark has the right not only to its exclusive use on goods which he has manufactured but also on goods which he may afterwards produce if they belong to the same general class as those upon which he has been using the mark. No person may legally interfere with the use of the mark by him in the

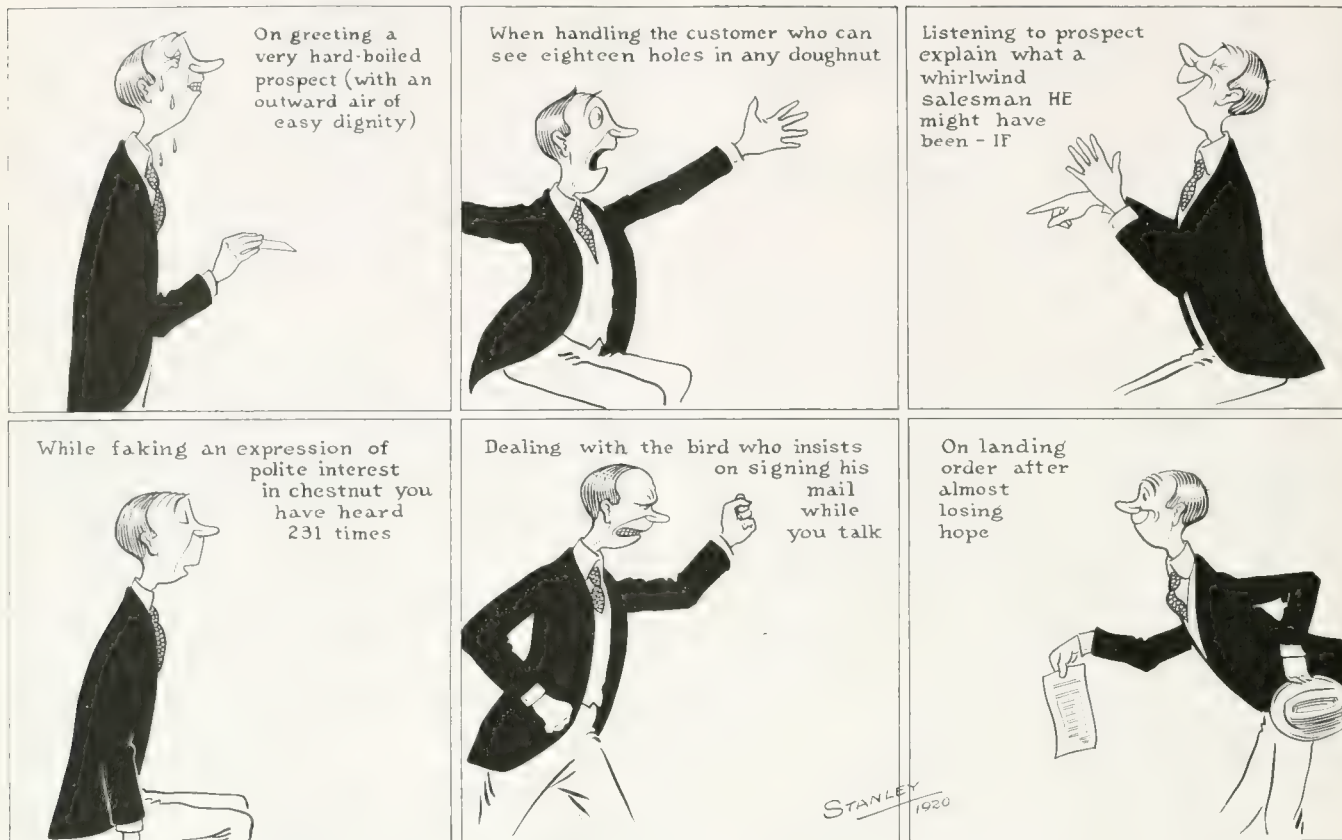
natural expansion of his business."

Pursuing the discussion of this question of an advertiser's right to stretch his rooted trade name to new specialties or side lines, the court of last resort remarked that when chemically analyzed, shaving cream and toilet soap may not be identical in all their elements but that in the popular mind the shaving cream is a soap and manufacture of it by the maker of "Lava" soap would be regarded as a natural step in the broadening out of its business as a soap producer. Indeed, it was disclosed, during the hearing of the case, that Waltke & Company has already taken up the manufacture of shaving soap and shaving cream although it does not, at the present time, put these out as its product. The conclusion of the court on this score was that inasmuch as the owner of "Lava" has the right to use its trade-mark on toilet soap it may prevent the use of it by others on shaving soap or shaving cream.

This test case which revealed so many points of contact with advertising and selling practice also popped the question, always of such keen interest to advertisers, "When is a trade name descriptive?" The proposer of "U-Lavo" set up the contention that "Lava" was descriptive and for that reason alone, if for no other, not entitled to a place in the trade-mark register. The opinion of the Appeals Court was, however, that whereas "Lava" may suggest the function of soap it does not describe its properties. Those who sat in judgment held that there was no parallel, as has been claimed between "Lava" and the trade-name "Rubberoid" which was the subject of a memorable controversy some time since. The court recalled that the mark "Rubberoid" as applied to the goods in question meant that they were like rubber, which was true, and that therefore the term was descriptive.

When he passed upon this case in the course of a series of appeals the Assistant Commissioner of Patents had figured out that there was a wide difference in meaning between the words "Lava" and "Lavo." In saying the last word on the subject the Appeals Court swept aside the debate over the precise definition of the words with the comment:

Have You EVER Felt This Way?



Artist Stanley, of ADVERTISING & SELLING staff, shows some salesman looking as they feel

"However, the test is not the exact meaning of the words but whether they are so similar in appearance and sound as to lead the public to believe that the goods on which they appear had a common origin."

THE SIMILARITY RULING

Then the Court—and it affords an interesting commentary on the analytical methods of our modern trade-mark tribunals—went into the question of how the public asks for goods. It was conceded that the presence of the "U" distinguishes "U-Lavo" from "Lava" but the court after deliberation came to the conclusion that such distinction was not sufficient. "Lavo" is the dominant feature of the hyphenated mark and the one likely to be remembered. "Of course," reasoned the judges, "if the intending purchaser could see both marks together he would readily note the difference between them, but if, upon seeing only one, he must rely upon his memory of the other, he would not be likely to apprehend the distinction. He acts quickly and upon impression. He is governed by a casual glance. Under such circumstances he would be apt to mistake the one for the other and thus would occur the confusion

against which the statute is leveled." Finally the Court in deciding in favor of the old-established advertiser and against the newcomer, called attention to the fact that it is not necessary for the advertiser who protests against trespass on his trade-mark domains to prove the damage of actual confusion. If he can show likelihood of confusion between his product with which the public has become acquainted through advertising and a new arrival of similar name, it will suffice to win redress.

RIVAL HEIRS TO "EDELWEISS"

The interrogation whether a single trade-mark blanket will cover soap and its new bedfellow, shaving cream, is not the only guise in which this insistent advertising question has recently appeared. Behold, in the soft drink market, the burning issue of the right of the advertiser to transfer to the beverages of a dry nation the names reminiscent of stronger drinks. Where only one firm essays to transfer a given popular trade name from alcoholic to nonalcoholic products there would appear to be no excuse for complications but in the case of John Sexton & Co., versus the Schoenhofen Company,

which has recently claimed the attention of the Patent Office tribunals, we have a contest between rival heirs to "Edelweiss."

Schoenhofen, which away back in 1886 adopted "Edelweiss" as a by-word for beer has lately undertaken to extend its title to cover cereal beverages, near-beer, root beer and ginger ale. But in this expansion it forthwith ran counter to the ambitions of Sexton & Co., which firm has for eight years past been using this same name on grape juice. The upshot of a lively tussle at the Patent Office was that the original user of "Edelweiss" wins the right to use the name in the greater portion of the soft drink field, other than that involving fruit juices, but for the advertiser or marketing manager the chief interest of this decision is found in the fact that it was dictated by the circumstance that root beer, ginger ale, near beer, etc., are commonly sold in bottles to the consumer and accordingly it was reasoned that such consumers might be deceived if the name that they had been accustomed to seeing upon bottled beer was, by a different producer, used on bottled beverages.

(Continued on page 36)

"Auditing Advertising Agencies" Proves to Be a "Live" Subject

The Composite Opinion of Agents, Publishers and National Advertisers is That Such Action Calls for Thorough Discussion—Many Suggestions Advanced

CONSTRUCTIVE discussion by Advertising Agents, Publishers and National Advertisers, which is bound to be very helpful, has followed the publication of an article in *ADVERTISING & SELLING* of April 17, under the heading "Auditing the Advertising Agencies," and the subsequent printing last week of an authorized statement by A. W. Erickson, President of the Erickson Company, Inc., and Vice-President of the Audit Bureau of Circulations.

The consensus of opinion of a large circle of advertisers and advertising workers, indicated in their views expressed in many letters to *ADVERTISING & SELLING*, is that some form of "audit" might be devised which would be of protection to publishers, agencies and those whose appropriations are invested in mass salesmanship.

Mr. Erickson's comprehensive statement last week served to heighten interest in this subject and in its wake have been received a decidedly illuminating series of communications which are published herewith.

In the views expressed by National Advertisers, Agency heads and Publishers in this article will be found a number of important statements bearing upon the "audit" situation.

Following are some of the opinions contributed:

By O. H. Blackman, President, The Blackman Company, Advertising Agency, New York:

Your recent article in *ADVERTISING & SELLING* will doubtless be useful in creating discussion regarding the status of advertising agencies.

Let me say, however, that the advertising agencies are in a very peculiar position. According to present methods, advertising agencies are recognized by publishers and all too frequently an advertising agent that can deliver to the publisher a sufficient sized order will be recognized without due examination as to its fitness either financially or from the standpoint of previous experience and adequate organization. In other words, the advertising agent has at present no control—even

from an advisory standpoint—over entrants into the business.

You say in your article that there are 1144 advertising agencies in the United States and Canada and that 91 went out of business during 1919 and 108 came into the field.

While I am not particularly interested in who shall audit an agency, I believe that you are touching on a matter of audits on only one phase of the question. Let me briefly suggest a little more comprehensive program.

When a new agent asks for recognition, steps similar to the following would help the good applicant and weed out the unfit:

- 1—That a sound financial audit of some sort be required.
- 2—That an examination be made as to the experience of the applicant and his organization.
- 3—That he should be required to give references and state the basis on which he expected to place business.
- 4—That with such facts fully in hand, the applicant should be passed on by a group of publishers representing various publishing interests, and that the agency organization should also make an advisory report regarding technical fitness of the applicant.
- 5—That as the result of the facts and the committee action, the publishers should stand together on recognition or rejection.

The agents of this country as represented by the American Association of Advertising Agencies represent only 120 agencies doing a national business, but this body controls a very large percentage of the total volume and their whole effort is to improve the general standard of practice in the agency field.

The Association has no wish to restrict the number of good agencies in the field. It deeply deplores, however, the present loose practice of recognition which allows the unfit to assume the same name as organizations that are tried, tested and able to give real service to the advertiser.

A system of auditing is one good step in this direction—provided that where an audit shows an unsound condition, publishers would refuse to recognize new applicants or discontinue the recognition of present agencies who are unsound. Credit should be given, however, to agents

of long standing, who are giving a great deal of their time in an effort to improve conditions in the field and who will gladly cooperate with audits, investigations or any other means of keeping our agency field up to the standards of the time. The effort must be equally made by agencies and publishers, however.

By B. KIRK RANKIN, Publisher, *The Southern Agriculturist*, Nashville, Tenn.:

Your article on the subject of auditing advertising agencies interests me very much. Having had intimate experience with the machinery of recognizing advertising agencies through my connection with two associations of publishers, I am convinced that something must be done to put this whole subject in the hands of a neutral body. I do not think it should be left to the publishers and I do not think it should be left to the agencies. To my mind the A. B. C. is the logical organization to take up this work and carry it on, and I see no reason why all classes of publishers should not be governed by one action on the part of a central body.

When I was in New York, at the Agricultural Exhibit, in January, I discussed this question with several publishers there and was surprised to learn that efforts to regulate the matter of recognition, etc., did not meet the approval of some of the larger agencies. If that is true it seems to me that the reasons for taking some action are doubly strengthened by that very fact.

I believe the matter should be gone at slowly as was the auditing of publications. First we could start with the question of recognition and after that was handled in a uniform way the A. B. C. could go into the matter of auditing and more detailed investigation.

Something of this kind has got to be done if the advertising business is ever to be rid of the suspicions which have hung around it always.

By W. S. LOCKWOOD, Advertising Manager, The H. W. Johnson-Mansville Company, New York:

When a publisher grants recognition to an agency, he virtually, by

that act, tells the business public that this agency is a reliable concern to do business with. Does he know? What tests does he employ? If his business is well organized he undoubtedly applies the financial test, he undoubtedly determines in advance whether or not the new agency can fulfill its financial obligations.

But in any effort to regulate advertising agencies it would be necessary to go further than this. In other words, we should know that in addition to being able to fulfill its financial obligations, the agency is able to fill the other obligations which are implied by its very existence.

Are its heads men of experience and ability in advertising? Have they proved by past performance that they are worthy of being entrusted with the advertising accounts of businesses?

Now, this second requirement looks simple, but it is not so simple as it looks when it comes to passing judgment. Ability is, partly at least, a matter of private judgment. You may think that John Smith is a man of ability and I may think that his skull contains nothing but goose grease and his success has been entirely good-luck.

Even the question of the requisite experience is a difficult one. Two or three years' experience along certain advertising lines would teach a man more than a life time in other branches of the work. But, I am sure, it is not necessary to pile up illustrations. You know what I mean as well as anyone, as far as the financial part of the obligations are concerned. I quite agree that there should be some supervision, but as far as the other side of the question is concerned, I am afraid of supervision; I am afraid that if continued it would result in grave injustices.

The continued progress of the advertising business requires the constant infusion of new blood. Advertising enterprises must be attractive and it is better that occasionally some unworthy fellow take a fling at it than that too much supervision restrict the business.

By E. E. HAIGHT, Manager of *Motor Age*, Chicago:

We surely agree that there is some need of establishing a standard, or standards, for advertising agencies to live up to in order that publishers, as well as advertisers, may be protected.

Regarding the methods you propose, it hardly seems to us that the

Audit Bureau of Circulations could "tackle the job" because they are not yet equipped to audit the quality of their own publisher members. Auditing the character and financial condition of a concern calls for entirely different machinery than auditing circulating figures.

If this were handled by the A. A. A. A. there would be the same objection as when the publishers used to have their own audit bureaus; the scheme is open to the criticism of prejudice and favoritism.

Regarding your third method, the publisher, to examine into each agency that offers him business, individually. This does not have the advantage of a central court and isn't much of an improvement over present conditions.

Just as the A. B. C. gains its strength and authority from the fact that advertisers are back of it so would an organization composed of publishers to standardize agency requirements be powerful and recognized. It would seem to us that the Periodical Publishers' Association, or another similar body that has just been organized would be the proper medium to undertake this work.

And when standards are being drawn up we are sure that business papers would not want advertising agencies to be judged according to their size, their volume of business, or their capital or surplus on hand. The excellency of service rendered by advertising agencies is not at all in proportion to their size and it might be advisable to even go so far as to establish standards for strictly service agencies who furnish schedules and copy and cuts but whose business is billed direct to the advertiser. We believe it would be a great mistake to establish standards of size that would eliminate these small agencies that render a real service regardless of their financial strength.

By MAC MARTIN, President of the Mac Martin Advertising Agency, Minneapolis, Minn.:

Because I have always admired ADVERTISING & SELLING and because this publication has done so much in the past to further the interests of advertising and to make the machinery of the business more clear in the minds of the uninitiated, I wish to vigorously protest against the appearance of such articles as the one entitled "Auditing the Advertising Agencies" in your issue of April seventeenth, 1920.

Personally, I cannot see why so many people are always harping on

this subject of who is entitled to recognize the advertising agent and who is in the position to pass on his franchise. It is a deplorable fact that in order to start in the advertising business one must go to a number of recognized bodies. There are plenty at the present time and it would seem that anyone who suggests more is only attempting to throw another monkey wrench into the machinery.

Lawyers obtain their franchise by being admitted to the bar. Doctors and Certified Public Accountants obtain their franchise by passing State Board examinations. The American Association of Advertising Agencies has as one of its first purposes the passing upon the ability and financial standing of members. It is right that the trade should pass upon these matters. It is done in all other professions. The Audit Bureau of Circulations is not equipped to do this work and has no interest in such work. The American Association of Advertising Agencies welcomes every new and old agency which can pass the requirements.

That there are only 117 members at the present time indicates that there are only 117 agencies which are entitled to membership or willing to submit themselves to the test of membership. Every conscientious agency should be a member of both the American Association of Advertising Agencies and the Audit Bureau of Circulations. The unthinking, who have not gone through the experience of those who have studied this matter may carelessly get the notion that there is some point to your article and away we go on another tangent. If you would spend the same amount of space to show what the American Association of Advertising Agencies is really doing in building up the business and in passing on members' qualifications and if this space urged those who are attempting to conduct an agency business and who are not members to apply for such membership, you would be doing something constructive and helpful to the advertiser, the publisher and the public.

By W. C. GARWICK, Advertising Manager, Certain-teed Products Corporation, St. Louis, Mo.:

There are three things that we require of an agency—honesty of purpose, qualifications as an agency, and the ability, as an organization, to render service. We want them to be honest with themselves, hon-

(Continued on page 29)

Nearly
everybody
worth while
reads
Cosmopolitan



250 ROOMS

250 BATHROOMS

HOTEL MASON

GEORGE H. MASON,
MANAGER

JACKSONVILLE, FLA.

December
30th
1919.

MANAGER'S OFFICE

Mr. J. Mitchel Thorsen,
Business Manager,
Cosmopolitan Magazine,
New York City.

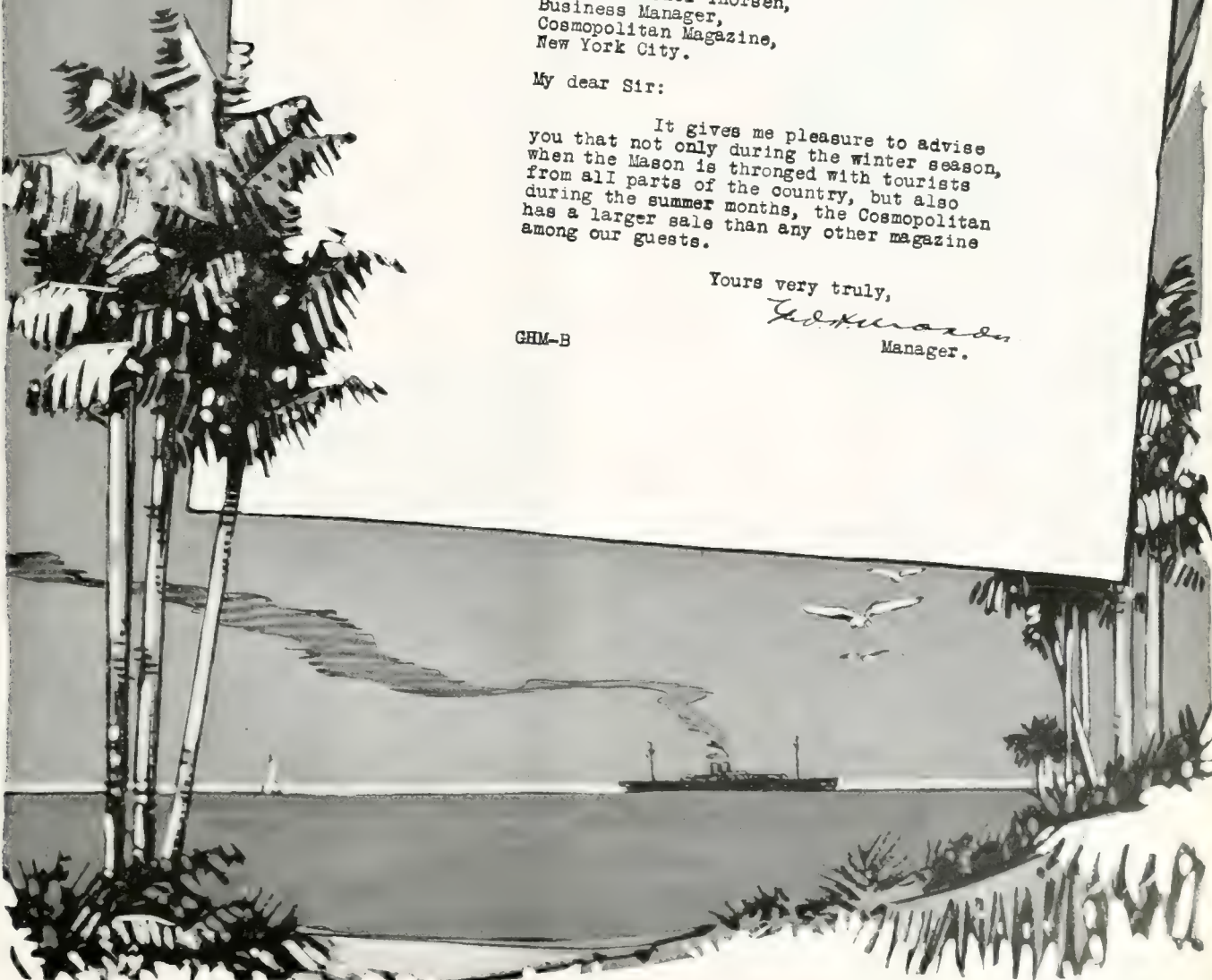
My dear Sir:

It gives me pleasure to advise
you that not only during the winter season,
when the Mason is thronged with tourists
from all parts of the country, but also
during the summer months, the Cosmopolitan
has a larger sale than any other magazine
among our guests.

Yours very truly,

George H. Mason
Manager.

GHM-B



A Line Leader in Five Years

How Advertising Plus Quality Plus Good Salesmen Put An Infant Concern to the Forefront

By C. L. NELSON
Sales Manager, Vivaudou

VIVAUDOU began to sell perfumery and talcum powder five years ago. We started on just about nothing, as big business goes. Today, the name of the company and of the various brands of goods it manufactures—Mavis, Lady Mary, La Boheme, Lilas Arly, Pour La France, etc.—are as well known as the names of any of the concerns or perfumes on the market; we are accepted as being one of the leaders in the line, and are enjoying a whale of a business as a reward for the consistent application of the several principles we felt were the essentials of success.

True enough, there were many other fields of endeavor where a newcomer might start with less friction and less competition than in the perfumery or toilet goods field. But the men behind the organization were well versed in the ramifications of the game and had the elements of success ground into them through long acquaintance with its demands and needs.

Thus, the first stone was laid for the work to follow—thorough knowledge. To that intangible resource we added about \$12,000 for advertising to carry us through the first twelve months. It did. And, incidentally, it brought back to us nearly \$100,000 worth of business. In the second year we doubled our appropriation and the sales doubled. Each succeeding year we doubled the publicity fund, keeping step with the sales, until we reached the point where we feel safe in saying that the year 1920 will show a total volume of business not less than \$8,000,000.

A MILLION A MONTH TO START
We started off toward that figure

with a pretty healthy jump—a million dollars' worth of sales for January!

This success, we feel, is due to three fundamental things:

First—Quality of product.

Second—Consistent advertising.

Third—Salesmen with the right relations in the field.

The first element is one that, of course, advertising men are particularly interested in. The figures quoted say all that is necessary on that score. The second element, however, is worthy of more attention right

here. We believe in advertising, as you comprehend. We believe that the women's magazines are splendid mediums and we know that they have paid us well. Our advertisements are running and will run in all of the women's periodicals of consequence as long as we are in business.

Our faith in color, too, is strong—color used judiciously but freely and effectively. In fact, the only complaint we have to offer against the mediums of to-day is that they are not all able to give us the sort of color printing we desire. However, time will take care of that. You may gather an idea of our faith in the women's papers from the

fact that this year we will spend \$108,000 for twelve color pages in the *Ladies' Home Journal* alone.

GRAVURE SECTIONS GOOD

Speaking of mediums, it has also been our experience that the Sunday gravure sections are excellent for advertising purposes. The mechanical treatment of the ad made possible by the process lends a charm and distinctiveness that couldn't be approached in black and white and is very often missed in a half-baked color job. I would much rather have a gravure page than a color page in a magazine if it isn't printed to perfection!

In this Sunday gravure advertising, figures show that the returns from it have been at least double the returns from the black and white insertions used. There isn't the slightest doubt but what it is the better bet of the two.

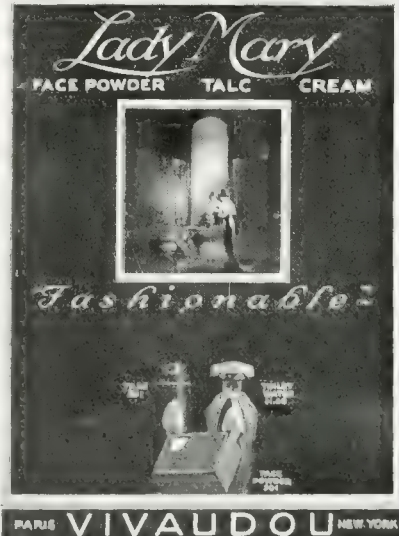
Another form of advertising to which we have always resorted is the distribution of samples. In our advertising we have always mentioned the fact that samples might be obtained and our retailers also assist in this work. It is our opinion that sample distribution is the

best sort of advertising, theoretically. Practically, however, it works out a little differently—if a man's samples get a 50 per cent legitimate circulation, he is lucky. There are so many people who write for them for every reason but to use them that the real value is lost in the majority of cases. Then, too, children make a habit of answering the advertisements for free stuff;

samples are stolen in the stores; they are given to the baby for teething purposes.



Simplicity of Appeal Combined with Striking Copy Effect; the Type is Omitted Here



A Typically Brief Vivaudou Advertisement Occupying Page Space

A Warning to Newspaper Publishers

Unless the publishers of daily newspapers and periodicals confine their consumption of print paper to the amount they used in 1919 they will be endangering the whole publishing industry.

In the case of new publications, supply can be bought in the open market without serious menace to the situation.

Honorable paper manufacturers heartily fall in with this policy, for they, knowing the facts in the situation, realize that very high prices will be destructive of long-range prosperity.

The speculators and gamblers in print paper tonnage will be defeated in their profiteering if all publishers adhere to the policy above indicated.

JASON ROGERS

Publisher New York Globe

New York, May 5, 1920



A perfumed atmosphere pervades this specimen of Vivaudou advertisement

We are seriously considering the discontinuance of the sample system. CONSIDERABLE ILLUSTRATIONS USED

Our advertisements, as you know, consist principally of the illustration. There isn't much copy used, but our slogan—the single word “Irresistible”—is constantly pounded into the reader's minds. Knowing the attention and memory value of color, we base our appeal on a characteristic style of illustration and never let up in presenting our message again and again. We don't cater to the spasmodic style.

The arrangement of the appropriation set aside for advertising is somewhat peculiar, perhaps, compared to the usual method. To be exact, there is no set sum put aside—the lists are never closed and the amount is never fixed. This year we anticipate spending a half million for advertising, but that isn't definite. For every time our sales volume advances \$100,000 our agents are instructed to invest \$6,000 more in publicity.

We endeavor to keep the percentage at about six, but that won't always be the case. After we reach an annual volume of \$10,000,000 a change will have to be made, for the second ten million is going to be more difficult to get.

Another little peculiarity in connection with the Vivaudou business is the fact that despite our \$8,000,000 sales mark, we only utilize the services of nine salesmen. The largest house in the line with the smallest sales organization in the field! This is possible because of the fact that we pick the right men and because we depend upon the jobbers for a great deal of our business.

Our line is sold to the public principally through drug and department stores, and we are pleased to say that we enjoy exceptional cooperation from the jobbers. Many men in the marketing field claim to have various condemning criticisms about the jobbing trade. But we have found that when cooperation is shown them, they return it in goodly proportions.

It is our opinion, based on experience, that the jobber will work hand in hand with the manufacturer if he is treated satisfactorily.

Be that as it may, we are satisfied. On my desk at the moment is an order calling for one and a half million cans of our goods—totaling \$216,000. It is the largest ever placed in this field. And it is from a jobber!

Out on the Pacific Coast all of our marketing, selling, warehousing, and other distributing problems are cared for by a Denver jobbing house. Our relations are so satisfactory that he tells me he will triple his business this year.

If I am not mistaken, one of the common kicks against the jobber is that he won't handle unadvertised goods. An investigation in the South showed us that one-third of all the goods sold there through jobbing houses (of our line, of course,) consisted of “trailers” or stock never advertised. We have no trouble at all in arranging with any of our jobbing houses to carry the Vivaudou line divided into two-thirds advertised goods and one-third unadvertised.

Another point which has been brought to our attention in this field is that dealer or retailer cooperation is absolutely essential. This thing called “consumer demand” may exist. But without the good will of the retailer and his clerks it doesn't amount to much in the long run. And, as we see it, the surest way to secure dealers' good will is through the profits paid him.

Our national advertising is helping to do that, and the bare fact that we have sprung from infancy to the leadership of the field in a mere five years speaks fairly well for the degree of accomplishment that can be definitely traced.

One more interesting thing before the end—and it is right in line with this question of “dealers' acceptance.” The consistency and frequency and quality of our advertising is not only keeping our regular trade “sold” on Vivaudou, but has brought to us, unsolicited, requests for the line from such people as wholesale grocers, wholesale notions and dry goods distributors. In several instances even the Government has specified our goods in its contracts.

Which rather adds strength to our very definite ideas about the kind of advertising and trade cooperation a house ought to sponsor.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY

SUN 
VARNISH
Defies Weather and Wear

Sun Varnish *and* Collier's

The Sun Varnish Company is using Collier's as the backbone of its national advertising campaign.

Watch Collier's

Building Up Internal Cooperation

The Excellent Uses to Which the Hercules Powder Company Puts Its Magazine, "The Mixer"

By HARRY ROBERTS, Jr.

Editor, The Hercules Mixer

THE Hercules "Mixer" is strictly an internal house organ, or employe magazine. It was started a little over a year ago for the purpose of providing a medium for the interchange of company information, news, and ideas, and at the same time to afford a direct means of reaching the entire organization with material of value in building up cooperation and stimulating company spirit.

This definition of purpose is very general and in its essentials might be given by hundreds of other businesses that publish house organs. The methods employed in carrying out this purpose, however, are far more definite and might be of greater interest. Ordinarily, "The Mixer" carries thirty-six pages, including a four-page cover. The front half of the book, i. e., front of the center spread, is devoted to what might be called company magazine stories, ranging in number from four to seven, and in number of pages from one to six each. These stories cover a wide range of subjects, but they have one characteristic in common, which is always kept before the readers: The subject of every story pertains directly to some phase of the company's business or its personnel. For instance, nearly every issue contains an article on one of our plants.

FOCUSING COMPANY ATTENTION

These articles consist of brief historic sketches, interesting features of present-day equipment and operations, and as complete description as possible of community life, schools, churches, and social and athletic activities. In addition to these plant articles, last year a series of non-technically treated stories dealt with the manufacture of the Company's principal commodities and their ingredients. This year a series is appearing on the ultimate uses of these commodities in the various industries throughout the country. Other material used in this part of "The Mixer" includes articles on the organization and personnel of various departments, unusual and interesting uses of explosives, new company pro-

jects, and similar miscellaneous subjects.

The part of the magazine back of the center spread is largely departmentalized. One page is devoted to happenings at the Home Office, handled largely in country newspaper style, another page to notes from the branch offices, and a third page to plant news. In all three of these cases, however, the material is not limited to an even page, but everything contributed is used, although often in a revised form, and if necessary it is continued to one of the two or three last pages which are allotted to that use.

Another department is that which contains articles, news, and general information of particular interest to the company's sales force, and there is also an even page given to fire and accident prevention. Numerous cartoons, short stories, and other miscellaneous contributions also receive space in this part of "The Mixer."

It will be noted that, as stated above, every bit of the material that goes into this house organ pertains to the Hercules Powder Company. No house organ service is purchased and no clippings are used. Rigid adherence to this policy has been, it is believed, largely responsible for the fair measure of success that "The Mixer" has attained. It is exclusively a company paper.

ORGANIZATION PERSONNEL

As to the organization and personnel of "The Mixer" and the methods employed in obtaining material: An editor devotes practically his entire time to the magazine. With the exception of clerical assistance, no one else is employed on the publication, or receives compensation for work on it. The magazine articles, referred to above as composing the first half of each issue, are either written by the editor or arranged for by him with the person in the company best qualified to handle the particular subject. The departmental material, however, is handled by a "Mixer" correspondent at each branch office and plant. These correspondents were selected by the branch managers and plant super-

intendents. It was found that almost invariably someone in each unit of the company possesses a knack and liking for work of the kind, and while in several cases the wrong man or women was first selected, generally, and without friction, the right person soon shouldered the work. These correspondents are kept fully posted from "The Mixer" office as to the kind of contributions desired and the manner of treatment preferred. It must not be thought, however, that the correspondents themselves do all the writing which comes in from the branch offices and the plants. They are encouraged to obtain as much material as possible from other members of the force and to supervise its preparation. Furthermore, any member of the company may send direct to the editor of "The Mixer" any contribution he desires, although in nearly every case copy is forwarded through a correspondent.

It was recognized from the first that in order for "The Mixer" to accomplish its purpose it had to be popular, and with this in mind nothing was spared on the appearance of the magazine. Type was selected with a view to maximum readability; headings and captions were simplified and standardized, and great stress has always been laid on plenty of company photographic material. The pictures that have been published have in many respects accomplished as much good as the reading matter. A painstaking effort is made, not only to show officials of the company, but, at the same time, and in a much larger proportion, photographs of workmen, their homes, and their families. Just as in the branch offices and plants news departments all the news notes that can be obtained are used, so in illustrating "The Mixer" it has been a policy to obtain as many pictures of members of the organization as possible.

STRIKING A GOOD BALANCE

The result of this has been a house organ with sufficient of the personal material, both written and illustrated, to balance the more instructive, magazine-style articles al-

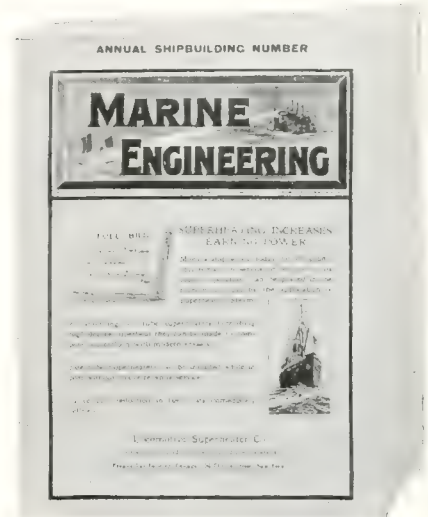
"THE HOUSE OF TRANSPORTATION"

Chapter Two

IN the last issue of this publication we told about the "Shipbuilding Cyclopedia" the first section of the Shipbuilding Unit of "The House of Transportation"

The second section is represented by
"MARINE ENGINEERING"
 which we have just bought.

"Marine Engineering" has long been noted for its high standing amongst those who design and build ships. To its already competent staff will be added F. B. Webster, Editor of the "Shipbuilding Cyclopedia," who now becomes Editor of "Marine Engineering" also, and his staff of associate editors and contributors. Together they will produce an engineering paper devoted to shipbuilding which will be second to none in the field of technical journals.



Both the Service Department of the "Shipbuilding Cyclopedia" and the Whole Research and Field Service of the Company, will be used to prepare the right kind of advertising copy, give advertisers information about market possibilities and insure a circulation that will be as nearly 100 per cent perfect as possible.

A new schedule of rates for advertising in "Marine Engineering" had already been put into effect when we bought the paper. That same schedule, with a few modifications, will be continued for the rest of the year. Send for a copy, and say whether or not you would like to have a representative call and tell you more about our plans.

SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO
Transportation Bldg.

CLEVELAND
The Arcade

CINCINNATI
First Nat'l Bank Bldg.

WASHINGTON
Home Life Bldg.

LONDON
34 Victoria St.

Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer--the "Railway Service Unit"--all members of the A.B.C. and A.B.P.

ready referred to. The engravings used in "The Mixer" cost considerably more than the printing costs, but it is believed that the money is well spent, and that only by combining copy with plenty of interesting pictures can a magazine of this kind really hold its readers.

As stated before, "The Mixer" is designed primarily for members of the organization. This is kept constantly in sight. Nevertheless, there is a large exchange list, and many customers of the Hercules Company and outsiders who are interested receive it, though not as a sales publication. In this way it undoubtedly has advertising value, and in many instances helps to make friends for the company.

"Happiness" Candy Stores Open

EVERYBODY happy? Throughout the week the faces of sundry pretty girls, smiling youths and merry children have been popping out of big blocks of white space in the New York newspapers to announce cheerily that they were happy and that, by the end of the week, everybody was going to be happy.

Throughout several weeks remodeling work has been going on in a number of stores all over the big city behind huge sidewalk shields extending up to the second stories of these store buildings—shields that have been converted into attention-compelling billboards, illuminated by special lights at night, bearing the mysterious words—

"Happiness in Every Box."

These latter days smiling faces in colors—the same faces that appear with the newspaper copy—have blossomed out on the billboards—happiness in every face.

PAVING THE WAY

These were the teasers launching the advertising campaign of the Retail Candy Stores Corporation, preparatory to the opening of the corporation's first completed store, at No. 25 West Forty-second Street, New York, scheduled to begin business today. They are the initial steps toward planting in the candy buyer's mind the definite impression that the R. C. S. C. has succeeded in boxing up generous chunks of happiness in each of its attractive candy containers and that the eating thereof constitutes the royal road to content.

Heralded as the largest candy store in the world, the Forty-second

street store has a counter length of 400 feet. It extends clear through the block having entrances on Forty-second and Forty-third streets and is devoted entirely to the sale of candy, without the usual soda water and ice cream accessories. Among its unusual features is a unique consumer help department—a tiny demonstration kitchen for home-made candy making, where workers from the corporation's main kitchen in the Bush Terminal over in Brooklyn show customers how these candies are produced.

The Retail Candy Stores Corporation is the off-spring of the United Retail Stores Corporation,

the outgrowth, in turn, of the system known to the public as the United Cigar Stores Company. It will be remembered how, led by the success of their cigar store chains, George J. Whelan and James B. Duke, organizers of the American Tobacco Company, inaugurated and incorporated a parent organization to promote a succession of chains of retail stores intended eventually to encircle the country.

This organization, known as "The United Retail Stores Corporation" was incorporated in Delaware, with an authorized capital stock of 100,000 shares of 8 per cent cumulative preferred stock at \$100 par value

WORLD

PLEASE ADDRESS ALL COMMUNICATIONS TO
THE AMERICAN CONSULATE-GENERAL
AND NOT TO INDIVIDUALS

AMERICAN CONSULAR SERVICE

BRUSSELS, BELGIUM
September 12, 1919.

Messrs. "The Iron Age"
239 West 39th St.,
New York.

Gentlemen:

The complimentary copy of THE IRON AGE, to which you refer in your letter of July 24th, has been received and placed in the Commercial Library here. The information regarding the annual subscription price will be given to anyone inquiring.

Every issue of THE IRON AGE received here is carefully preserved as it is found that many Belgian inquirers who call here prefer it to other publications in our files. The "Preferred List" Directory is very convenient and the publication as a whole is almost invaluable to the Commercial Department.

Yours very truly,
HENRY B. MORGAN, Consul General,
By *Carl C. Lundy*
Carl C. Lundy, Vice Consul.

and THE

and 1,160,000 shares of common stock with no par value.

SOME OF THE EXECUTIVES

The announcement of the organization and plan of campaign of the Retail Candy Stores Corporation as made in a recent issue of the *Retail Public Ledger* of Philadelphia tells of the selection for the executive offices of the corporation of some of the best known candy men in the United States. These include, as vice-presidents, Irvin Fuerst, senior partner of Fuerst & Kraemer, whose five model candy stores in New Orleans are known all over the south; Charles G. Guth, of the Chocolate Products Company

of Baltimore; and Edward Wadsworth, of the Wadsworth Chocolate Company, of Newark.

Mr. Fuerst will devote his particular attention to the production of the many varieties of southern candies, including the world known "Creole Pralines," essentially a product of the South.

Mr. Guth will give his entire time to the production of his famous chocolates and French bonbons and Mr. Wadsworth will cater to those who appreciate home-made candies at their best, fresh from the kettle. In order to make this possible a factory has been established at the Bush Terminal Warehouse in Brooklyn and frequent daily deliv-

eries of fresh candy will be made to all the retail stores.

BOX SALES ONLY

One interesting part of the sales program is that all candy will be boxed, wrapped and sealed at the factory, insuring a maximum of cleanliness and a quick efficiency in selling. Open boxes of all the varieties will be shown on the counters for the purpose of selection, but no trays will be shown at the stores. Profits will be on narrow margins and will depend on volume of sales.

Saleswomen will be instructed in the most up-to-date and progressive sales methods through the use of lectures, educational booklets and efficient training. It is the object of the organization to keep its sales force thoroughly instructed in the dietetic values of the different kinds of candy in order that they may be fully conversant with the goods they are selling.

Unusual window displays will be another feature that will be stressed in all the stores. In fact, the display of candy under the most attractive conditions and in every original way will be the aim of this company, which will make every effort to establish a firm foundation on which to build a large and permanent trade.

It was decided to make the introduction of the retail candy stores in New York City. The opening of the Forty-second street store will be the first step, but every week thereafter for nineteen weeks a store will be opened in the big city.

W. S. Crawford Coming to Convention

W. S. Crawford, of W. S. Crawford, Ltd., London advertising agency, will attend the convention of the Associated Advertising Clubs of the World at Indianapolis in June. Mr. Crawford, is one of England's most popular advertising men, and is well known in this country. He recently donated a beautiful trophy, known as the Crawford Cup, for the betterment of advertising competition among members of the London Publicity Club. It will be awarded at the Publicity Club Annual Dinner, which is to be held on May 10.

Chicago Agency Changes Name

The corporate name of Mallory, Mitchell & Faust, Inc., Chicago, has been changed to the Mitchell-Faust Advertising Company.

Borg Is Director of Advertising

B. B. Borg has been appointed director of advertising for *Educational Film Magazine* of New York. Dolph Eastman is editor of the publication.

Collin Armstrong Appoints Follett

George E. Follett has been made production manager of Collin Armstrong, Inc., in New York.

TRADE

THIS letter from the American Consulate General in Brussels, Belgium, tells its own story.

Here is another illustration which shows that The Iron Age, in fulfilling its mission as "The World's Greatest Industrial Paper," is rendering a splendid service to industrial leaders abroad, as well as at home.

The men who read The Iron Age in Europe, the Orient and all other parts of the world, are vitally interested in developments in the machinery, automotive, shipbuilding, railroad, farm implement, foundry, iron, steel and other metal-working fields. These men are all prospective customers of the advertisers in The Iron Age.

Abroad, as in America, The Iron Age readers are the executives charged with the problems of management involved in purchase, production, costs and sales. If you want to sell your products overseas, at the same time thoroughly cultivating home markets, advertise them in

THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 West 39th St.

New York City

CHARTER MEMBER A.B.C. and A.B.P.

IRON AGE

The Measure of a Great Advertising Man

Frederick Arnold Farrar, Whom Indulgent
Life Has Endowed With Many Rare Qualities

By ROCKWELL HINKLEY

IN THIS DAY of restlessness and eternal looking for "fresh fields and pastures new," it is indeed gratifying to find a man, a past master in his especial line, who has been content to stay long enough with one company to become really nationally identified with it and its remarkable growth and prosperity.

We refer to that superb craftsman, Frederick Arnold Farrar, advertising manager of the firm of Adams & Elting, paints and paint specialties, Chicago. After a careful survey of what Mr. Farrar has done, both in and out of his main line of endeavor, we feel that his talents are so rarely combined that it is hard to know just how to classify him—a man of keen business acumen and gentle sentiment, a clever salesman, a versatile writer, painter, musician, and, as we are chiefly concerned with him, an advertising manager of the highest and most efficient type. It is seldom that the gods bestow so many talents upon one human soul and it is most gratifying to see the way that Mr. Farrar has so unselfishly shared these talents with his friends individually and with a wide reading public in general. It is a fashionable complaint that the modern working man takes no interest in his work, that he does not show initiative or take responsibility. Mr. Farrar must be the exception that proves the rule. Every one of the several lines that he excels in is turned in the direction of promoting the particular business that he is engaged in, making him a human

dynamo, generating great power under careful and intelligent control.

FROM DUBUQUE TO BOSTON

Mr. Farrar was born in 1877 in Dubuque, Iowa, as lovely and pic-

artist mother and a naturally highly developed imagination was much enriched by the close contact with a woman of such rare gifts as hers. He had a naturally sprightly wit

in writing, so that it is not strange that his first business venture was with the Chicago Newspaper Union. One year later he left to go with the Bimur Engraving Company.

After two years here he was obliged to leave on account of failing health and went into the northern Wisconsin and Michigan woods to recuperate. The inspiration of the woods, and the magic nature notes all about him, could not help but furnish endless themes for this born writer and he at once began to capitalize his ideas.

His first work was a series of prose poems that appeared with his pencil sketched illustrations in various Chicago newspapers. He also did many feature stories for the *Chicago Daily News*. He remained in the woods, writing, painting, thinking and storing up ideas

for the better part of two years.

When he returned to Chicago he was in splendid physical and mental condition, ready to do big things. Business advertising and salesmanship through brush and pencil, plate and dye, became a particular obsession with him. His first connection was with the J. W. Farrah Co. as head of the Art Department. After a little more than a year in 1907, he went to the Adams & Elting Company as advertising manager of Ad-el-ite Paint Specialties. His rise was rapid. Although he had no

turesque a little nestling city as one may find along the whole length of the winding Mississippi. Early in his life his family moved to Boston and it was in the East that he received his academic and college education. His mother was Agnes Whiting, a famous artist, and his grandfather was Frederick W. Farrar, Dean of Westminster Abbey, a great man in England and a writer of much note.

While he was in school Mr. Farrar traveled a great deal with his



FREDERICK ARNOLD FARRAR

The Biggest Need of Industry:

"A Peace of Understanding"

WITHOUT a shadow of doubt, a definite productive "Peace of Understanding" between labor and capital is the biggest need of the day.

All over the country the big men of industry, the men of vision are searching for the means of bringing this to pass.

And daily in spite of strikes and unrest, we read of some great industrial plant which has found the key to working, productive harmony.

As part of its work of building a better Americanism

The Magazine of Better America

Red Cross Magazine

The RED CROSS MAGAZINE

is working and will continue to work to promote real understanding between employer and employee.

For months, its human, constructive articles have been bringing worth while thoughts to thousands of big business men who are among its readers.

The quotations reprinted here are a significant testimony to the value of this reader service.

We will be glad to mail you the current numbers. They will give you a new conception of the possibilities of a magazine.

The RED CROSS MAGAZINE

Owned and Published Exclusively by The American
Red Cross

1107 BROADWAY, NEW YORK CITY

Chicago

San Francisco

Boston

"Significant Testimony"

"In your October issue there appeared an article by Mr. W. A. Wolff entitled 'Mending Your Business.' This article describes the working of Industrial Democracy in our organization. You may be interested to know that this article aroused considerable interest and since its publication several delegates of manufacturers have requested interviews at this office for the purpose of obtaining our experience as to the actual working of the plan. By bringing the subject of industrial democracy to the attention of your readers, you have well performed your purpose of service to them."

B. A. Martin,

Wm. Demuth & Co., 230 Fifth Ave., New York

"We are desirous of obtaining 25 copies of the December Red Cross Magazine, containing the article entitled 'The Valley of Fair Play.' We want everyone of our superintendents and foremen to read this article and put its principles into practice."

W. C. Helen, Treas.,

Russell Miller Milling Co., Minneapolis

"In the September number I read an article entitled 'Mending Your Business,' by Wm. A. Wolff. From this article developed the plan for our employees. We are very enthusiastic about it, and know it will work. Articles on these lines should certainly be a great help these days."

Louis Stewart, Jr.,

James McCreery Co., 5 W. 34th St., New York

"I am very much interested in the splendid articles on Employer and Employee which you have been running. I would like very much to obtain a copy of the October, November and December issues, which I do not appear to have. This is a subject that is of vital interest to us as well as to any other employers of labor."

Norton Mattocks, Adv. Mgr.,

Klearflax Linen Rug Co., Duluth

special training for the particular business of advertising, he had a rich accumulation of ideas to draw upon, both natural and acquired; an accumulation, in fact, that has proved to be a vein of purest gold.

His connection with the Adams & Elting Co. has developed an inspiration and esprit de corps unique in its history. Its advertising began to take on a truly literary character. As a man is known by the company he keeps, just so a product is known by the advertisement that spreads its fame—providing the product proves to be as good as its label implies. Mr. Farrar believed this so thoroughly that he at once set about to give his particular paints a reputation and distinction both creditable and characteristic. He was a pioneer in this line of truly literary advertising work. He was forever on the scent of new packages, new labels, new ways of bringing the peculiar advantages of Ad-el-ite before a discriminating and appreciative public, a public which he assumes has an artistic taste. His company, under his guidance, put out a booklet, the "Home Decorator" illustrating and explaining the benefits gained by the use of their products. It was a really usable, worthwhile manual for interior decorators, showing combinations of ceiling, side wall and border, and has proved one of the best sales-getters they have used.

All along the line the Adams & Elting Co. has generally specialized in its advertising, as it has on "Hygienic Kalsomime." Another example of their special advertising is their "Hy-Pol," which is being given a contract that runs into thousands of dollars and is to appear for five years in big space in the elevated stations of New York. Their advertising in popular magazines and trade journals is of the finest type and has developed large markets for Ad-el-ite products, and Mr. Farrar's merchandising intuition has cultivated new possibilities and new fields, firmly establishing his reputation as a business builder.

THE GENTLER SIDE OF A BUSY MAN

But Mr. Farrar is never so busy that he allows the softer, gentler side of his nature to become neglected or stagnant. He is a great lover of nature, of music, of the beaux arts in general and of his brotherman in particular. There is scarcely an organization, local or national, that is in any way allied with Mr. Farrar's vocation or avocation, of which he is not an active supporter and subscriber. He was especially interested in all the fields of Red

Cross and other war activities. For two years he was vice-president of the Chicago Advertising Association, the largest body of its kind in the States. He was chairman of their Convention Committee at the Philadelphia Convention, taking down the largest delegation ever attending a similar affair from an individual club.

He shows his love of humanity and the happy way he has with children in his interest in and work done for the "Off-the-Street Club" which is supported entirely by the Chicago advertising men. He is chairman of their publicity committee and arranged the entertainments

for these children throughout the winter.

He is also chairman of the Toreadors, a club of international paint manufacturers; vice-president of the Chicago Artists' Association and Chairman of the Graphic Arts Committee.

While he was in the Northern woods in an effort to bring back his strength, he was encouraged to cultivate his voice as a means to restoring his general health. To do a thing at all was to do it painstakingly and thoroughly and Mr. Farrar studied seriously with such musicians as Francis Walker of Flor-



The
COPPER FARM PRESS
1,100,000 SUBSCRIBERS

**"Cheaper, easier, better
to create new customers
than to take them away
from the other fellow—"**

Henry L. Doherty

**A virgin market
for *your* product
in the Midwest?—**

ence, Italy; and Charles W. Clark, the most successful baritone and teacher of Paris. Since that time he has sung in many cities and has been soloist for the Tomaso orchestra and is a member and soloist for the famous Chicago Ad-Choir.

He is a member of the Atlas Club and president of the Playgoers Club.

HIS VARIED INTERESTS

To show that his interests and energies run along civic lines as well as social and business, it was Mr. Farrar who, a few years ago, started the city clean-up movement. He is largely responsible for the

sanitary condition of Chicago's alleys and streets. He wrote all the copy and helped develop the plans for these clean-up campaigns, not only in Chicago, but in many cities throughout the central and western states. The Chicago Association of Commerce sent him all over the country to address other commerce bodies upon this subject.

Mr. Farrar has other gifts that he shares with people outside the purely business world.

As an artist Mr. Farrar has become very well known indeed. Every picture that comes from his hand breathes and glows with the

same wholesome happiness and inherent beauty that characterizes the rest of his many efforts. A very attractive collection of his water color etchings was displayed at the Auditorium during the war and most of the gems sold for the benefit of the Italian Ambulance fund. Mr. Farrar has put in all an underlying human appeal that indicates his "heart for all," and many Chicago institutions, many centers of the sick and friendless have for years benefitted by the ever generous giving of his talents.

His management of the various affairs given by the Playgoer's Club has at all times demonstrated Mr. Farrar's resourcefulness, wit, poise and energetic personality, and one never sees the President with anything but a "cheer-o" on his lips and a word of encouragement to all.

SOME OF HIS PLEASURES

It would not be fair to fail to mention two of the biggest interests in Mr. Farrar's life—namely his two charming little daughters, Virginia and Phyllis. On many occasions they have served as models for their father's most successful pictures.

Mr. Farrar is a keen sportsman and loves to play golf and to go to Chetek, Wisconsin, and catch big fish. But, according to his own words, he thinks that advertising is the finest and the most fascinating calling in the whole world. "I love every phase of it. My blood tingles as we plan the plays and work them into winners. And it is a noble game—played cleanly it accomplishes so much more than mere dollars, though that is the visible and essential goal. Broad-minded commercial publicity is one of the greatest, most enlightening, developing and constructive forces in the world. We stand for the best advertising, as measured by the best standards, and we aim to do our share in raising these standards for the public good."

We have read many bits of characteristic Farrar philosophy and through it all one sees nothing but the optimist. For instance:

Be a bright-sider.

Establish intimacies with all good things.

Non-fading—a great quality for stains and smiles.

Enthusiasm is a big asset—it creates a purchasing atmosphere.

A good manager seeks to correct faults, not expose them.

Public confidence will serve you faithfully until you begin to abuse it.

See that your life will stand the

— One day spent in visiting a typical Mid-western farm home and its trading center would cause many a manufacturer to wonder why he had never realized the extent of this big, scarcely touched market—so amazing are its possibilities and so surprisingly lacking in competition.

This lack of competition exists because manufacturers feel that they are setting sail on uncharted seas. They do not realize the utter simplicity of reaching their farm market, so accustomed are they to the complex and varied appeals necessary to capture and hold the city trade.

As a sample of its simplicity, consider the farm market of the Midwest. One medium—THE CAPPER FARM PRESS—effectively covers this market, reaching one out of every three farm homes in this territory. It has the added power of being published in the heart of this market, its editors being part and parcel of the life of their field.

Furthermore, our Bureau of Research KNOWS this territory thoroly and a special investigation of your market will be made for the asking.

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

chemical test without showing yellow.

Check the loose habits of today before they become character tomorrow.

Let your handshake be an inspiration and your voice a bracer to the quitter.

One might go on indefinitely quoting Farrarisms because it is difficult to pick out just the good things he has said and to mention all of the inspirational helps he is at all times scattering along the road he travels. Likewise, it is hard to predict just how far Mr. Farrar will go in his profession. For so young

a man he has a wonderful record back of him and has indeed learned the luxury of doing good, and has found that the secret of happiness, as well as service, is never to allow his energies to stagnate or his "Adel-ite" to be hid under the proverbial bushel.

Publishers Adopt Resolutions at Atlantic City Convention

Among the many important resolutions adopted by the publishers who constituted Group Eight of the Convention of the Chamber of Commerce of the United States, at Atlantic City, last week, was the following on the dangers of a tax on advertising:

"Since advertising has come to be recognized as an economic force, since it is a sales instrumentality which cuts the cost of distribution of essential raw materials and manufactured goods, since it stabilizes production through giving assurance of regular demand, since advertising is simply a form of mass marketing as opposed to individual selling, and since in the last analysis advertising is not a finished product, but the means by which taxable wealth is created.

"Resolved, That we disapprove of any measure which proposed to tax advertising, just as strongly as we could oppose the special taxation of seed wheat, fruit trees or a workman's tools, believing that the interests of government and of industry will be more wisely served by taxing the products of labor, selling and advertising rather than the processes by which taxable wealth is created."

Other resolutions which were unanimously passed were: Recommendation that the existing revenue laws be revised to permit a fair allowance for good will; a second favored the Underwood Bill now before Congress, which provides for a commission to handle the paper situation; a third resolution disapproved further advances in postal rates, and favored the Fess Bill now before the House of Representatives. Resolution four opposed the control of selling prices of commodities by labor organizations; a fifth was the resolution on the advertising tax mentioned above, and the sixth and last resolution gave the attitude of the publishers on the subject of greater production. They resolved that it was their duty to cooperate with every effort which has for its purpose the increase of production by essential industries, and advocated the curtailment of expenditures for luxuries.

In connection with increased production, H. M. Swetland, president of the United Publishers' Corporation, in his address, declared that the press of America has never fully comprehended its tremendous influence, and said that the need for economic production must be told and retold in the editorial columns before the entire country is awakened to the enormity of the task before it.

Newspapers Advance Prices

The Washington *Herald*, which has been the only penny paper in the Capital raised its price on Monday to 2 cents. The price of the morning and evening editions of the *Boston Globe* has been increased to 3 cents a copy and 10 cents on Sunday.

The advance in price of the *Detroit Journal* and the *Detroit News* to 3 cents a copy on Monday, now makes the price of all four Detroit papers the same. All daily newspapers in St. Louis have increased street prices from 2 to 3 cents and from 5 to 10 cents for Sunday.

Los Angeles morning newspapers are now 5 cents daily, and 10 cents on Sundays. The *Herald* and *Express*, Los Angeles evening papers, have risen to 3 cents and the *Record* is now 2 cents.

In Columbus, the Sunday editions of the *Ohio State Journal* and the *Columbus Dispatch* have been increased from 7 to 10 cents per copy. The *Dubuque, Ia., Telegraph Herald* has advanced to 3 cents daily and 7 cents on Sunday.

The three daily papers of Paterson, N. J., the *Morning Call*, *Evening News* and the *Press Guardian* will raise their prices to 3 cents on May 10.

LIFE'S Foresight

One year ago when we announced our policy of arbitrarily limiting the size of Life to 52 pages and holding the circulation to 300,000 we had the future in mind.

The paper situation of today (the future) proves the wisdom of our foresight.

Our paper supply is amply provided for, subject to temporary motor truck delivery.

Our restricted circulation policy assures advertisers a non-forced circulation confined to readers who buy Life voluntarily.

The maximum of reader interest.

Our restricted size, 52 pages total, assures advertisers limited advertising competition.

The maximum of reader attention.

Gee, Bee, Arc

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

National Foreign Trade Council to Hold Big Convention May 12 to 15—Special Groups to Be Devoted to Advertising, Direct Selling and the Press

Arrangements for thorough and exhaustive discussion of the foreign trade problems of the United States, especially with a view to the formulation of a foreign trade program for legislative, executive and industrial action during the year 1920-21 are shown in the program made public for the seventh National Foreign Trade Convention to take place in San Francisco, May 12 to 15, under the auspices of the National Foreign Trade Council.

Five general sessions for the discussion of the broader aspects of the general convention theme, "The Effect of Being a Creditor Nation," and thirteen group meetings are scheduled. James A. Farrell, president of the United States Steel Corporation, who is chairman, will preside. The following topics will be considered:

I.—"Fundamentals of Our Foreign Trade." 1. The relation of our productive capacity to foreign trade. 2. The financial situation.

II.—"Imports and Exports." 1. Functions of imports in our foreign trade. 2. The future of our exports. 3. The part played by our new merchant marine.

III.—"Foreign Trade Policies." 1. The need for a bargaining tariff. 2. Reorganization of the foreign service of our Government. 3. The value of American chambers of commerce abroad. 4. The machinery for foreign trade.

IV.—"The Merchant Marine." 1. American Maritime Policy. 2. American Marine Insurance. 3. Fuel Oil and Foreign Trade. 4. Marine Securities.

V.—"A National Program for Foreign Trade." 1. Reports of Group Sessions. 2. Final declarations.

The Foreign Trade Advertising group, which was organized in cooperation with the American Association of Advertising Agencies, will be presided over by Harrison Atwood, of the H. K. McCann Co., San Francisco, Cal., and Samuel P. Johnson, of the Johnson-Ayres Co., will act as secretary.

J. C. Culbertson, president of the Wichita Falls Co., will speak on "Advertising Results," and Frank A. Arnold of Frank Seaman, Inc., will make an address on "Agency Service." There will also be one on "Consumer Advertising in Marketing Abroad."

The Direct Selling group, in cooperation with the American Manufacturers Export Association, will be headed by W. L. Saunders, president of the association. Leonard S. Smith, of the American Laundry Machinery Co., will be vice-chairman and Robert F. Volentine, secretary, American Manufacturers Export Association, secretary.

W. L. Saunders, who is chairman of the board, Ingersoll-Rand Co., will speak on "Why Direct Selling." P. S. Steenstrup, General Motors Export Co., will follow with "Sales Methods Under Adverse Exchange." Burwell S. Cutler, Washington, D. C., will make "International Barter" his subject, and Frank Noxon, Railway Supply Association, will talk on "Foreign Trade in Railway Supplies."

Andrew C. Pearson, secretary of the United Publishers Corporation, will be chairman of the Foreign Trade and the Press Group. James H. McGraw, of the

McGraw-Hill Co., will make the first address, speaking on "The Service of the Business Press." A talk on "The General Press and Foreign Trade" will follow, and then G. Howard Davison, president, American Publishers' Inc., will tell about the "Agricultural Press." Franklin Johnson, publisher of the American Exporter, will explain "The Export Press."

In the other ten groups devoted to ramifications of the export business, many prominent men, authorities on their subjects, will speak.

Thirty foreign nations will send delegates to the San Francisco convention, and many national associations, among which are the Associated Advertising Clubs of the World, the American Manufacturers Export Association, the

National Association of Credit Men, the American Paper and Pulp Association, as well as the American chambers of commerce here and abroad, have cooperated with National Foreign Trade Council to bring about the convention, and the formulation of a national export policy.

Hoyt Agency Celebrates Eleventh Anniversary

The celebration of the eleventh anniversary of Hoyt's Service was held at Keen's Chop House, on Tuesday evening of last week. Seventy-five members of the organization, including those of the Cleveland and Boston offices, were present. The agency, which was founded by Charles W. Hoyt, at New Haven, Conn., in 1900, moved to New York in 1914.

Philadelphia

is the third largest market in the U. S. for
Summer Floor Coverings

At this time of the year most of the housewives in the 400,000 homes in Philadelphia, not to mention those in the suburban zone, are getting ready for the summer.

Philadelphia is also the centre of a belt of summer resorts such as Atlantic City, Cape May, Wildwood, Ocean City, Seaside Park, Delaware Water Gap, Eagle's Mere, etc., and most of these places are peopled with summer cottagers from Philadelphia.

In many thousands of homes the winter rugs and carpets are now being cleaned, packed in camphor and stowed away until cool weather comes again.

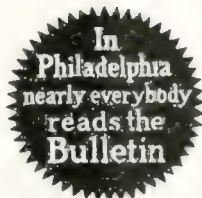
Grass rugs, light-weight carpets, art squares, oil-cloth, linoleum and other hot-weather floor coverings take their place, while the heavy curtains and hangings are also being displaced with light, filmy summer curtains.

If you sell anything that helps to make a home more comfortable, you'll find Philadelphians wonderfully receptive to it because so many of them own the home they live in.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies
a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States



Prospecting for buying engineers

No effort is too hazardous or too costly for a McGraw-Hill field man prospecting for buying engineers. One field man went across Alaska on a dog-sled after subscriptions of this kind—and he brought them back with him.* Another McGraw-Hill man crossed the Arizona desert. Result: **74 Engineering and Mining Journal** subscriptions and 43 signatures for **Electrical World**. And raids and ransoms failed to worry the McGraw-Hill man who went into Mexico after business. He found his buying engineers.

*109 for **Engineering and Mining Journal**, 6 for **Engineering News-Record**, 11 for **American Machinist**, 42 for **Power** and 1 for **Coal Age**.

Coal Age Power
American Machinist
Electric Railway Journal
Ingenieria Internacional
Engineering News-Record

Electrical World
Electrical Merchandising
Journal of Electricity
Engineering & Mining Journal
Chemical & Metallurgical Engineering

Men who read McGraw-Hill publications are men whose training and position fit them to make real use of their technical journals. And circulation men recognize no obstacles in securing for their lists the men whose engineering opinions count.

Men whose life-work holds their interests outside of the engineering profession will never be asked to subscribe to McGraw-Hill publications. When an advertiser pens his copy for the sales pages of any one of the McGraw-Hill publications, he **knows** he is talking to a picked audience. His message has a meaning to every single listener. For McGraw-Hill readers are **buying** engineers and engineering executives!

The 11 McGraw-Hill
McGraw-Hill Co., Inc. *Publications*
Tenth Ave., at 36th St., New York

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China

and yet some colors arouse resentment in the Oriental mind. Do you know these things are you choosing your paper so as to overcome superstition and tradition and to create the good will of the foreign buyer?

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send sample of your paper. Advertising too analyses give you sales message added force.

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois

PAPER AS A FACTOR IN FOREIGN TRADE



Indianapolis Convention Program All Ready

Speakers on General Program of the A. A. C. W. and on the Departmental Programs Have "Brass Tacks" Subjects

SUNDAY AFTERNOON

June 6

Inspirational Meeting, 5 p.m., University Park. Preceding the meeting will be a band concert by the famous Indianapolis Newsboys' Band, from 4 to 4:45 o'clock.

Chimes of Christ Church, 4:55 to 5 o'clock.

Temporary Chairman, Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

Invocation by Dr. Owen D. O'Dell.

Song by Shrine Chanters.

Welcome to Indianapolis—Charles Coffin, president, Chamber of Commerce.

Response—Reuben H. Donnelley. Introduction of Hon. E. T. Meredith as permanent chairman.

Address—Richard H. Lee, special counsel, Associated Advertising Clubs of the World.

Music.

Benediction.

SUNDAY EVENING

Special services will be held in five downtown churches, the pulpits to be filled by the following advertising men:

First Baptist—Samuel C. Dobbs, vice-president, Coca Cola Co., Atlanta, Ga.

Second Presbyterian—Sidney S. Wilson, treasurer, Western Reserve University, Cleveland, Ohio.

Robert Park Methodist—George W. Hopkins, sales manager, Columbia Graphophone Company, New York.

Christ Church—W. Frank McClure, advertising manager, Fort Dearborn National Bank, Chicago.

Meridian St. Methodist—Speaker to be announced.

MONDAY MORNING

9:30 to 12:30

Tomlinson Hall, Market and Delaware streets. Opening precisely at 9:30. Doors open for admission or departure only between addresses.

Session Subject: "How to Make the Best Use of Advertising Now."

Chairman—Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

Special Opening Ceremony—By the First Advertising Man.

"Advertising as an Economic Force"—By Joseph French Johnson, D.S.C., Dean New York University, School of Commerce, Accounts and Finance, and President Alexander Hamilton Institute.

"The How and Why of Buying Motives"—By E. G. Weir, advertising manager, The Beckwith Company, Dowagiac, Mich.

"The Economics and Economics of Product and Market Analysis"—By L. D. Weld, manager of Commercial Research Department, Swift & Company, Chicago; formerly president of Business Administration, Sheffield Scientific School, Yale University.

Presentation of Memorial in Commemoration of the late William Woodhead.

"Putting Longer Legs on the Advertising Dollar"—By A. H. Deute, advertising manager, Borden's Condensed Milk Co., New York.

"How to Keep Production up to the Workers"—By Tim Thrift, advertising manager, American Multigraph Sales Company, Cleveland.

MONDAY AFTERNOON

Department Sessions and Conferences—2:00 to 5:00 o'clock.

Departments—

Agricultural Publishers' Association.
American Association of Advertising Agencies.

Associated Business Papers.
North American Directory Publishers.

Church Advertising Department.
The Daily Newspaper Department.

Direct Mail Advertising Association.
Financial Advertisers' Association.

Graphic Arts' Association.
Periodical Publishers' Association.

Poster Advertising Association.
Screen Advertisers' Association.

Conferences—

Conference of Advertising Women.
Pan-American Division.

Retail Advertisers' Conference.
Conference of Club Secretaries.

MONDAY EVENING

A wonderful historical pageant and parade, celebrating the 100th anniversary of Indianapolis, will be staged.

Arrangements have been made for the delegates to view this parade from the State House grounds.

TUESDAY MORNING

9:30 to 12:30

Tomlinson Hall, Market and Delaware streets. Opening precisely at 9:30. Doors open for admission or departure only between addresses.

Session Subject

"Advertising How and Now in Its Relation to Distribution."

Chairman—Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

"The Advertising Man's Interest in the Department of Agriculture"—By Hon. E. T. Meredith, Secretary of Agriculture.

"How to Fit the Window Display Into National and Local Advertising"—Address and demonstration by C. J. Potter, "The Economist Group," New York. Former president of National Display Men's Association and chairman of their National War Service Committee.

"The Function of the Wholesaler as an Independent Advertiser and Merchant-diser as Well as a Distributor"—By Saunders Norvell, chairman of board, McKesson & Robbins, New York.

"Advertising to Promote the Flow of Goods Into and Out of Retail Stores"—By Alfred Koch, LaSalle & Koch, Toledo.

"How Advertising Facilitates the Economic Distribution of Materials and Manufactured Goods from One Industry to Another."

"How the Better Business Movement is Enhancing the Value of All Legitimate Advertising"—By Richard H. Lee, special counsel, Associated Advertising Clubs of the World.

TUESDAY AFTERNOON

Department Sessions and Conferences—2:00 to 5:00 o'clock.

Departments—

Agricultural Publishers' Association.
American Association of Advertising Agencies.

Associated Business Papers.
North American Directory Publishers.

Church Advertising Department.
Community Advertising Department.

The Daily Newspaper Department.
Direct Mail Advertising Association.

Financial Advertisers' Association.
Graphic Art Association.

Advertising Specialty Manufacturers.
Outdoor Advertising Association.

Poster Advertising Association.
Screen Advertisers' Association.

Keeping Up With The Times

A FACT A WEEK

There are four daily newspapers in Washington — two evening and two morning.

You can cover the Washington field with The Washington Times and one other Washington newspaper. You can not cover it without The Washington Times.

Local advertisers recognize this fact.

The Washington Times,
WASHINGTON, D. C.

Conferences—

Conference of Advertising Women.
Pan-American Division.
Retail Advertisers' Association.
Conference of Club Secretaries.

TUESDAY EVENING

The Indianapolis Advertising Club will give an outdoor advertising show in which more than three hundred people will participate.

There will also be theatre parties.

6:30—Official dinner to club presidents and executive committee of Associated Advertising Clubs of the World, at Roof Garden, Severin Hotel. Invitations confined to club presidents or their representatives. Followed by business session.

WEDNESDAY MORNING

9:30 to 12:30

Tomlinson Hall, Market and Delaware streets. Open precisely at 9:30. Doors open for admission or departure only between addresses.

Session Subject: "New and Significant Developments in Advertising."

Chairman—Reuben H. Donnelley, president, Associated Advertising Clubs of the World.

"Cooperative Advertising as a Social Service as Well as a Powerful Sales Force"—By Don Francisco, advertising manager of the Southern California Fruit Growers' Association, Los Angeles.

"Uncle Sam's Venture Into Paid Advertising"—By O. H. Blackman, O. H. Blackman Company, New York; also president, Advertising Agencies Corporation.

"The Clean-Up, Paint-Up Movement"—Developing a market through the cultivation of interest in civic hygiene and beauty. By Roy Soule, vice-president, A. C. Penn Company, New York.

"What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds"—By Dr. A. I. Gates, Columbia University, New York.

"What Women Owe to Home-Making Influence of Advertising"—By Christine Terhune Frederick, Applecroft Experiment Station, Greenlawn, Long Island, New York.

WEDNESDAY NOON

12:30—Nominating Committee Luncheon at Claypool Hotel.

WEDNESDAY AFTERNOON

Interdepartment session, 2 to 5 o'clock. Tomlinson Hall, Market and Delaware streets.

Each department and conference will select in its own way the best and most helpful address delivered at its sessions on Monday and Tuesday afternoons, and from these the program will be made up for the Interdepartment Sessions.

WEDNESDAY EVENING

General exhibit session, 8 o'clock, Tomlinson Hall, Market and Delaware streets.

Chairman—Charles H. Mackintosh, chairman, National Exhibit Committee. Three speakers will explain the three complete national campaigns shown at the National Advertising Exhibit.

"Lifting the Staple Article Into the Specialty Class"—By F. H. Gale, advertising manager, General Electric Company, Schenectady, N. Y.

"Linking Advertising with Sales Effort"—By George W. Hopkins, sales manager, Columbia Graphophone Company, New York.

Third speaker to be announced.

THURSDAY MORNING

Interdepartment session, 9:30 to 12:30,

Tomlinson Hall, Market and Delaware streets.

Each department and conference will select in their own way the best and most helpful address delivered at their sessions on Monday and Tuesday afternoons, and from these the program will be made up for the Interdepartment Sessions.

THURSDAY AFTERNOON

General session, 2 to 5 o'clock, Tomlinson Hall, Market and Delaware streets.

Reports of Officers.

Reports of Committees.

Adoption of Resolutions.

Confirmation of Selection of Convention City for 1921.

Awarding of Trophies.

Election of Officers.

Final adjournment.

"Art & Archaeology" Absorbs "Art & Life"

The monthly magazine, *Art & Archaeology*, has absorbed *Art & Life*, and commencing with the May issue the two will be issued as one publication under the former title. It is announced, at their recently established New York office at 1 West 34th street, that *Art & Archaeology* will complete, commencing with the April issue, all unexpired subscriptions to *Art & Life*.

Anderson Joins American Staff

V. S. Anderson, formerly with M. D. Hunton's list of Hearst papers, and later with the eastern office of the Chicago *Herald Examiner*, has joined the foreign advertising department of the *New York American*.

Cavanagh & Bensinger Move

Cavanagh & Bensinger, Inc., general advertising service, are moving from 25 East Twenty-sixth street to 171 Madison avenue, New York, where they will occupy more commodious offices.

Wilk is Made Manager of Sales and Advertising of Crown Embroidery Works

The services of Benjamin Wilk, director of research and merchandising for the Fairchild publications, have been secured by the Crown Embroidery Works, Paris and New York. He will be their sales and advertising manager. Mr. Wilk, who was with the Fairchild organization for twelve years, formerly having been advertising manager of the concern, is said to have been one of the first to make an intensive study of scientific sales management and distribution as applied to the textile and apparel trades.



D. PEYTON BEVANS

Peyton Bevans came to New York from Baltimore to represent the "Baltimore American" in the East. That was twenty years ago.

He joined me ten years ago and I hope he is as proud of his association with me as I am of him.

Laure Block

The San Antonio Light

During the first three months of 1920 the comparative figures show that the *San Antonio Light* carried 1,510,432 lines of local advertising and that the second paper carried 1,413,000 lines. The *LIGHT* showed a wide margin of leadership both in *local stores* and in *classified*. The local merchants in San Antonio know and appreciate that the large home-delivered *city* circulation of the *LIGHT* produces the best results.

Advertisers Discuss Audits

(Continued from page 8)

est with the publisher, and honest with us. We want them to conform, as near as possible with our own ideals of how to conduct a successful business. We don't want them to take short cuts, or resort to shrewd practice at any time, no matter what the circumstances.

No advertiser, however, can expect these things in his agency if he does not adhere strictly to them himself. Of course, we expect an agency to be qualified as such, to have the recognition of every class of publishers, and to be known generally as a reputable concern and one that is able and willing to meet its obligations anywhere and at all times. We want to feel certain as to their ability to render service, and we expect them to have the proper organization to assist in planning and be able to carry out any program in connection with our advertising campaigns. We expect them to have the right men in the right places—young men of good character and honesty of purpose, the kind of men who stick through the training period and develop into valuable men. We expect them to have the proper kind of outside connections for furnishing art work, plates, composition, or anything that is prepared outside of the organization.

This looks like a set of rules, but it is about what we expect in an agency and what we always intend to get. If an advertiser places his account with an irresponsible concern, or one who offers to get something for nothing for him, or one whose organization lacks the qualifications and ability to render the right kind of service, he is sure to have an unsatisfactory campaign. In the past, there has been considerable mystery surrounding the average advertising agency, but today, with so many responsible concerns in the field, there is no reason why an advertiser, who uses ordinary business judgment, should not be able to place his account with a reliable advertising company.

Some advertisers insist on being lincloed. They want some elaborate schemes and proposals on what they can accomplish by advertising. No concern should go into an advertising campaign until its manufacturing and distribution policies have been established. Advertising follows distribution today, and they should be prepared to stick. You

cannot generally build a demand for a product over night.

By FRANK PRESBREY, President of The Frank Presbrey Company, Advertising Agency, New York:

As I understand it, there is only one class of people interested at all in the financial standing of advertising agencies and that is, the publishers who receive orders.

I believe it is up to the publishers to investigate the credit standing of any advertising agency just as it is up to the advertising agent to investigate the credit of prospective clients.

If the publishers are losing money through advertising agencies now and then, because of the failure of agencies, they have nobody but themselves to blame for it.

The indiscriminate recognition of Tom, Dick and Harry as agents in the mad scramble for business by the publishers has led to the recognition of many as agents who are not in the least qualified either from a financial or business-sense standpoint. If the publishers get stuck financially because of this, it is their own lookout, and I have no sympathy to waste on them.

By D. L. HEDGES, Advertising Manager of *Good Housekeeping*, New York:

While I appreciate that if publishers indiscriminately accepted business from every one that was termed an advertising agency, there would be a decided need for some basis of arriving at their financial status, still, it might interest you to know that last year we charged off no bad debts placed through advertising agencies and therefore the need, as we see it, is not very great so far as we are concerned.

There is, however, in my own opinion, a decided need to promote certain standards of practice among periodicals whereby the publishing business may be recognized by the manufacturers as a business very much like their own and subject to the same uncertainties. I mean particularly as it refers to giving them all of the privilege in the world in regard to ordering space at a fixed rate without a corresponding obligation on the part of the publisher to cancel such space ordered if he finds that his costs are running away with him.

Something along this line I am sure would enlist the support of many of the bigger publishers and perhaps at a later date you or some of your contemporaries may think it advisable to take up the question.

By FRANKLIN P. SHUMWAY, President of The Franklin P. Shumway Company, Advertising and Merchandising Counselors, Boston:

I must say that in my judgment you are mistaken in your statement that "advertising is a giant industry loosely operated and wrecklessly indulged in." A further statement that "manufacturers and advertising agencies alike will admit the soundness of the publishing situation" is, I think, open to question. For instance: this very day a well known trade paper published in your own city, whose back cover rate was \$600 and inside rate \$200, offered to sell us their back covers for July and August for \$300 each and I made them an offer of \$500 for the two covers, which, I think, will probably be accepted, and this is by no means an unusual circumstance, especially in the trade paper field.

Yesterday the advertising manager of a leading Western daily called and, while he was loaded with "facts" about how his papers' circulation was better, larger, etc., than the competing dailies of his city, he could not give me answers to the most simple questions regarding the different stores in his city, the possible trade in surrounding towns, etc. In fact I corrected him as to the exact firm name of one of his leading department stores.

If both statements are made as general statements, with not a few exceptions in each case, I believe they would more nearly state the facts.

For more than thirty years I know it has been the aim and the desire of the leading advertising agencies to do all in their power to make advertising expenditures entrusted to them, earn the largest possible dividends for their customers and render them a service it is impossible for them to secure in any other way.

I am also sure that with possibly a very few exceptions, every member of the American Association of Advertising Agencies is today in position to give, and is giving, a service borne of long experience and which, in nearly every case, accomplishes its purpose.

No one who has followed advertising for nearly forty years, as has

the writer, fails to recognize that most city and daily papers continually recognize in the local field so-called advertising agents, who, by reason of financial ability, business experience and advertising knowledge, are not worthy to be accredited agents and that so far as the daily papers go, the situation will never be remedied until they realize that a large majority of their losses and a great many of their advertising troubles arise from their negligence in this matter.

I think I am right in stating that no publisher has lost a dollar in the past two years through any member of the American Association of Advertising Agents and if the daily paper publishers would realize this fact and then count up the losses they have made and the advertisers they have killed by doing business with many inexperienced local agents whose offices were largely in their hats, they would realize that they are fostering in their own nest the very men who caused them most of their troubles and materially reduce their dividends.

I do not believe that the Audit Bureau of Circulations is in a position to tackle the proposed job for I am quite sure they have all they can do to attend to their present work for the publishers and are quite often criticized because they do not keep this work more closely in hand.

It is my impression, and I have so advised others, that the American Association of Advertising Agencies is probably the only organization which could undertake this work and carry it to a successful finish and at the same time win and hold the confidence of both publishers and agents.

Some publishers undertake to fully examine into the responsibility of Agencies offering them business, but in talking with them, very many of them inform me that it is practically impossible for them to give time enough to an investigation to actually determine whether they should really extend credit or not and if the agent could properly handle the proposed advertising and that in many cases they took "pot luck" expecting that in some cases they would lose money, giving the hot fight for lineage as their excuse for their unbusinesslike methods.

If ADVERTISING & SELLING would inaugurate and then support a movement which would eventually compel daily paper advertising managers to only give credit to local as well as national agents who have been investigated and approved by

some central authority, you would, I am sure, be rendering the greatest possible service to the advertising fraternity and you can always rest assured that the Franklin P. Shumway Co. will do all in their power to help bring about this result.

I have taken and read every issue of ADVERTISING & SELLING since it has been published and thoroughly appreciate the positive merits of your journal and the work you are endeavoring to do.

By C. WRIGHT, Treasurer and General Manager, The Racine Auto Tire Company, Racine, Wis.:

There is no doubt that this is a big question for any one to endeavor to answer, and, like all big questions, entails not only suggesting a means of remedy, but also what we would consider the most difficult part, that is, the organization necessary to direct this work so that it, in itself, would be efficient and pass on all cases with equal justice.

There is no doubt in our minds that two things should be done. First, to recognize as agencies only competent organizations; secondly, and which we consider more important, to make the ones which are considered competent more efficient and more capable to give service to their clients.

When we decided to enter the National field of advertising, we naturally spent a great deal of time and thought investigating the different agencies, and it was a source of great surprise to us to find that the majority of the agencies apparently are not equipped to give the service to their clients and particularly are not in a position to back up their suggestions as to the best plans to be adopted, both in advertising and merchandising, with actual data gathered from years of experience of other National advertisers. In laying out an advertising campaign or business policy, it is certainly extremely helpful to be able to have charts and information laid before you showing the results obtained by other people along similar lines and endeavor, if possible, to analyze the successes and failures of other people.

The results that we have obtained have more than strengthened in our minds the fact that the more important of the two questions referred to above is the one of making any agency more competent to render service.

From our knowledge of the present plan of recognition of agencies,

it would appear to us that it is based upon how badly the individual publications need the business, and naturally it would follow that the weaker publications would recognize the weaker agencies.

We have written you our exact feelings on this matter, as we feel that the same thing applies to any line of business, and any business to continue to be successful must keep the confidence of the public and also improve the service of that business to the public.

By JAMES KEESHEN, President of the Keeshen Advertising Agency, Oklahoma City:

It strikes me that incompetent agencies like incompetent banks, lawyers, doctors and other callings, will fall of their own accord.

Other professions have had this difficulty to overcome, and they have not made such great success of it so far.

The advertising business, of course, suffers from the general impression that anyone can write an ad. No doubt this condition will prevail a good many years to come. We also have the handicap of dealing with some business men who lack an artistic sense, and the amateur advertising man can put it over these fellows—but he can't put it over the general public, and so he is bound to fail sooner or later to deliver the goods.

Business conditions, like human nature, seem strangely alike all over the U. S. A., and we have the same problems to overcome down here that the agencies have in New York City.

I believe, for the protection of publishers, an audit by the A. B. C. would be the logical thing. But I do not know how to protect advertisers and prospective advertisers against imposition, because frequently this business is placed under varying conditions—of the last of these conditions is a hard, cold business analysis of the ability of the advertising man to deliver the goods.

If there is any way we can be of assistance in a concerted effort to remedy this condition, please be good enough to call upon us.

By J. B. HALLMAN, Treasurer, The H. K. McCann Company, advertising agency, New York:

I was much interested in reading the article on "Auditing the Advertising Agencies."

I am heartily in favor of some

To the Manufacturer Who Prefers to Look Before He Leaps

If you manufacture or intend to manufacture a worthy product which ought to be advertised:

If you want to go slow and play safe:

If you want to make sure your goods, labels and packages are 100 per cent. right:

If you want to feel out your market, get your distribution and make friends with the retailer:

If you want to find out for sure whether Mr. and Mrs. Consumer are going to line up in sufficient numbers to make extensive advertising profitable: and

If you want to do these things *before* you spend a fortune or two on costly advertising space:

Why, then, this company was organized and equipped to do those very things for you. Write us about it.

FAIRWAY ADVERTISING CORPORATION

33 WEST 42nd STREET,

NEW YORK

Telephone, Vanderbilt 4949

Leroy Fairman, *Pres.*

plan whereby publishers will be able to secure reliable information regarding the financial standing of advertising agencies, but I do not think that these reports should be furnished by the A. B. C.

There is one point I would like to bring to your attention and that is that the A. B. C. does not investigate the financial standing of publications or newspapers. It simply reports on circulation, and an auditor who might be an A1 man working on circulation might not be satisfactory in judging the financial situation of either the newspaper or an agency.

By E. E. WHALEY, Manager of *Implement and Tractor Age*, Springfield, Ohio:

Like many other publishing concerns we have suffered some losses in the past through dealings with agencies which were not financially responsible or which did not follow good business methods, and we know of agencies in business today from which we would accept business with more or less fear and trembling.

We are very much inclined to believe that some plan should be worked out whereby the financial standing of agencies and their gen-

eral policy can be made known to the advertising world generally. The big problem to solve, it seems to us, is how to prevent the advertiser who has had no agency experience tying up with an agency which lacks the qualifications necessary to an agency's success. Of course, if the publishers would refuse to accept business from an agency the advertiser soon would learn of it and ultimately would discontinue business relations. It is a process that would require more or less time and advertiser and publisher both might suffer loss in the interim. If the Audit Bureau of Circulations and the Advertising Agencies Association should make an investigation of the various agencies in the field and then compile a preferred list and give this list general publicity, we believe good would result, but we do not believe that much can be accomplished unless the interested public is given information which will permit it to separate the sheep from the goats.

By R. R. SHUMAN, President of the Shuman Advertising Company, advertising and merchandising agency, Chicago:

I am in full accord with the general proposition that the financial accountability of firms styling themselves advertising agencies should be checked up, not only for the protection of the publishers, but also for the protection of other advertising agencies who are in competition, as well as for the protection of clients who are frequently called upon to make good deficits by paying bills twice over for the sake of keeping faith with publishers.

I do not believe that the subscription investigators, now in the employ of the A. B. C., have had the necessary training in accountancy to qualify them as investigators of agency finances.

I fear that any attempt on the part of the Four A's to constitute itself a court of investigation, except as far as its own membership is concerned, would be misconstrued by agents outside of the membership as a bludgeon to force them to come across with a membership application. As the number of so-called advertising agents in the country is several times as large as the membership of the Four A's, you will see why I make this point.

Why is it necessary to create new machinery for investigating adver-

The Tenth Annual Anniversary

of

Associated Farm Papers

was appropriately observed at the
Chicago office April 22nd and 23rd,
1920

We desire, at this time, to express our
appreciation and thanks to

Advertisers and Advertising Agents

for the consideration and patronage which
has made this ten year period one of progress
and success for our members.

Our ambition and determination is for
greater development in every respect, so
perfecting and increasing the service of our
Association, that your consideration and
patronage will be continued and merited in
future years.

Associated Farm Papers

NEW YORK
Fifth Avenue Building

CHICAGO
Steger Building

lising agencies when the various publishers' associations are already covering this matter evidently to their own satisfaction by the questionnaires that they send out and the bank statements that they require. It is conceivable that these publishers' associations jointly could employ a corps of Certified Public Accountants to work under their direction. One advantage of the employment of Certified Public Accountants is that they are bound, by the ethics of their profession, to hold inviolate the information secured from their various clients. Or, if these publishers jointly do not attempt to employ a traveling crew of accountants, they could very easily secure the services of reputable accounting firms in the various centers of advertising; the agencies in such cities knowing full well the standing and reputation of these responsible auditing concerns. For my part, I would rather have a representative of any one of Chicago's leading firms of certified public accountants go through my books on behalf of such an association than to open my books to investigators who were unknown to me.

EDITOR'S NOTE—The foregoing are but a portion of the number of communications received by ADVERTISING & SELLING from publishers, national advertisers and advertising agents all over the United States and Canada. More of these excellent letters will be published next week. If you have not already expressed your views, why not do so NOW?

Lord & Thomas Direct Paint Campaign

The Enterprise Paint Co., of Chicago, is launching a very extensive advertising campaign on Noxal and Satin Finish paints in order to connect with the spring cleaning fever. The advertising is being placed through the Lord & Thomas Agency of Chicago.

Sears, Roebuck Declares Stock Dividend

A stock dividend of 40 per cent has just been authorized by the directors of Sears, Roebuck & Co., of Chicago. This dividend will be made on July 15. The par value of the dividend is \$30,000,000. The market value of the dividend is slightly in excess of \$60,000,000.

Beverage Advertising Active

Beverage advertising continues to be active. The Schlitz list of papers is now being made up by the Stack Advertising Agency of Chicago.

The Atlas Brewing Co. is placing an advertising campaign in the southwest through the Thomas Bowers Agency of Chicago.

Bartlett Elected President of Parke, Davis & Co.

James E. Bartlett has been elected president and general manager of Parke, Davis & Company, drug manufacturers, to succeed the late Frank G. Ryan. Mr. Bartlett was formerly director of sales

and advertising of the company. The place on the board of directors that was left by the death of Mr. Ryan is taken by H. B. Mason, the new director of promotion publicity and advertising.

Denny Represents "Daily Garment News"

W. B. Denny, formerly with Carson, Pirie, Scott & Co., Chicago, is to become western manager for *Daily Garment News* of New York. Mr. Denny will have offices in Chicago.

Cullison Made Advertising Head

J. A. Cullison, recently with Albert P. Hill & Co., has been made advertising manager of the National Fire Proofing Co., Pittsburgh. He succeeds Grant Davis, who resigned to form an agency with R. F. Meyer.

Strake Will Manage Standard Truck Advertising

George A. Strake, formerly connected with the Campbell-Ewald Advertising Agency, Detroit, has been appointed advertising manager of the Standard Motor Truck Company.

Craft Now With Meinsinger Studios

Fred Craft, until recently connected with the Ferry-Hanly Advertising Agency as chief of layout and director of art, has joined the staff of the Meinsinger Studios.

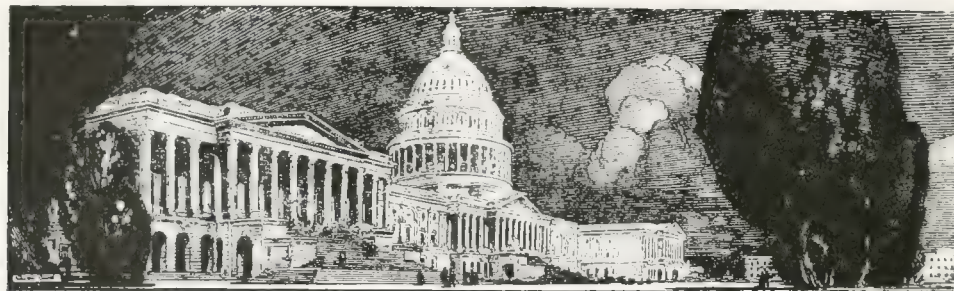
Popular Detroit Man to Resign

John U. Higinbotham, of the Detroit Lubricator Company, better known to advertising men as "J. U. H.," has announced that he will resign and move to California in May. The Detroit Ad-craft Club is planning a farewell dinner.

For the first six months of 1920 Delineator advertising shows a 55% Gain over the same period last year

The
Delineator

50 00 50 00 50 00 50 00 50 00



LESLIE'S editorial policy is essentially masculine. It is concerned primarily with business and politics. Sixty-five years have given it the experience of three reconstruction periods following three wars and of sixteen presidential elections. It is mature.

Today it is giving clean-cut expression to constructive opinion upon the three great emphases in the present thinking of the American public: To the nation and its institutions; to the nation in its international relationships; and to the nation in its industrial aspect.

Leslie's is thinking editorially upon those conditions of our national life which are uppermost today. Against the radicalism that is tearing at the very roots of the American structure, Leslie's sets up a program of sane, intelligent construction. It is building.

The circulation it reaches is naturally composed almost entirely of men—of business and professional men. They have been called the first 500,000 of the reading millions. They constitute a natural market for the type of advertising indicated on the opposite page.

FRANK L. E. GAUSS

Advertising Director

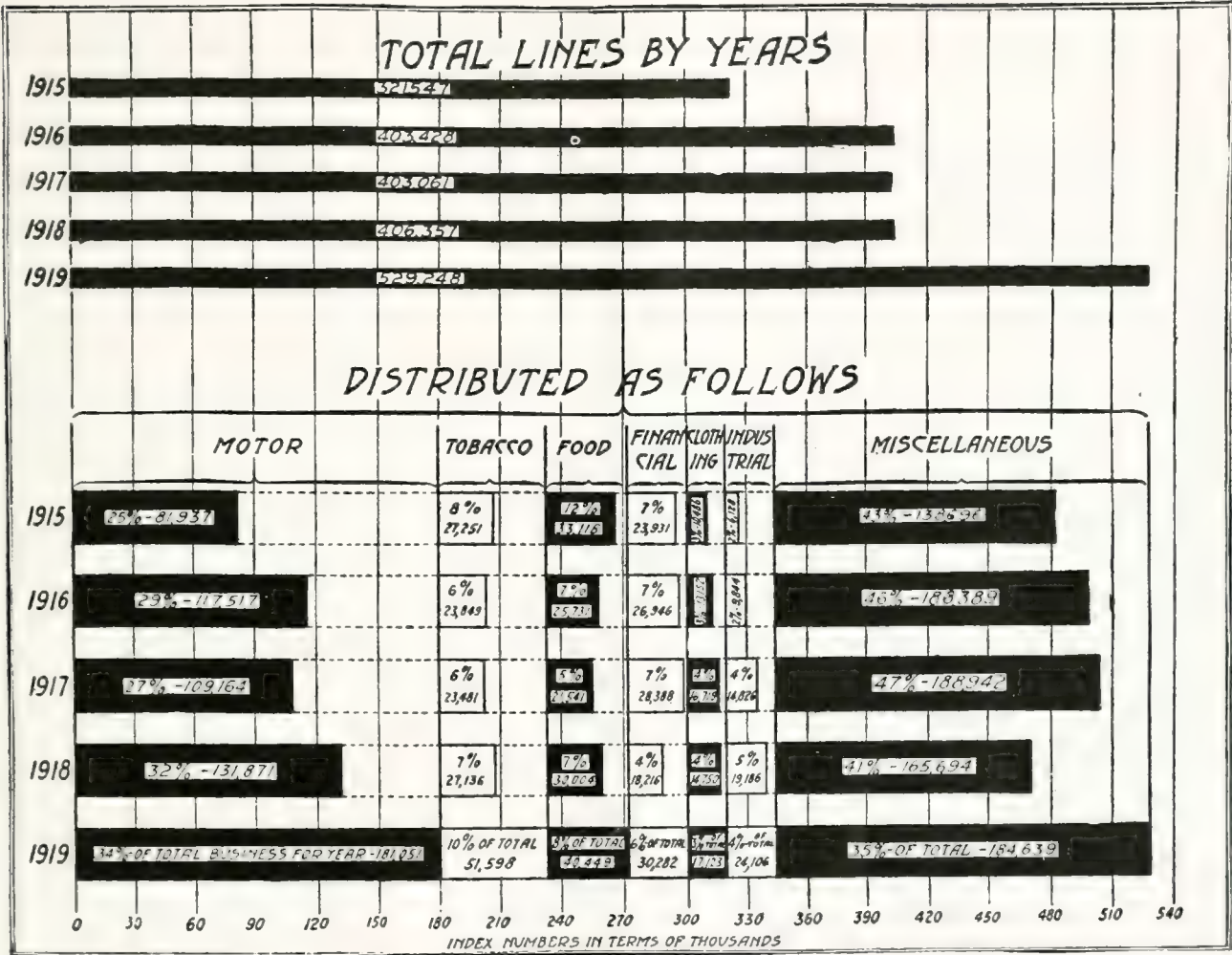
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Trade-Mark Rulings

(Continued from page 5)

Richard Hudnut, a well known advertiser, has won a victory in the Court of Appeals at Washington that will stand out as one of the high lights of the trade-mark panorama of 1920 and which is of especial significance to advertisers in that it brings out a new point—the futility of the strategy of sampling as a means of establishing a trade-mark right. A three-cornered adventure in the trade-marking of talcum, sachet and face powder was involved in this incident. Hudnut sought to register the word "Nara" for this class of goods. Thomas W.

S. Phillips had adopted "Nyra" and Heinrich Mack completed the triangle with "Myra." When a conflict of interest brought the rival branders to the Patent Office the Examiner of Interferences held that the respective marks were one and the same and after investigation this umpire awarded "priority" to Hudnut. In this award he was affirmed by the Assistant Commissioner of Patents but Phillips, unsatisfied, appealed the case to a higher authority.

In the final show-down this con-

test hinged, as do so many battles for trade-mark possession, on the question of which interest had been the first to use the coveted mark in interstate commerce. It was clearly established that Hudnut had adopted the mark in September, 1914, and used it continuously thereafter. Phillips met this proof with the contention that he had commenced use of his mark in May, 1914. He was, however, unable to demonstrate a general or extensive use of the mark from that date and so he undertook to make good his claim by the justification of sampling.

It was admitted that in the spring of 1914 Phillips had no established place of business but it was represented that he had at that time prepared some sample boxes of toilet powder, placed upon them the mark that was later to become the subject of controversy, and had forwarded them from New York, through the house for which he was then working, to three dealers in goods of that character, one in Texas, one in Philadelphia and one in New Orleans. Neither the Patent Office tribunals nor the Court of Appeals, to which this case was ultimately carried, were, however, impressed by this sampling enterprise as a means of staking a trade-mark claim.

For one thing, it did not prove reassuring of bona-fide intent to inaugurate a trade-mark that the sample boxes above referred to were sent without previous request by the consignees and that the price paid for each was five cents whereas the usual price of such an article was fifty cents. Furthermore, it appeared that no other use of the mark was made by this trader until 1916. The Assistant Commissioner of Patents, when he scrutinized this trade-mark quest, declared that it was not a bona-fide business transaction, was not in fact "doing business" but that the incident was a mere laying basis for the filing of an application for registration and created no trade-mark rights.

The Court of Appeals in upholding the oracle at the Patent Office in his denial of recognition for this trade-mark called attention to the fact that "the trade-mark recognized by the common law is generally the outgrowth of a considerable period of use rather than a sudden invention." Furthermore the Court emphasized that the exclusive right to a trade-mark grows out of its USE and not its mere adoption. There was quoted in this same connection the dictum of an eminent authority to the effect that

WORLD'S ADVERTISING CONVENTION, JUNE 6 TO 10

PUBLISHER and agency advertising in The News during Convention Week as well as advertising of cities bidding for the 1921 convention will be limited to 600 lines. This must be done as a conservation measure in fairness to our regular advertisers, both local and national, whose space has been restricted for some time. It is hardly necessary to state that we regret our inability to publish all copy offered, but we recognize our first obligation to manufacturers with distribution in this market and to retailers who depend on The News to move the merchandise they purchase.

.....
*An exhibit in the News lobby
 Convention Week will help you
 visualize the possibilities of the
 great Indianapolis Radius*

The Indianapolis News

* First in America in 3c Evening Circulation

New York Office
 DAN A. CARROLL
 Tribune Building

FRANK T. CARROLL
 Advertising Manager

Chicago Office
 J. E. LUTZ
 First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

the trader who aspires to trade-mark ownership must apply the mark to a vendable commodity and must actually put the commodity, as marked, on the market. And so there comes in the wake of certain earlier decisions that have sanctioned the use of trade-marks on samples, this new decision that frowns upon sampling if it be a subterfuge.

TRADE-MARKING INVENTIONS

A new version of an old proverb directed to christeners of advertised products might be concocted from a recent experience of the Alvah Bushnell Company of Philadelphia. For some years past advertisers of patented wares have been counseled with increasing emphasis to, on no account, adopt as a trade-mark the name of the invention that is being exploited unless, mayhap, the name be coupled with other means for identification to which exclusive title can be retained after the expiration of the patent has made the designation of the invention public property. Now comes the disappointment of the well known manufacturer of envelopes, wallets, letter files and packets to admonish us that to the earlier "don't" must be added dissuasion from the use, as a trade-mark, of the name of an invention to which patents had been granted to another.

The Bushnell Company sought credentials for "SafeTseal" as a trade-mark for wallets, envelopes, etc. It did not appear that in the early stages of the fight for this trade-mark the question of patents entered to any extent. The Examiner of Trade-Marks held that "SafeTseal" was on a par with such candidates as "Sta-Tite," "Easyset," "Kantleek" and "Kling Tite" and he rejected it as "descriptive" in which verdict the head of the Patent Office concurred. When, however, effort was made to have the Court of Appeals reverse the Patent Office, the government introduced a new element of objection and one that is worthy of more than passing mention. Evidence was brought forward to show that there is, in the realm of invention, a class of envelopes known as safety envelopes and that several patents have at one time or another been granted for inventions characterized either as "safety envelopes" or "safety seals for envelopes." This disclosure sealed the fate of the Bushnell application. The Court of Appeals ruled that the designation having been established by virtue of the patents could not be available as

a trade-mark either for the inventors or anybody else.

Balked in its earlier efforts to gain trade-mark recognition for a mark which has been the subject of considerable advertising and selling effort, the Bushnell Company made a final attempt to convince the powers that be at Washington that the heart of the mark, the basis of its claim to individuality, was to be found in the letter "T" which rises above its fellows in the mark as ordinarily displayed. It was urged that this, far from being merely a capital letter T is "a distinctive character." Citing the significance of the "T" beam in structural steel and the "T" fitting in plumbing, it

was represented that an ultimate consumer, seeing a "T" employed with reference to envelopes would instinctively assume that the envelope upon which such a trade-mark was used contained a seal in the general shape of a "T." Indeed, it was hinted that the presence of the "T" would suggest "some mysterious form of fastening." However this ingenuous plea represented in the end a case of love's labor lost. The court said that the test was the impression that the mark would make upon the public and declared that it was clear that the trade would identify the goods bearing the mark as safety seal envelopes or safe seal envelopes.

Brooklyn stands
fourth in manu-
facturing of all
cities in the U. S.

Is this great in-
dustrial com-
munity buying
your goods?

The answer is
"yes" if you're a
Standard Union
advertiser.

Watch Your System for Foreign Business

There Are Some Seemingly Small but Important Forms To Be Gone Through To Expedite Matters

By Dr. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

F. F. M. Co.

Seattle.

"If shipments leave our mill here in Seattle for an all-rail haul for New York and are shipped from there by water, what charges will we have to meet at New York; should the bill of lading be made out 'lighterage free.'"

"This has always been handled for us through brokers, but we are now anxious to establish as close a business relationship between ourselves and our customers as possible."

With reference to the second part of your inquiry, if you refer to freight brokers or forwarders, you cannot eliminate them from the transaction. If, however, you are referring to export houses or commission houses, so-called, you can, of course, eliminate them by quoting your customer direct and shipping direct to him. This is very simple if you have an export department.

With reference to the freight brokers or freight forwarders in New York, you would do well and notify them of your shipments. They can secure lower freight rates for you than can probably be secured in Seattle. For this service they will charge you \$2.50 (usually) for making up the export declaration, putting it through the Customs House, and making up the ocean bill of lading. They also take care of the delivery to the steamer and see to it that all of the papers in connection with the shipment are in order. Of course, they make more than \$2.50 out of the transaction, because they receive from the shipping companies a brokerage of 1¼ per cent, which brokerage cannot be secured by you or by any other shipper who is not actually a freight broker.

With reference to the first portion of your inquiry, if the shipment is sent from Seattle to New York on a through bill of lading, in carload lots, you are entitled to lighterage free of any additional charge, and if you specify to the

Foreign Trade Questions Answered by Dr. Pratt

DR. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practice of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt, care of ADVERTISING & SELLING Co., Inc., 471 Fourth Ave., New York City.

carrier of the railroad bill of lading that material is for export, you will have no lighterage to pay. All of this will be taken care of by your forwarders at this end. There will be no other charges in connection with the shipment in New York except in case the steamer is not ready to take your cargo, in which case you will probably have to pay demurrage. On an export bill of lading you will be allowed fifteen days free time by the railroads for unloading your goods from the cars before demurrage commences.

* * *

W. H. D.,

Clintonville, Wis.

"We should like to have a definite statement of the steps necessary in making a through shipment from Clintonville, Wis., to Mr. G. Camaguey, Cuba, on a through bill of lading, payment to be made at port. We shall thank you for an analysis showing the steps in the process."

With reference to this shipment, I question the wisdom of shipping to Camaguey, Cuba, as it is not always practicable to make through shipments to points in the interior of Cuba. I say this on account of the expenses involved. Many of the charges made after the merchandise reaches Cuba and leaves Havana are arbitrary and uncertain. The carriers charge enough to cover themselves on any possible expense or increase in expense after the goods reach Havana and, in addition, they always allow them-

selves a very liberal excess. I strongly advise shipping from Clintonville to Havana and letting the consignee handle the shipment from Havana to the inland point, thus eliminating the excess charges over which you have little or no control.

Even if you have made a quotation c. i. f. Camaguey, I think that this manner of handling the shipment would be preferable and that the consignee could then be instructed to deduct the charges from Havana to Camaguey when he pays the invoice.

If the shipment, however, be paid for at the port of embarkation, obviously this cannot be done and a special arrangement with the consignee must be made.

There are three possible routes which you may use in shipping your material to Camaguey, Cuba:

1. Rail to New Orleans, water to Havana, rail to Camaguey.
2. Rail to Key West, water to Havana, rail to Camaguey (this is called the Cuban-All-Rail-Route).
3. Rail to New York, water to Havana and rail to Camaguey.

You should first investigate and decide which is the quickest and cheapest route. Route one is probably better than Route two, but possibly not quite as rapid. As a matter of fact, I would suggest either Route one or two because on either of these routes you could ship on a through bill of lading are practicable by way of New York, through bills of lading are practically impossible except when the steamship company has specifically agreed to honor them, which is very unusual. At the present time, congestion reigns in and around the port of New York and I would advise diverting shipments from New York at the present moment. Congestion also prevails on the ferries in Key West which will cause delay. New Orleans, therefore, is the only port left clear. Carriers do not look with favor on through bills of lading to the interior of Cuba for the reasons mentioned above. They prefer to clear the shipment to Havana only, and from there to have the material handled by the consignee or his agent.

The following are the general steps to be taken when shipping through to Cuba by routes one and three:

(a) Make your steamship booking. Can best be done through your export freight broker located in New York.

(b) Get your permit from the steamship company which will then enable you to get an export bill of lading.



AN UNNECESSARY RISK

You are taking an unnecessary risk. What you want is more rope. Tie up with the farm paper and get the new business you are after. It is the easiest and surest way.

More than 800,000 farm families pay Successful Farming an annual fee for dependable, acceptable service. The paper is welcome when it reaches their homes. If it brings your message, that is welcome too.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

When you have secured the booking and also your permit, you have in your possession the name of the steamer, its scheduled sailing date, together with Permit N. and two dates between which the material must be put en route to make the steamer named in the booking.

(c) Deliver your material to the railroad (the initial carrier), at the same time taking out bill of lading covering shipment either through or local. If local, through bill of lading must be in the hands of the railroad not later than fifteen days after the date of the local bill of lading.

On the bill of lading must appear the following information:

1. The commodities shipped, specifying each kind of commodity.

2. Gross and net weights.
3. Cubical measurements.
4. All marks.
5. Permit number.
6. Car number.
7. Steamship number.
8. Date, place and name of railroad insuring the local bill of lading.
9. Heavy lifts, if any.
10. Route.
11. All charges properly segregated and totaled.
12. Name of consignee.
13. Party to be notified.
14. Place of origin.
15. Destination.

Besides at least 25 copies of the through bill of lading, three copies of the report declaration must be

furnished and certified packing list in triplicate.

At the time and place of exchange of the inland bill of lading for the through bill of lading, whether the latter is taken out in Chicago or at the port of shipment, all charges, including inland and ocean freight, together with arbitrary charges beyond the port of destination (Havana) also any heavy lifts, state toll or wharfage that may have to be met en route, must be prepaid.

Your question implies that the merchandise is to be paid for at the port of embarkation. If the shipment is going out of New Orleans credit will probably have been established therefor at one of the New Orleans banks, your forwarder at New Orleans, after the shipment has been put on board ship, will take the documents to the bank and the amount called for in your invoice will be credited to your account or remitted to you. This ends the transaction for you.

If, however, your question implies that payment is to be made at Havana, you would have to draw your draft on your customer at sight, documents against payment. This draft, together with a duplicate, you will send to your forwarding agent in New Orleans or New York, as the case may be. Your forwarder will attach your invoice and documents to the draft, put them through the bank, which you may designate, and forward them to Havana for collection. If you have the necessary connections with the bank, the bank will undoubtedly discount the drafts for you, thereby making a large portion of the funds immediately available at port of embarkation, although obviously, you continue to carry the risk.

* * *

MOTOR CAR Company, Detroit.

"We are right now in the midst of outlining a campaign of foreign advertising. I have interviewed a number of export advertising agencies, and my conclusions from these interviews—if I may call them conclusions—are decidedly negative.

"I find very few points of agreement in the statements and claims made by these export agencies with reference to publications in foreign countries as well as advertising and selling conditions in the various countries.

"I have about come to the conclusion that the safest plan for us to follow, in view of the fact that we are represented in something like forty countries, is to work out a plan of national advertising in



THE great majority of the 8,500 textile mills would be considered large plants in any industry, and there are few mills so small that they do not operate their own machine shop.

Lathes, planers, shapers, etc., will be found in 5,500 of the 8,500 mills. The repair department of one Massachusetts mill employs 600 men and occupies a 4 story building, 150 feet long. Many of these textile mill shops undertake the actual construction of special machinery. For the most part they are isolated from the usual channels of approach because their work is highly specialized—their men think in terms of textile machinery rather than general machine shop practice.

In addition there are over four hundred builders of textile machinery who rely upon TEXTILE WORLD for practically all trade and technical information.

Our aim is to tell you more of this highly specialized market and to show how to reach it through the TEXTILE WORLD which occupies a position of dominant importance in the field.

Textile World Journal

Associated Business Papers, Inc.
1610 Bureau of Circulations.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

each of these countries using where possible, publications which approximate the Saturday Evening Post in influence and circulation, and where this is not possible to use the leading newspapers.

"I would be glad to get your opinion of this plan, and would also appreciate it if you could make any recommendations with regard to a trustworthy and constructive export advertising agency—if there is such a thing."

* * *

While I have my own ideas as to some of the points which you raise, I do not feel competent to answer your question with authority. I have, therefore, taken the matter up with others in the export business and have received two very interesting replies, which I shall give below.

In reference to this matter of an export advertising agency, let me say that those advertising agencies doing a real foreign business are very few and far between. I believe, however, that any member of the American Association of Advertising Agencies having a separate, definite foreign department will be able to handle your business.

I give you below the letters which I have received from two friends to whom I sent a copy of your inquiry:

"The fact that your correspondent refers to publications which 'approximate the Saturday Evening Post in influence and circulation' leads me to believe that he knows little of foreign publications. There are no such magazines abroad. If he means to refer to such magazines as Caras y Caretas in the Argentine and Zig Zag in Chile, they are the best mediums in those respective countries, but please don't disgrace the best American publications by any comparison with them. On the other hand, there is no publication in this country which, to the best of my knowledge and belief, compares with the two above mentioned South American magazines in having its circulation reach the entire population of their respective countries. The reason probably is that they have very little competition and are published in the local vernacular. They have a few competitors worthy of consideration but not many.

"The local daily papers in each country I believe are good mediums for the local markets but the daily newspapers of any one city do not reach the entire population as do the above mentioned magazines in their respective countries. The newspapers, I believe, however, would have greater influence on the average business man in the cities where published than would the magazines.

"Caution your friend not to standardize on any one plan for all foreign countries, different markets have different customs and characteristics which must be catered to or avoided.

"Your correspondent, however, must not feel that the reports he receives with reference to publications abroad are nec-

essarily a reflection on the sources of information which may be at hand for an advertising agency. If you take South America, it is comparatively difficult to get exact information in reference to circulation and other matters of this kind, which, of course, have been systematized and standardized in this country.

"With reference to Europe, the publishing situation in that part of the world is standing on its head. Many European publications that we regularly received before the war are just beginning publication again, and so far as circulation goes, it is practically impossible to know what conditions are. In former times, there were fairly good statistics on the subject, but I do not know of anything now.

"With industry, your correspondent

should have no trouble in informing himself in reference to selling conditions in different countries. If he will avail himself of information at hand at the Bureau of Foreign and Domestic Commerce, he will get a great deal that is valuable and useful."

The second letter:

"Your letter mentions publications 'which approximate the Saturday Evening Post in influence and circulation' in foreign countries, but if your correspondent knows of any such publication, I myself would like to have the name.

"It seems to me that if this automobile company is going to embark upon a world wide advertising campaign, it would pay them to study the situation far more carefully than they apparently have. Their reliance on an advertising

Is your outlet through the Grocery Trade

THEN we have information that will be of unique assistance in obtaining complete, national distribution in double-quick time.

We are able to put you in touch with responsible selling agents in every state in the Union through correspondence alone and at trifling expense.

Note that this information is immediately available . . . it isn't merely something we promise to GET for you. We have it here now in the shape of facts, and in a form that will enable you to pick and choose with the assurance that those you decide upon as distributing agents are financially responsible, thoroughly wide awake and efficient.

If your product is a staple, selling at a fair price, and has real merit, you will find this "Lesan Service" of infinite value in marketing it.

H. E. LESAN ADVERTISING AGENCY
Incorporated

New York
Chicago

440 Fourth Ave.
Republic Building



Write us—either office.

agency even though the advertising agency is in good working order, is certainly not going to be the most satisfactory way of going about this business.

"The whole thing is so big that it is very hard to outline or suggest anything practical in a short letter of this kind. As a matter of fact, the points brought up are the proper subjects for a report of at least fifty typewritten pages.

"I am sorry that I have not been able to give you anything more specific, but

I believe you will appreciate that such is impossible without knowing something of the plan in mind and the appropriation that is available."

I shall probably have something further to reply in answer to your questions, but as the last writer has stated, even more information is needed from you before I can answer intelligently the questions which you have propounded.

Relation of Retail Distribution to Increased Production

From an Address Before the Press Group, United States Chamber of Commerce Convention in Atlantic City

By A. C. PEARSON

Vice-President and General Manager, *Dry Goods Economist*

THE function of the retailer in the scheme of merchandise distribution is two sided. In the first place, he is a purchaser of merchandise of many sources and of many kinds, and in the second place he is a distributor of this merchandise to many people.

His profit depends on many factors: First, he must educate himself on markets, styles, values and finances; second, he must develop service, economy, management and instruction; third, he must master advertising, selling and credits. It is because of the many-sided qualities required of the retailer that so many of them are failures and that those who master the proposition rise to great importance in the scheme of distribution and its effect on production.

The retail distributor is as essential to the manufacturer as the capillaries are to the arteries. Except as the capillaries carry the blood to the remotest parts of the system the arteries would be ineffectual and soon become clogged. In the same way, the manufacturer and retailer must operate in harmony.

THE MANUFACTURER'S START

The manufacturer can stimulate the flow of merchandise in a number of ways: First, by producing a meritorious product which will get acceptance when it is presented to the consumer by the retailer; second, by placing intelligently before the retailer and jobber his wares through printed and spoken salesmanship; third, by studying the requirements of the retailer so the goods will be properly priced to enable the retailer to make a reasonable profit. Many manufactur-

ers think only of the producing problems and overlook the requirements of distribution.

The retailer, on his part, can aid increased production, especially in times like these: First, by being satisfied with a moderate profit so he may turn goods over rapidly; second, by giving preference to medium grade merchandise which will serve the consumer's needs and not lead to extravagance and high living costs; third, by holding down the amount of unnecessary service and reducing expenses so the consumer's dollar will buy the greatest possible amount; fourth, by studying the particular points of his merchandise and seeing that his sales people inform themselves so that they can present the goods intelligently. This co-operation of the retailer is possible only where the manufacturer enables him and his assistants to get most readily a knowledge of the particular features of the merchandise, which can be easily presented in the printed and spoken salesmanship of the manufacturer and by the educational material which can be included in the packaging.

PREPARE FOR NORMAL MARKETS

The inter-relation and inter-dependence of the manufacturer and retailer is well illustrated by the circulation in the body. In the average business it is just as unwise for the manufacturer to attempt his own distribution to the consumer as it is for the circulation of the body to be carried on entirely by arteries, without any capillaries. It is likewise just as unreasonable for the average retailer to seek to control his own pro-

duction as it would be to have all the myriad capillaries in the body extend themselves to the heart with the consequent enmeshing of that organ in so many thousand blood vessels that its pulsation would be made impossible.

While in the last two years the demand for merchandise has exceeded the supply and hence the manufacturer has come to feel that his problem of increased production depends entirely upon the efficiency of his workmen and his equipment, it must be borne in mind that the normal condition of business will soon return and then it will be a question of the manufacturing waiting on distribution. During this abnormal time it behooves the manufacturer so to consider the requirements and desires of his retail distributor that he will have created a good will and cordial co-operation that will help solve the problem of increased production three years from now as well as today.

Jason Rogers Gives Junior Club Some Striking Figures on Advertising

Tracing advertising back to its earliest days, in order to strike a comparison with the present abundance of publicity, Jason Rogers, publisher of the *New York Globe*, in a talk before the members of Junior Advertising Club at the Advertising Club house, April 23, produced some striking figures on increased appropriations.

"Twenty-five years ago," said Mr. Rogers, "even a half-page department store advertisement in a daily newspaper would cause a furor in advertising circles. In those days the one-inch single column advertisement was a normal size, and when an advertiser went above that, he really began to attract attention.

"Things, of course, got better as years passed, but it was not until the last four or five years that the real growth in advertising took place, and even at that, the year 1919 so far outstripped the four preceding years as to make it stand out alone by the comparison.

"From 1913 to 1919 annual advertising appropriations averaged from ninety to one hundred million dollars. In 1919 this advanced to one hundred and forty-five million, which is an increase of 47 per cent over the expenditures of five years previous. In 1920 estimates point to a rise of 45 per cent above 1919, or just about double the amount of money spent on advertising in 1913.

"This stupendous increase in 1919 and 1920, almost an overnight growth, is as I see it, due not to 'tax-dodging' as some outside of the profession would have us believe, but rather is it due to the fact that the various war drives, Liberty Loans, and other activities, educated the public to the enormous powers of advertising.

"However, this tremendous volume of advertising provides a real test for the maker of advertisements. His utmost hope should be to make his appeal so simple that his idea will be apparent at a glance."

"Paper" Puts Out Excellent Number

The 332-page convention number of *Paper*, the technical journal of the paper industry, which records the convention of the American Paper and Pulp Association, sets a new standard for special numbers in the field of industrial journalism. Beautifully printed in color, besides, containing an excellent report of the convention with abundant illustrations, the edition has numerous authoritative articles on the latest developments in the field, and a comprehensive bibliography on the art, technology and economics of paper which was compiled from the Library of Congress Index. The number shows splendid work on the part of the magazine's editor, of its advertising manager, S. Hoffman, and of Hugh Hoffman and N. P. Winchell, Jr.

"Dramatic Mirror" Adds Roy Barnhill, Ralston and Patjens to Staff

W. Roy Barnhill, James G. Ralston and W. S. Patjens have been added to the staff of the *Dramatic Mirror*, New York.

Mr. Ralston, who is to be advertising manager, was formerly with the Butterick publications, serving on *Everybody's*. He succeeds Otto H. Harris, who is going to the Pacific Coast for *Variety*.

W. Roy Barnhill, well known representative, leaves the staff of *Munsey's Magazine* to join the *Dramatic Mirror*.

W. S. Patjens, who has also joined this magazine, was formerly with the Philip Ritter Co. He is organizing a research and service department for advertisers.

This expansion by the *Dramatic Mirror* is part of broad policy which aims to bring the magazine from the field of the trade paper into that of the general magazine.

Many New Members for A. N. P. A.

The following newspapers have been elected to active membership in the American Newspaper Publishers' Association: Jackson, Miss., *Daily News*; New York City, *New York Commercial*; Gary, Ind., *Evening Post*; Batavia, N. Y., *Daily News*; Fairmont, W. Va., *Times*; Sharon, Pa., *Telegraph*.

The following have been elected to associate membership: Lancaster, Pa., *Examiner*; Anniston, Ala., *Star*; New Britain, Conn., *Herald*; Logansport, Ind., *Pharos-Tribune*; Madison, Wis., *Democrat*; Ashtabula, O., *Star and Beacon*; Lebanon, Pa., *Daily News*, and the Athens, Ohio, *Messenger*.

The Lewiston, Me., *Daily Sun* has been transferred from the associate to the active class.

Organizing a Post of the American Legion Composed of Advertising Men

The organization of Ad-Men's Post of the American Legion in New York City is now under way through the efforts of Edward Haubrich. All ex-service men identified with the advertising business are especially invited to join. Those interested should communicate with Mr. Haubrich at 110 West 34th street. It is planned to have a "get-together" meeting at the West Side Y. M. C. A. on Thursday evening, May 13, but as yet it has not been definitely announced.

American Motors Appoint Nadler

H. Nadler has been appointed advertising manager of the American Motors Corporation, Plainfield, N. J. S. J. Colopy was formerly in this position.

Cigarmakers to Advertise Hand-made Smokes

An extensive street car advertising campaign, state-wide in its application, will shortly be undertaken by the Cigarmakers' International Union in New Hampshire to set forth the merits of hand-made cigars. The claim is made that machine-made cigars are considerably below the usual standard for a good cigar and that hand-made cigars alone possess the ingredients and proper kneading to make them an enjoyable smoke.

Grand Rapids "Herald" Manager Dies

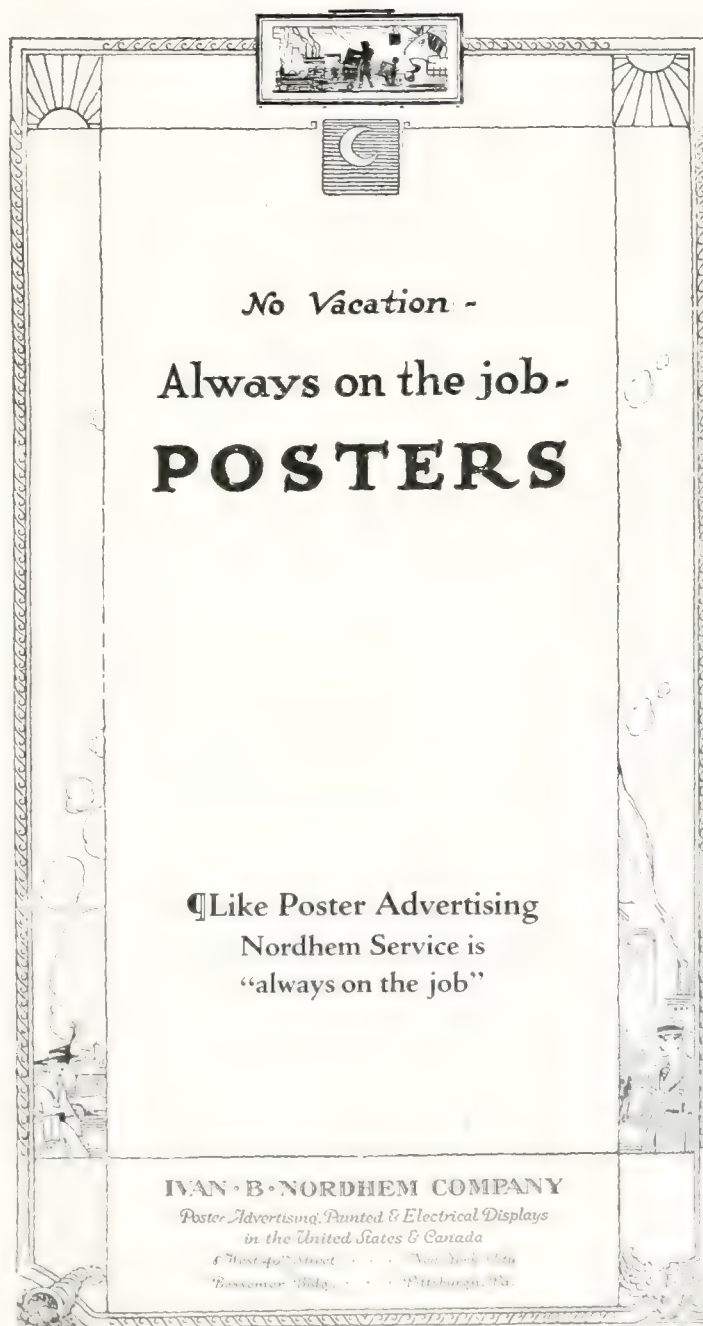
William Alden Smith, Jr., general manager of the Grand Rapids *Herald*, and only son of former Senator William Alden Smith, died on Thursday of last week, following an operation several days previous. He was 27 years of age. During the war he served in the Aviation Corps.

Henry L. Berdan Dies

Henry L. Berdan, formerly publisher of the *Guardian*, died in his sixty-second year at his home in Paterson, N. J., on Wednesday of last week, after three months' illness of a complication of diseases. He was a member of the City Finance Commission and a director of the United States Trust Company.

Safety First Campaign in Frisco

A Safety First Campaign, conducted under the general supervision of the San Francisco Advertising Club, has been carried through very successfully, the idea having been well driven home to the people of the city. Posters in every street car, posters in factories, letters to employees, and several innovations were used, together with newspaper support, in "getting the idea across."



No Vacation -

Always on the job-

POSTERS

Like Poster Advertising

Nordhem Service is

"always on the job"

IVAN B. NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays
in the United States & Canada

6 West 40th Street . . . New York City
Brockman Building . . . Pittsburgh, Pa.

Your Letters Deserve Closest Supervision

Large Corporations Are Finding It Profitable to Employ An Expert Director

By C. H. BAKER, Jr.

The Norton Company, Worcester, Mass.

IN A LARGE concern a correspondence supervisor is a mighty fine investment, not only through the business that would otherwise be lost due to errors, phrasing which could be wrongly interpreted, etc., but through the business which he will gain and hold by constructive criticism of the dictators whose work he censors. Naturally, he will not hold up many letters written by the president of his concern, but can cover correspondence pretty high up the scale.

Such a man, in order to give his opinions weight, must be broad himself—a man who will not cause any just or unjust feeling due to resentment of any such criticisms that he may make. He, as well as the dictators, must realize that the word "criticism" does not always mean fault-finding. He must not seek to model the style of his dictators after his own, nor after any other set form, but rather encourage and develop each one so that the individual personality will appear in his work once the basic foundation of courtesy, clearness, etc., is attained. Such criticism

must be confidential and given in a spirit of friendly helpfulness.

If the points brought up are much involved, or very important, or any difference of opinion arises, it is settled finally and satisfactorily by a personal conference between correspondence supervisor and dictator.

How small a concern's correspondence may be before such a supervisor is unnecessary or impracticable can only be determined by individual circumstances. Roughly speaking around 350 or 400 dictated letters per day should be fairly close to the mark. A man doing such work can't make it a side issue and do good work or hold the respect of his dictators. A concern doing a small business can't afford to pay such a man what he is worth and get results which would justify the added expense. All the concerns where this system is in force are medium or large in size and every one has found to be an unqualified success. The total number is close to twenty now and the value of the idea is rapidly spreading.

One of the results of the great war will be the adoption of the English language as the language of business or commerce. This will be the result of three main forces: The dominating position the United States now holds in international finance, and her new-born merchant marine; the campaign for world-commerce which England is planning; and finally the fact that the English language is best adapted to business. It has around 500,000 words to choose from—a word for every possible shade of meaning, making fewer chances for misunderstandings and misinterpretations. Things can be said in English in a much shorter space. French is admittedly elaborate and flowery; the German tongue while not likely to trouble anyone for a while, is clumsy, full of unwieldy words of many syllables, and misplaced verbs. The reports written in parallel columns covering important subjects at the peace conference, English, French, German, show this conclu-

sively. English always takes less space and expresses the desired meaning without any confusion of ideas through words being interpreted in more than one way.

It is up to the manufacturers of the United States to put aside any outworn prejudice they may have had against letter reforms, and realizing the good in the new gospel of better correspondence, adapt all the worth-while ideas possible—each to his own particular business. The era of big things and new things is already here—let's not be weighed in the balance and found wanting because of old-fashioned involved phrasing, and worn-out methods of business letter—Sales Letter—writing.

Brooks Secures Three Accounts

Robert H. Brooks, advertising agent in Chicago, has secured the accounts of the Monitor Motor Car Co., Columbus, Ohio, the W. R. Pickering Lumber Co., Kansas City, and the Willcox & Gibbs Sewing Machine Co., New York.

Federal Trade Book Now Ready

The Federal Trade Commission has published the first volume of its decisions, findings, orders and conference rulings. It includes all cases passed on by the Commission from March 16, 1915, to June 30, 1919. Bound copies may be obtained from the Superintendent of Public Documents for \$1.50. Subsequent volumes will follow.

Publishers Erect Building

About June 1, the Fred L. Kimball Co., publishers of the *Dairy Farmer*, *Milk Magazine*, *Egg Reporter*, *Creamery Journal* and *Iowa Magazine* in Waterloo, Ia., will occupy a new, modern plant which is now nearing completion.

A "Review-of-the-Year" Meeting

A dinner meeting of the New York Business Publishing Association, to be held on the evening of May 10, at the Automobile Club, will be the review of the year meeting. Wm. Buxman, of the *News-Record*, will speak on "Research," R. B. Lockwood, of the McGraw Hill Co., will tell about "Service," F. J. Rockwell, of *Playthings*, will take care of "Circulation," and E. J. Bittenheim, of the *American City*, will handle "Sales and Business Management."

Farrah is Advertising Manager of "Motorship"

George Farrah, for the past two and half years with the advertising department of the New York *Times*, has joined the Miller Freeman publications, trade and technical magazines. Mr. Farrah will be advertising manager of *Motorship*, a marine paper devoted to the interests of the internal-combustion engine.

Baker Buys Rogers-Baker Agency

Effective May 1, William Henry Baker, of the Rogers-Baker Co., Cleveland advertising agency, assumes all the going business of the Rogers-Baker Co., and will conduct a general advertising business under his own name at the same offices.

Col. Arthur C. Rogers, the founder of the agency, has retired.

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business I see

EATON, CRANE & PIKE COMPANY
New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters
Use Our Better Blotters"

Famous World and Reliance Brands

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

The Men and Women Who Make Our Mediums

CHARLES GATCHELL

Editor of *Picture-Play Magazine*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By FRANK H. WILLIAMS

THE CAMERA flickers, then the light steadies on the white sheet that suddenly darkens as the film comes on. The scene is set somewhere deep in the woods that the caption tells you stretch back over the plateau atop the Palisades. It is the time of year when the leaves crackle under foot, or, still clinging to the trees, form a glorious facade in reds and golds on the high wall of the Hudson's west bank opposite New York. A thin column of smoke wavering up among the branches leads the eye to a campfire and you can almost smell the appetizing odor of broiling steak as a man with his back toward you bends over the coals with a big jack knife in his hand.

Then the man, taking his cue, swings about to face the camera and you and if the caption doesn't say: "Here's a hundred per cent he-man," your thoughts supply the deficiency. Five feet ten in height, with an appearance of lankiness that belies his really splendid physique; slow moving, calm but keen, he stands before you in his favorite setting, engaged in his favorite form of recreation, meeting you on terms of intimacy that never could be attained in his office. Who? Wait, the caption is coming at last.

INTRODUCING THE EDITOR

"Charles Gatchell."

Thus let me introduce to you as if in the medium about which he writes, with the informality which he puts on in his beloved woods, the editor of *Picture-Play Magazine*.

"Let's lose ourselves in the woods," is one of Gatchell's favorite expressions. And when he says that he means just that. Losing yourself in the woods with Gatchell means a long hike along the Palisades or on Long Island or in Westchester county; a fire in the woods over which a juicy steak is broiled to a turn; the baking of potatoes in the coals—and the forgetting that there is a tumultuous New York, straining and fretting

and champing nearby. It means a return to nature, which is possible within a short distance of New York, no matter what other folk may believe to the contrary.

I dare say that Gatchell knows all the ferry systems in New York—not only the busier ones that ply between Manhattan and New Jersey and Brooklyn but the ones farther up the sound and the Hudson—those that cross from Greenwich, Conn., to Long Island, or that go from Hastings-on-the-Hudson to Nyack, across the river, and all the others between. He knows where Inter-State park begins on the Palisades and, during the summer time, is quite often lost somewhere within its almost primeval depths on

Saturday afternoons and Sundays. He knows all the ins and outs and twistings and turnings of the Jersey hills—some of which are still so tangled with underbrush and covered with trees and so altogether wild in aspect that it seems as if man had hardly ever penetrated them. It might surprise many persons to see just how primitive some sections of New Jersey are, within a very short distance of New York. And Gatchell knows all the bathing beaches around New York, Staten Island, and along both shores of the Sound.

That's one very interesting thing about Gatchell—although he loves the country so much—as he naturally would since he was born in Benton Harbor, Mich., and spent the greater part of his early life there—he still loves New York, too. He loves New York because, as I say, he knows it so thoroughly. And he knows it so thoroughly because he is always exploring it—peering into the Yiddish theatres, rambling through the parks, exploring the railroad stations and traveling out of them; eating at all sorts of quaint restaurants and at the hotels, patronizing the playhouses and making friends with all the new



The Only Kind of Picture That Fits CHARLES GATCHELL.

and interesting people he meets.

Though Gatchell is slow in movement he is a man of quick decision. The manner in which he happened to come to New York is illustrative of this.

PAPER

The Manufacturer's Journal

GOES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

PAPER, 471 Fourth Ave., N. Y.

Some years ago Gatchell was employed on a newspaper in Kansas City. One of his particular "pals" at that time was Charles Phelps Cushing, who within recent years has made quite a name for himself as a writer. While employed on the Kansas City paper Cushing sold a number of articles to New York magazines.

"I'm going to New York—that's where my big opportunity is!" suddenly exclaimed Cushing one day.

"I'll go with you!" just as suddenly declared Gatchell.

The two young men left for New York at once. And it is certainly interesting to know that they both made good within a very short time after "hitting" the metropolis. Gatchell within a few weeks after arriving in New York was doing a daily comic "strip" for the *New York Journal*.

I suppose that if Gatchell should be carefully catalogued and classified by some efficiency expert he would be placed in the class of the semi-Bohemian although his frequent presence at up-town social functions rather lets him out of that class. The pleasure he finds in poking into queer places is an indication of his Bohemian tendency, however. So, too, is his lack of that everlasting neatness which says that there must always be a place for everything and everything must always be in its place. Gatchell always has a place for everything, that place being the handiest spot in which he can put the article. But despite this lack of a 100 per cent efficiency in the matter of orderliness, he always—at least, usually—knows where to find everything, probably because he is blessed with a splendid memory.

His very excellent memory serves him to good purpose whenever the matter of theatrical entertainment is under discussion. Gatchell always remembers what So-and-So has done in other plays, just who the author of the production is and just what sort of plays the particular producer has been in the habit of unfolding to the public. Having this knowledge of producers, authors and actors, Gatchell is always able to pick the good from the poor, in the vast number of theatrical productions of every season. His taste for the best, too, is unerring. When it comes to a choice between two attractions, one flashy and the

other "classy," Gatchell invariably picks the latter. I never knew his taste in this particular to fail.

But by this I don't want to convey the impression that he is a "high-brow." He certainly is not, in the unfavorable sense in which that term is usually used. He is an all-around good fellow with a taste for the better things of life and this taste, as might be expected, shows itself most forcefully in the way he picks and chooses theatrical entertainment.

This good taste of his and proper perspective shows itself, too, in the way he conducts his magazine. Although Gatchell has absorbed an amazing amount of information about the movies since he began his present work and has written several articles on different phases of the industry which have been widely quoted, he still retains an aloof point of view—the true newspaperman's viewpoint—that of the observer. Instead of being a motion picture man getting out a magazine, he is a journalist dealing with the material of the screen and the studios.

Another outstanding characteristic is his ability to engage in an endless number of unrelated details during the day's work—to pass on each almost instantly and to shift from one to another, giving to each the same full concentration.

THIS EDITOR A MUSICIAN

Like the true journalist, also, he seldom displays personally the enthusiasm which he puts into his work. One of the exceptions to this rule is when he is outlining a story to a staff writer and giving instructions as to how the story should be written. Those who work thus swear by him because he knows exactly what he wants, and they value his criticisms. To a staff writer living in another city he seldom dictates a letter, but prefers to hammer it out himself, in a most informal manner. He takes a keen personal interest in all those who work for him and is always ready to exert himself in every possible way to aid them in their work. He has made the collection of friendships a hobby and he has gained many friends through his present occupation.

His philosophy of life includes getting the most out of what the time and place offer and forgetting,

We specialize in house to house distributing of
Advertising Literature
and **Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE
"SALES MANAGER"—Monthly
will be found on the desks
of "Sales Managers"—
because it makes
them better
sellers.

SALES MANAGER

Better
selling means
better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE

The 25c monthly magazine that
tells how to transact business by
mail—Advertising, Selling, Collecting,
Catalogs, Booklets, Circulars, Letters, Office
Systems, Money Saving Ideas. Since 1916 the
official magazine of The Direct Mail Advertising
Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE • 13 East 13th St., New York City 7

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B&B SIGN Co., INC.
341-347 Fifth Ave. N.Y.
Advertising Signs Window Displays
Counter Display Cases

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

CLYDE A. CRISWELL: *former Art Director of the Richard A. Foley Advertising Agency, Philadelphia; late Sales Manager of The Ledger Art Service; previously with N. W. Ayer & Son. Now directing the Sales of Gotham Studios Inc.*



“Cris” is with Gotham!

Let me give you his full name in introducing him—Clyde A. Criswell. (*Cris, this reader of A. & S. is a possible present or future friend of ours!*)

For two years I wanted Cris to come with us—to help us give you the kind of advertising art and art service you wanted. I knew what he had done and was doing. That made me believe that he **belonged** here at Gotham.

So we have him; and you and all advertisers will find him a likeable chap, brimful of ideas, with an almost uncanny way of seeing your point of view and looking at your advertising art problems with a sincere sympathy that is distinctly refreshing.

Phone Cris to see you.

Martin Ullman
Managing Artist

GOTHAM STUDIOS INC - 111 EAST 24th STREET - NEW YORK

Calendar of Coming Events

May 12-15—Seventh National Foreign Trade Convention, National Foreign Trade Council, San Francisco, California.

May 14-15—Meeting of the National Cloak & Suit & Skirt Manufacturers' Association, Hollenden Hotel, Cleveland.

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 19-21—Annual Convention, Industrial Relations Association of America, Chicago.

May 24-27—Thirty-first Annual Convention of the Heating and Piping Contractors' National Association, Cleveland.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.

June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.

June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.

June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.

June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.

June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.

for the time being, the things which are precluded. He has a taste for music. At college he was a member of the oratorio society. In Cleveland he played with a mandolin orchestra. He admits that his favorite indoor sport is playing the piano.

It is interesting to know that when Gatchell became connected with *Picture-Play Magazine* he knew almost nothing about motion pictures—he never had been a devotee of the cinema and he knew less about editing, never having even read a line of "copy" or written a "head" on a newspaper. But at the very start he outlined a policy from which he has never deviated. This policy was to deal with his subject-matter in as broad a way as possible, to strive at all times for novelty, to keep faith with his readers by the utmost sincerity, to encourage the best achievements of the screen and to present his material in the most human manner possible and with as many touches of humor as could be packed into the publication.

It might be added, right here, that Gatchell is a rather deep thinker on the more important problems of life.

It is noteworthy that Gatchell is a graduate of the University of Michigan and that, after his graduation, he picked the career he wanted to enter, that of journalism. He has clung to journalism ever since and feels that it is his life work. His talent with the drawing pen was developed during his work on news papers. Since becoming editor of *Picture-Play* he has put this talent to good use on several occasions by

creating the illustrations which have appeared with some of the departments in the magazine.

POUNDS HIS OWN TYPEWRITER

Like other newspaper men Gatchell has the ability to think and write rapidly on the typewriter. He seldom does any work in longhand, preferring the machine. Seemingly the older and more battered the machine is, the better he likes it and the more rapidly he can work. Also he has the ability of concentrating on his work no matter what may be going on around him or what interruptions may occur during the course of his work. A dozen persons may be in the room chatting and laughing; doors may be opened and slammed and all other kinds of rattles and noises may be going on, but Gatchell keeps on writing as if there was never a sound in the world. And, he may be called to the phone and kept there for ten or fifteen minutes, but the moment he is through he can return to his typewriter and start right in again as if there hadn't been the slightest interruption.

At every angle from which I view Gatchell, he strikes me as being an all-around, "regular" fellow. He is a firm friend, a hard worker, a clear thinker and an enthusiast. He is idealistic in a sense but there's no "bunk" about him—he's mighty firmly grounded in good, hard common sense.

For several years he lived at the 23rd Street Y. M. C. A., at about the time that Bruce Barton lived there. Recently, Mr. Gatchell mar-

ried Miss Fannie Kilbourne, whose short stories have been making quite a "hit" in the *Delincator* and other publications.

A magazine is most assuredly the reflection of its editor. That is undoubtedly why *Picture-Play* is always entertaining, human, lively, timely and invariably interesting.

Peach Growers to Advertise

The California Peach Growers, Inc., at a board of directors meeting voted a sales and advertising budget of \$130,000. The sales policy will be similar to that of last year.

New Haven Advertisers for Policemen

Newspaper advertisements for the first time in the history of the New Haven Police Department were used this week in an effort to secure 100 young men with whom to recruit its strength up to the protective needs of the city.

Leaves Kansas City Agency

Allen C. Smith, long associated with the F. A. Gray Advertising Co., Kansas City, Mo., has resigned to go with the Southwest Advertising Co., whose headquarters are in Oklahoma City.

Funnell Joins Simmons-Boardman

C. L. Funnell, who has been assistant promotion manager of the McGraw-Hill Company, has resigned, effective May 15, to become assistant business manager of the Material Handling Encyclopedia, published by the Simmons-Boardman Publishing Company, New York.

Schaeffer Succeeds Raugh as Editor

W. L. Schaeffer, advertising manager of the National Tube Co., has succeeded Richard S. Raugh, head of the agency bearing his name, as editor of "Ad-vents," the weekly bulletin of the Pittsburgh Advertising Club.

Francis J. Best Resigns

Francis J. Best, advertising manager of Franklin Simon & Co., New York, has resigned his position. Mr. Best was formerly advertising manager for R. H. Macy & Co. He has made no announcement regarding his future connections.

Brothers Join Martin V. Kelley Co.

Tom and George Wallace, both recently connected with the Seelye & Brown advertising agency, Detroit, the former as vice-president and the latter as sales representative, have announced their association, beginning in May, with the Martin V. Kelley Co., Toledo, Ohio.

Tom Wallace was formerly with the Campbell-Ewald Co., handling several important accounts, and previous to that was assistant advertising manager of the Detroit City Gas Co., and in the advertising department of Butler Bros. George Wallace, who became associated with Seelye & Brown, after his discharge from the Intelligence Department of the U. S. Navy, previously spent ten years in the investment business.

Bradshaw Secretary of Monotype Co.

On May 1, Frank W. Bradshaw became associated with the New York Monotype Composition Co. He will act as secretary and outside representative.



The Thumbprint of Goliath

A THUMBPRINT, whether done with ink against a smooth sheet of glass or outlined in jam upon a baby's bib, contains the simpler elements of catalog printing.

The bigger the thumbprint, the bigger the detail. The smoother the surface against which the thumb is pressed, the clearer the impression becomes.

The relation of surface to clear impressions is the basic reason for the difference between ordinary printing and Better Printing.

To you, the reader, paper is but the body of a book, magazine, or catalog; but to the printer, paper is a surface, upon which his types and plates must print, or his work is disappointing.

Two sheets of paper may look

alike and feel alike, but print differently. Standardization of printing paper quality is simply the production of a standardized surface upon which a standardized printing impression may be produced.

The Warren Standard Printing Papers are divided into a dozen grades, each developed for a particular field of book paper printing. Your printer can show printing specimens on the Warren Standard Printing Papers.

Most catalog printers possess books that we have prepared containing much constructive material for users of commercial printing who are serious students of better printing.

S. D. WARREN COMPANY
BOSTON, MASS.

Briefly classified, the Warren Standard Printing Papers are

Warren's Cameo

Dull coated for artistic half-tone printing

Warren's Lustro

The highest refinement of surface in glossy coated paper

Warren's Warrentown Coated Book

Glossy surface for fine half-tone and process color work

Warren's Cumberland Coated Book

A recognized standard glossy-coated paper

Warren's Silkote

Semi-finished surface, noted for practical printing qualities

Warren's Printone

Semi-coated. Better than super, cheaper than coated

Warren's Library Text

English finish for medium screen half-tones

Warren's Olde Style

A watermarked antique finish for type and line illustration

Warren's Cumberland Super Book

Super-calendered paper of standard uniform quality

Warren's Cumberland Machine Book

A dependable, hand-sorted, machine finish paper

Warren's Artogravure

Developed especially for offset printing

Warren's India

For thin editions

better
paper
and
better
printing

Warren's

STANDARD

Printing Papers

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

CHICAGO
PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO

MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA

MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR

ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN

ASHTABULA
ALTOONA
LORAIN

SOUTH BEND

NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE

KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON

CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT

ROCK ISLAND
MOLINE
BALTIMORE

ELKHART

CHICAGO

Thos. Cusack Co.

NEW YORK

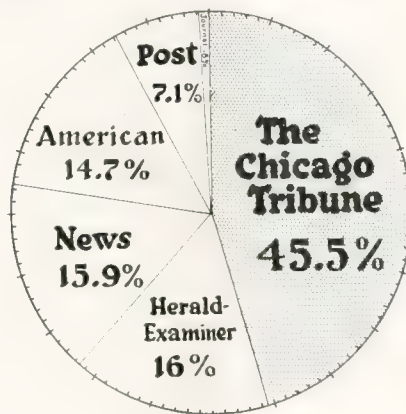
Advertising & Selling

Public Library
Kennebec City, Me.

MAY 15, 1920

How Publishers Advertise in Chicago

Publishers spent more money in The Tribune during 1919 than in all other Chicago papers combined. The following chart pictures the apportionment of lineage in this class of advertising among Chicago papers.



Hearst was the chief publisher advertiser in Chicago newspapers during the past year. His publications placed 347,445 lines in the papers of this city. Of this total 288,210 lines ran in his own two newspapers—The Herald-Examiner and The American—14,993 lines ran in The Tribune, and 14,242 lines in the other three papers combined.

The Crowell Publishing Company was the next largest advertiser—166,837 lines appearing in the Chicago newspapers to promote Collier's, American Magazine, Woman's Home Companion, and Farm and Fireside. Of this total 113,387 lines, or almost 70 per cent, was placed in The Chicago Tribune, leaving 53,450 to be divided among the other five papers.

It is exceedingly significant that the most successful men in the publishing business should so unanimously select The Tribune to carry the bulk of their advertising in Chicago.



Foldwell

TRADE MARK



"This Folder Will Talk Right Up to Our Prospects"

"It has plenty of punch in it now—but what is really important, it will still have punch when it reaches our prospects. That's the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth."

Foldwell is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy print without any loss of value on Foldwell. But more than this, Foldwell *always preserves* the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibres and rag base insure it against cracking even when *folded against the grain*.

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet "Paper as a Factor in Modern Merchandising" explains. We will send it gladly.

CHICAGO PAPER CO., Manufacturers, 834 S. Wells St., Chicago, Ill.

NATIONALLY DISTRIBUTED BY

Lasher & Lathrop, Inc.,
29 Lafayette Street, New York, N. Y.
Whitehead & Alliger Company,
8 Thomas Street, New York, N. Y.
John Carter & Company,
Boston, Mass.
D. L. Ward Company,
Philadelphia, Pa.
The Alling & Cory Company,
Pittsburgh, Pa.
The Alling & Cory Company,
Buffalo, N. Y.
The Alling & Cory Company,
Rochester, N. Y.
Chope Stevens Paper Company,
Detroit, Mich.
Cincinnati Cordage & Paper Co.,
Cincinnati, Ohio.

Cincinnati Cordage & Paper Co.,
Dayton, Ohio.
The Commerce Paper Company,
40 St. Clair Street, Toledo, Ohio.
Allman Christiansen Paper Co.,
Milwaukee, Wis.
Acme Paper Company,
St. Louis, Mo.
Kansas City Paper House,
Kansas City, Mo.
McClellan Paper Company,
Minneapolis, Minn.
St. Paul Paper Company,
St. Paul, Minn.
McClellan Paper Company,
Duluth, Minn.
Carpenter Paper Company,
Des Moines, Iowa.
Carpenter Paper Company,
Omaha, Nebr.

Carpenter Paper Company,
Salt Lake City, Utah.
Blake, Moffit & Towne,
San Francisco, Calif.
Blake, Moffit & Towne,
Los Angeles, Cal.
American Paper Company,
Seattle, Wash.
Tacoma Paper & Stationery Co.,
Tacoma, Wash.
Spokane Paper & Stationery Co.,
Spokane, Wash.
Blake McFall Company,
Portland, Oregon.
John Martin Paper Company, Inc.,
Winnipeg, Ont., Canada.
Parsons & Whittemore, Export,
200 Broadway, New York, N. Y.

When You Think *of* New Orleans Think of New Orleans **STATES**

EVENING

SUNDAY

Because:-

**Large Circulation
Concentrated In The City
Proper-Your Profitable Market**

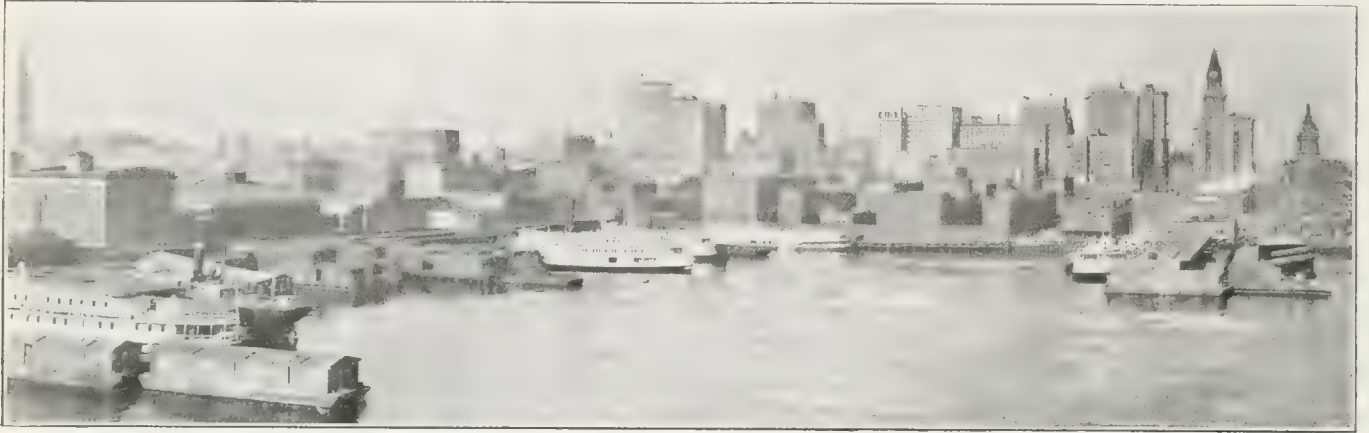
Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the Daily States and center your efforts on the city itself. Excellent opportunities for distribution of any product. People responsive to advertising. High per capita purchasing power.

WRITE

ADVERTISING DIRECTOR

*Want More Information?
We'll Gladly Furnish It.*



Baltimore Is Forging Ahead

Baltimore has a present estimated population of 710,000 and is the trading center of an extensive rich, agricultural and manufacturing section never so prosperous as now.

For five years Baltimore's varied industries have profited tremendously. Her people are earning enormous wages. Higher standards of living have become general. Baltimore, with plenty of money and the willingness to spend it, offers advertisers an attractive opportunity.

The line of least resistance to this inordinately prosperous and active market—the only advertising line needed to secure confidence and patronage in Baltimore, is The *Sunpapers*—Morning, Evening, Sunday.

You can't cover Baltimore without using The *Sunpapers*. You can cover Baltimore with The *Sunpapers* alone because

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

29th Year

MAY 15, 1920

Number 47

Developing a New Advertising Medium

How a Country School Teacher Has Succeeded in Putting
the Merchandising Message Into the Old First Reader

By RALPH BEVIN SMITH

THE creation of a new advertising medium is an event. It builds a milestone in business history. It is something that advertising men date from.

This is the story of the creation of a new medium by a country school teacher. It is also the story of the good fairy who brightened the school books. Phrased in the more usual vernacular of the business periodical, it is a survey of the *modus operandi* of handling the novel idea of merchandising space in educational literature.

If you will let your mind drift back to

"School days, school days,

Dear old golden rule days"

you may remember that the tomes wherein the mysteries of "readin', an' writin' an' 'rithmetic" were set forth were generally pretty dull affairs. There was the text, possibly a crude picture or two, and a snuff brown binding; and—oh, yes—there was a discreet list of other educational works—sheep of the same fold—inside the back cover.

TO BRIGHTEN THINGS UP

Now, suppose that inside the back cover there had been a well set up, well illustrated advertisement with a picture and a catchy slogan—and everything. Suppose there had been two or three more at back and front. Suppose they had been the kind of advertisement that makes car cards so fascinating to our children—and no less to us—today. Wouldn't we have blessed the good fairy who put them there?

The good fairy who is putting advertisements in school books today and appealing not only to the juvenile

THE AD ENTERS THE SCHOOL

ADVERTISING has gone into the church and is now playing a notable part in putting across the splendid Interchurch World Movement. It has been welcomed into the libraries and is spreading broadcast the slogan, "Books for Everybody." These ventures have been "written up" for previous issues of ADVERTISING & SELLING.

This article tells the story of how advertising is entering the schools via the hitherto blank pages of the old First Reader and its companion compendiums of knowledge. It recites the tale of how a little country school teacher's dream is resulting in the association of the great force of paid publicity with the third of that trio of world institutions that make for better ideals and better citizenship.

It heralds the discovery of a new medium.—THE EDITOR.

taste for variety, but to the business acumen of one of our most conservative groups of advertisers—the publishers of those same school books is Miss Eleanor G. Dougan. The agency through which she is doing it is known as the Educational Advertising Company of America, with offices in Chicago and New York. Seen in the cold white light of business investigation, what the Educational Advertising Company of America is doing, is to sell space in school books, by arrangement with the publishers, to firms having products which can suitably and profitably be advertised through this unique medium. Seen through Miss Dougan's eyes, what it is doing is making a country school teacher's dream come true.

"It all started several years ago when I was teaching school in the country," she told me. "It was real,

honest—to-goodness country, too, miles from the nearest depot and I had a poor, poor district. The children used to come to school barefooted as late in the fall and as early in the spring, as they could stand it, to cut down the high cost of shoes. And, like most poor communities, there were many children to each family. Each youngster had to buy four or five books every fall and it was honestly a problem. I often wanted to buy them for the children, but was receiving the munificent sum of \$10 weekly for my services, and I simply couldn't afford it.

WHY NOT ADS?

"So, because I was brought so close to this problem of the cost of school books, I used to wonder as I tramped along the muddy road, why school books should cost so much when they are printed by the million, while a newspaper printed fresh every day cost only a penny. I couldn't figure it out. A year or two later, however, I became a copywriter in a Chicago advertising agency, Vanderhoof & Company, and increased wisdom brought the answer to my question. The penny didn't pay for the paper—the advertising did it.

"Well, why not put advertising in school books? That question followed very logically.

"The more I thought about it, the better I thought of it. There seemed to be any number of things which could be advertised to good advantage in school books—tooth paste, sporting goods, cameras, foods, books, colleges, etc.

"Then I tried to figure out if



Operate Your Own Radio Station.

Learn the science of wireless telegraphy with radio outfits that receive messages up to 1,000 miles and send them from three to five miles. Gilbert Radio Outfits which contain only the most approved types of apparatus are not collections of individual items, but a combination of the equipment which experience has found, is most frequently used by amateurs. They contain loose coupler, radiotelector, audion, receivers, oscillation transformers, spark gap, condensers, and all other apparatus necessary for setting up, sending and receiving stations.

With each outfit is included an authoritative and easily understood book on wireless, giving the wireless code and complete instructions on how to rig up your outfit. Write for complete catalog of these Radio Outfits giving detailed information and illustrations.



The A. C. Gilbert Company are also the manufacturers of other scientific outfits and upon receipt of 25 cents will send you the book "Boy Engineering" including catalog of sets on Electrical Engineering, Chemical Engineering, Structural Engineering, Hydraulic Engineering, Civil Engineering, Telephony and Telegraphy.

THE A. C. GILBERT COMPANY

Makers of the Educational Gilbert Toys

200 BLATCHLEY AVENUE

NEW HAVEN, CONN.

A typical school book advertisement reproduced in almost the exact size used

there was anything wrong with the idea.

"From the point of view of the child, I could see how the ads would actually improve the school books—would be educational and interesting—and my experience in teaching had shown me how vital it is to make education interesting and how the teacher will seize on any legitimate means to do so. I thought that this one fact alone ought to have great weight with the advertisers who might use this space and, of course, I hoped to reduce the cost of the school books. Thus, the students would benefit twofold from the idea.

"Then I thought of the publisher. Why, surely he, too, would profit for he could even afford to reduce the

cost of his books and still make more profit than he had hitherto.

And the advertiser - - -

"Ah, school books would certainly be a golden medium for him. Think of the prestige and authority he would gain from having his story told within these almost sacred covers! And the life of the school book—it averages three years of daily active circulation. Wouldn't advertisers be grateful to have an opportunity to teach their products, actually have their products become part of the A. B. C. foundation of the future generation's life? No, I could not see where there could be any question about it from the advertisers' point of view!

"But how to do it?

"I didn't know. I took the matter up with several big advertising men. They all thought it was a wonderful idea—so good in fact that 'there must be something wrong with it or it would have been done before.'"

A year passed with the big idea still in the process of germination and Miss Dougan left the Vanderhoof Company to go with the National X-Ray Reflector Company of Chicago to take the place of George D. Bryson who was leaving to join the service. Another year passed and Mr. Bryson returned, to become interested in Miss Dougan's dream, to suggest practical steps to its fulfillment and ultimately become the secretary of the Educational Advertising Company.

WORKING OUT THE IDEA

This was the company that Miss Dougan and Mr. Bryson incorporated to represent the school book publishers and to sell their advertising space to the advertisers. It was first financed by Jay P. Black, President of J. P. Black & Co., and vice president of the First National Bank of Oak Park, Chicago. Mr. Black is now president of the company.

"From this point on," declared Miss Dougan, "Mr. Bryson dominates the stage. Unfortunately, much of the dramatic part of his acting in persuading the school book publishers to permit us to earn money for them cannot be made matter for this history because it involves other folk than ourselves.

"However, after having shocked these very conservative gentlemen, almost to the point of enmity by his proposal to put advertising in school books, he shocked them back again to friendliness by showing them how they could recoup their recent losses caused by increased production costs, if they would put advertising in school books. He showed them how the advertising he would recommend would actually be an asset to the books from an educational point of view, and how, in fact, they had always been putting advertising in their books anyhow by putting in their own book announcements.

"Casper W. Hodgson, of the World Book Company, was the first publisher actually to give us space in his books to sell, although the friendly moral support of various other publishers, notably Wm. E. Pulsifer, President of D. C. Heath & Company, and Chas. E. Merrill, Jr., of Chas. E. Merrill & Co., has added greatly to our confidence in going ahead with the plan.

"It is a little less than a year ago that we began to offer this space to advertisers, and during the period, we have sold it to the Procter & Gamble Company, the N. K. Fairbanks Company, the Kellogg's Toasted Corn Flake Company, Colgate & Company, the A. C. Gilbert Company, Rice & Hutchins, the United States Rubber Co., and others of their class.

"As time has passed, the proposition has developed along normal lines but with what we are convinced are wonderful opportunities for advertisers. We have found four ads to a book to be the most satisfactory average, which, of course, means dominance for the advertisers who use the space. We have also found that we can offer an advertiser any circulation he wants, from 10,000 to 25,000, in any territory he wants, local or national. This, of course, is of extra importance to an advertiser who wishes to concentrate in any one place, or who wishes to strengthen weak territory.

"As an illustration of some of the unique features of this service, Mr. Rogan, Advertising Manager of Procter & Gamble, says he welcomes this space as a means of getting his selling points before the colored population in the South—that he knows of no other way to do it for the people read so few newspapers or magazines. They must read the school books.

"One of the features of this medium of particular interest is the opportunity it offers for follow-up



Won't Teacher be Glad

When you raise your hand! For your hands can always be clean now. And mother won't ever again have to rub your ears till they hurt,—for all the dirt comes off quickly with FAIRY Soap. We have a big room full of pretty white cakes of FAIRY made just for you boys and girls. After school this afternoon each of you put in a penny or a one-cent stamp with your names and school address; then send them all together to

The N. K. Fairbank Co.

1435 Conway Building, Chicago

For every penny that you send you will get a pretty white cake of FAIRY—special small size for boys and girls.

After you've washed your hands with FAIRY, go up and show them to your teacher—and surprise her with a cake—for FAIRY is good for her, too! And she'll be very, very glad to have a cake of the soap that keeps her kiddies' hands so clean.

Tell your mother, too, and when your small cake is gone, ask her to buy a big one at the grocery store.

There's lots of FAIRY for all of you—it's white and pure—it floats—it keeps you clean. Send for it quickly.

FAIRY SOAP

The lesson of neat hands carried on this soap advertisement wins favor with both teacher and pupils

work. In most cases, we are enabled to give the advertiser a list of the teachers' names in the territory where the books are used, then if the advertiser has any educational follow-up literature—recipe books, calendars, or the like—he can circularize the teachers. And in every case, we give him a list of the towns in which the books are distributed. This gives him a chance to have his dealers tie up their window displays or other appeals with this advertising.

WHAT THE EDUCATOR'S SAY

"One of the questions we are asked most often is 'What do the Educators say about this?' The publishers who are putting advertising in their books—and several of the biggest ones are now doing it—take this matter up with the Educators, and when it is clearly explained that the advertising means actual added educational value to the books, and is helping the Publishers meet their increased cost of production, they universally approve. And, after all, why should any one doubt that the Educators are progressive enough and have vision enough to recognize the tremendous force for good that advertising has proven itself? Surely, the Educators could not be more conservative than the clergy and the clergy are using advertising very notably."

Needless to say, the space that Miss Dougan and her associates offer is all in a "restricted neighborhood." The advertiser who gets his copy into it must pass the censor. His product must be strictly compatible with the high standards of

school books. Needless to say, also, this is a feature that appeals to the kind of advertiser whom the Educational Advertising Company's representatives approach.

It is a little early to quote figures on success or even to make unreserved predictions as to the future. But there need be no reservations about the statement that the erstwhile country school teacher has created a new advertising medium—and a medium in which an unbiased onlooker can find many features that should make it popular among national advertisers—a medium which enables them to get an early hold on prospects, to sow their slogans in fertile minds along with the alphabet and the three R's—a medium that goes into the home and, especially in communities where the parents must themselves buy the books, receives the attention of the older generation as well as the younger.

And there need be no reservations about the statement that the good fairy has succeeded in brightening the school books.

Spencer-Lay Company in New Quarters

The Spencer-Lay Company, specializing in the production of commercial literature, has occupied new quarters at 110 West 34th street, New York.

Donald McLeod Lay, formerly managing editor of *Automotive Industries* and later with the J. Walter Thompson Co., is president, and Leslie V. Spencer, for a number of years associated with the Class Journal Co., and later with *Motor Life*, is vice-president.

Traffic Truck Appoints Publicity Man

Harry H. Hawke, general sales manager of the Traffic Motor Truck Corporation, St. Louis, announces the appointment of Millard S. Binney as publicity manager. Mr. Binney was connected with the Chalmers Motor Company prior to the war and, since returning from Europe in September, he has been sales manager of the Omaha branch of the Fulton Motor Truck Company.

"Factory" Representative Now in Philadelphia

John H. Stevens, *Factory* magazine's Pennsylvania and southern representative, has moved to the Philadelphia office of the A. W. Shaw Co., 303 Widener Building.

Peck Gets 50-50 Account and Others

The Peck Advertising Agency, New York, has secured the advertising account of the Fifty-Fifty Corporation, manufacturers of the 50-50 beverage, and is now placing schedules in western newspapers.

The Empire Bakers' Specialty Co., makers of Reelegg (eggs in powdered form), The Phytone Co., and the Home Supply Co., all of New York, have also placed their accounts with the Peck agency.



Mother Says I'll Never Have Corns

She says corns, bunions, ingrowing nails, fallen arches, callouses, and other foot ills, come from wearing shoes that are not the right shoes.

That's why she buys me Educator Shoes.

She says she wants my feet to grow straight and natural, with no bent bones, just as my hygiene lesson says they should.

And the best of it is, my shoes never hurt—not even when they are new! I can run and play all I want to. I don't have to "break them in," because they are made with plenty of room for all five toes to do their work.

Ask your mother to get you Educators. You can buy them at your regular shoe store—but be sure the name Educator is branded on the sole, or else it is not an Educator.

Write for "Bent Bones Make Frantic Feet," a free book about good and bad feet.

RICE & HUTCHINS, Inc., 20 High Street, Boston, Mass.

**EDUCATOR
SHOE**

Made for Men, Women, and Children

The educational copy employed to win young friends for a well known shoe

Exporters Present Solid Front to Capture World's Trade for Uncle Sam

National Foreign Trade Convention at San Francisco Notable for Spirit of Cooperation Shown Among Business Representatives Present

COOPERATION has been the watchword of the seventh National Foreign Trade Convention, held at San Francisco this week, under the auspices of the National Foreign Trade Council and ending today. Called together to discuss the general convention theme, "The Effect of Being a Creditor Nation," the American business men there assembled including leading manufacturers, bankers, publishers and sales experts have shown an amazing willingness to share the fruits of their individual experiences in the foreign field and to contribute to the united success of all in the venture into foreign markets. Aside from discussions of mooted questions with a view to formulating a foreign trade program for legislative, executive and industrial action during the year 1920-21, the convention has been remarkable for its "experience meetings" at which a long line of authorities have laid before the delegates, frankly and openly, invaluable data and material on export trading with the object of enabling American industry to present a united front in the competition with the European nations determined to give Uncle Sam a heavy tussle for world trade.

FOREIGN DELEGATES PRESENT

These talks have been listened to and the discussions entered into by delegates from thirty foreign nations. Representatives from many of the big trade associations gave the convention a national authority which impressed these visitors from abroad. Among the associations cooperating have been the Associated Advertising Clubs of the World, the American Manufacturers' Association, the National Association of Credit Men, the American Paper and Pulp Association, and American Chambers of Commerce both here and abroad.

Advertising and selling talk bulked large at the five general convention sessions beginning Wednesday morning. Foreign trade advertising had a special group of its own. Sales methods were discussed in several groups, particularly in that given over to direct selling abroad.

The Foreign Trade Advertising Group held its session in cooperation

with the American Association of Advertising Agencies on Wednesday morning under the chairmanship of Harrison Atwood, of the H. K. McCann Company, of San Francisco, with Samuel P. Johnson, of the Johnson-Ayres Company, of San Francisco, acting as vice-chairman. Among the speakers at this session were Frank A. Arnold, of Frank Seaman, Inc., who gave a talk on "Agency Service" and J. C. Culbertson, president of the Wichita Motors Company, who spoke on "Advertising Results."

PREPARING FOREIGN COPY

Telling of his company's foreign trade development from a single initial order from Cuba in 1912 to current sales to eighty-three countries throughout the whole world, Mr. Culbertson said in part:

We have found that educational advertising, to be effective, cannot be general. We must confine ourselves to the conditions of each particular locality or country. For example, the denizens of the deserts of Asia or Africa are not interested in motor equipment adapted for transporting logs or lumber. The wool growers on the Patagonian plains care nothing about the advantages of steel dump bodies for transporting sand and gravel, and the South African Zulus are not at all concerned about motor street sprinklers and flushers.

We have used three general methods of getting results, and these three are closely related: First, advertising in export trade publications; second, advertising through local trade publications and daily and weekly newspapers published in the foreign country where the product is to be sold; third, advertising by direct appeal, through personal letters, catalogues, and our own house organ.

In the preparation of all letters, it is important to have accurate information on the general conditions surrounding the prospective client, whether he be wholesaler, retailer, or ultimate consumer. We have a mass of data relating to our particular line in all countries, and we employ trained experts from foreign lands to supplement our general knowledge of existing conditions.

Our export catalogues must be very complete. We avoid the use of bombastic descriptions and superlatives. We carefully describe our product, and make our product measure up to these descriptions. Quality advertising goes hand in hand with a quality product, and advertising has no power that will bring repeat orders for an unsatisfactory commodity.

Taking up another and different phase of the use of publicity in foreign trade, E. P. Thomas, president of the United States Steel Products Company, told delegates gathered at the group session on Sources of Imports on Thursday afternoon that "there has been, so far, a notable absence of publicity with regard to foreign products which might be widely used in this country, but with which our people are only partially, if at all, familiar." He continued in part:

PUBLICITY FOR IMPORTS

A beginning has been made in the organization of foreign chambers of commerce in New York and elsewhere, the primary object of which is presumed to be the exchange of information as to the capacity of the United States to absorb certain classes of imports, and the ability of foreign countries to find a market for certain classes of exports.

The usefulness of such chambers of commerce could be greatly extended were they to concern themselves with the communication to our financiers and merchants of the opportunities for profitable investment presented by their respective countries, and for the establishment there of branches of American trading concerns and of American industries. There is a large and unoccupied field for popular education here with regard to the consumption of foreign goods, or rather the creation of a demand among our people for foreign products not now entering into American consumption or not yet utilized for further manufacture in this country.

The problem of a continuous and enduring expansion of our export trade, particularly in manufactured products, depends for its solution on a corresponding increase in our imports.

THE WORK OF THE EXPORT PRESS

How the export press is playing its important part in the furthering of trade relations between American manufacturer and foreign consumer was set forth by Franklin Johnston, publisher of *American Exporter* at the Thursday evening session of the Foreign Trade Press Group. Speaking on the value of advertising in the export journals Mr. Johnston said:

The advertising pages of any trade or technical paper are as interesting and valuable to the reader as the editorial pages—perhaps more so. This is particularly true in the case of export papers, for the importer abroad has a more di-

rect dependence upon the printed word than the merchant here at home. Salesmen cannot call as frequently or be summoned on short notice by telephone, telegram or letter, as in this country. A single exchange of letters may take two months. The importer must of necessity buy more largely by correspondence and less by personal interview than here, where merchant and manufacturer are within easy distance of each other.

In its advertising pages, the export press offers a medium for the individual manufacturer or merchant to acquaint the foreign buyer with his specific product. These pages, being so utilized by hundreds of manufacturers, constitute for the merchant abroad an invaluable buyer's guide to American machinery and merchandise.

Advertising in export papers has been the initial step taken by many manufacturers towards cultivating foreign trade. Such advertising is used both by small manufacturers, some of whom use no other form of foreign sales promotion, and by large manufacturers with their own branch establishments in the principal foreign countries.

INFLUENCING OPINION ABROAD

In these days when national consciousness in every country is so much in evidence, it is easy for actions or policies to be misunderstood and misinterpreted, particularly when reported only by abbreviated cable messages or sensational press reports. The export paper is in a position to present the true facts to our foreign customers, men whose influence on public opinion and on foreign affairs is very great. One of the duties of the export press is to help expose the fallacy that international trade is a kind of warfare, instead of being an exchange of products and services to the mutual advantage of the countries involved.

Andrew C. Pearson, secretary of the United Publishers' Corporation, acted as chairman of this group. Other speakers who addressed the session were James H. McGraw, of the McGraw-Hill Company, on the subject of "The Service of the Business Press," and G. Howard Davison, president of the American Publishers, Inc., on the subject of "The Agricultural Press."

Another significant group meeting was that at which the subject of direct selling abroad was considered. This meeting, held in cooperation with the American Manufacturers' Export Association was presided over by W. L. Saunders, president of the association, while Leonard S. Smith, of the American Laundry Machinery Company, acted as vice-chairman, and Robert F. Volentine, secretary of the American Manufacturers' Export Association, as secretary. The opening address was made by Mr. Saunders on the subject of "Why Direct Selling." He said in part:

THE CASE FOR DIRECT SELLING

The question of direct selling abroad

seems to me to be altogether a question of whether or not we are in a position to finance a project looking to the extension of one's business on a permanent scale.

All experience points to the conclusion that if we have a product of value, something which is, or which might be, used in a foreign locality, and if there is a fair chance to sell it at a price not too much above that of the native product, we should open an office there. At first, except with large concerns with plenty of money, it is best to get desk room in a house of established reputation. After a while, if all goes well, the branch can be extended.

In no case that I am familiar with has a business been established on any large and permanent scale abroad except through direct selling. I have a case in mind where a foreigner had the agency of an American product. He was doing a good business and the manufacturer at home was well satisfied. This agent retired from business. An American youth, who was only a sales clerk in his office, was made manager, and he doubled the business the first year.

Not only does direct selling bring the maker and buyer in closer contact and afford means of mutual sympathy and interest, but it enables the maker of the goods more nearly to meet competitive conditions. It shows him how to build his product to meet the needs or the fancies of his customer. There is also a psychological value in direct selling. The customer thinks and feels that he is in a position to get better prices and terms. Close contact between principal and agent always makes for the best results; there is created a mutual bond of interest.

Methods of surveying new markets were taken up by E. Wilhelmi Droosten, of the Robbins & Myers Company, who delivered an address on this subject before the group session which yesterday considered the practical problems of the export manager. He said:

Do not attempt foreign trade unless you intend to make it a part of your business. Analyze your markets before you start, and your ability to do the business right. Do not look upon the foreign market as a secondary condition or a dumping ground for left-over or imperfect goods. If you make a start with a foreign customer, stay by him. England, Germany, France and Austria put in intelligent efforts to develop the big foreign trade they had, and you will have to do the same. The concerns in this country who have made a success of their domestic business owe it to a thorough knowledge of their home market conditions. They can make the same success in foreign fields if they plan as carefully.

Educate your employees at the factory in the export business so that the different departments may become familiar with it and know how to take care of it intelligently, so they do not feel that there is some mystery about it, as many of them do. For this reason, it is frequently sidetracked and domestic business, with which they are more familiar, is given the preference. To the man who has made a study of the export business, it is easy, as certain rules and conditions

have to be complied with to the satisfaction of the foreign buyer. You can hold his business against competitors who come with lower prices and more attractive propositions because, as I have already stated, he realizes he is a long distance away from the market of supply, and if he is given the service so that he gets what he orders and within a reasonable time, and his goods arrive in good shape so he can go on with his business, he appreciates it and it is difficult for anyone to take his business away from you.

Yesterday afternoon saw the calling of an important group session to discuss the Webb-Pomerene Law as it affects export trade. Among the speakers on this subject was the Hon. Huston Thompson, vice-chairman of the Federal Trade Commission.

Other important subjects brought up at group and general sessions of the convention covered the foreign exchange situation, transportation problems, methods of financing foreign trade and questions of conditions in Russia and in the Orient. The convention banquet was held in the civic auditorium last night and the big meeting closed this morning with a final discussion of a national program for foreign trade.

Sales Managers Appoint Secretary

The National Association of Motor Truck Sales Managers has secured as permanent secretary H. D. Dabney, formerly of the Society of Automotive Engineers. He will open a permanent office in Detroit on June 1.

Kansas City Ad Club Holds a Show

One of the features of a very successful "Advertising Show" recently held in Kansas City by the Advertising Club there, was the inviting on each day of the week of a business organization to a luncheon in the Display Room, which was in the Coates Hotel.

Chicago Advertising Man is a "Collar and Shirt" Strike Leader

Included in the strike committee, which led 1,300 Chicago business men and office workers last week in abandoning their starched linen for the soft shirt with collar attached, is George F. Bryant, of the Robel-Bryant advertising agency.

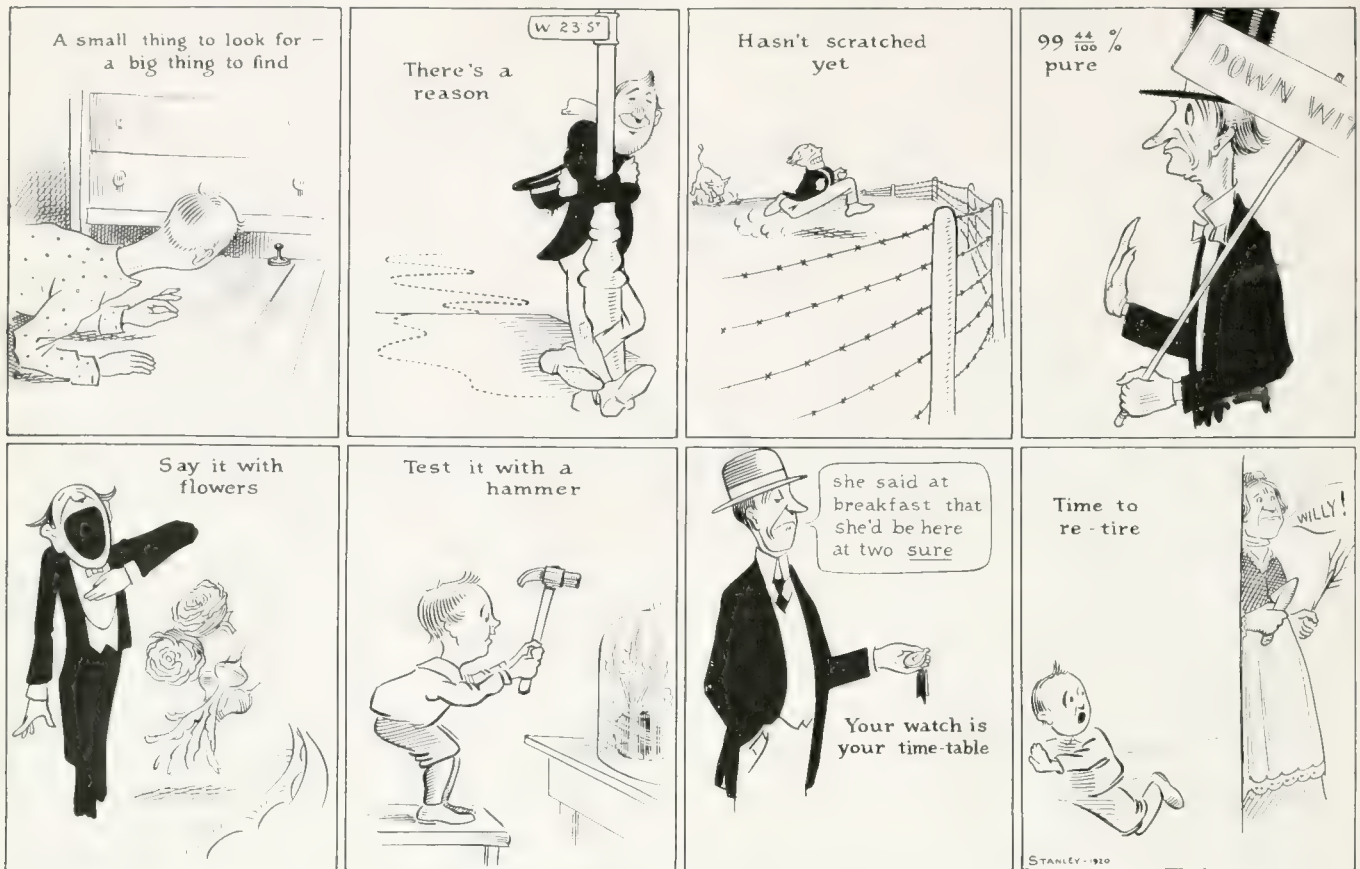
Purity Cross Advertising Head Resigns

A. Raymond Hopper, after a year and a half with Purity Cross, Inc., Orange, N. J., first as assistant to the president, later as sales manager and recently as advertising manager, has tendered his resignation, effective May 15. Mr. Hopper was formerly assistant advertising manager of the Edison Storage Battery Company.

Pere Marquette Railway Places Account

The advertising account of the Pere Marquette Railway has been secured by the Green, Fulton, Cunningham Co., advertising agency in Detroit.

Translating Advertising Slogans Into Every-Day Talk



As Artist Stanley of ADVERTISING & SELLING sees some of us do it

Helps for the House Organ Grinder

Some Hints That Will Serve to Lighten the Toil
of Those Who Get Out the Employees' Papers

By "MUDGE"

AS WE approached the Tool Room, the Boss nodded toward one of the old-timers and remarked to me: "Jack's a corking good toolmaker; I wish we had more like him."

Just then the Chief was called away. Moved by a sudden curiosity, I asked confidentially: "Jack, you've been here twelve years—what do you think of the Boss?"

"He sure is a damn fine man," Jack replied with hearty sincerity, "he's no more stuck up than me nor you."

The employer looks at the economic side, the worker at the human side. Every successful administrator of a business just naturally gets the habit of wearing his long-green spectacles. Unconsciously he thinks of his workers as factors in production, or commerce.

In wrestling with dollars, dividends, raw materials, unit costs, assets, profits, the Boss loses much of his native facility for seeing the

human side. And it's ten to one that he doesn't realize it.

But Jack the Toolmaker is pretty nearly economically blind. It seldom occurs to him to weigh the Old Man's fitness for coordinating finance, production, and sales, and earning satisfactory dividends. He

Editing Employees' Papers

GETTING out internal shop magazines, especially when their appeal is directed to vast numbers of employees, is something more than mere editorship; it calls for some qualities which the average reader of such papers in fact, of general publications also—does not always stop to consider.

Your good employees' paper editor or director must be a pretty keen person, not only with a "nose for news," but with a well seated understanding of what is in the minds of men besides.

The anonymous writer of the accompanying article is the editor of one of the really successful papers in its field, and if his modesty precludes the use of his name, his generosity allows the dissemination of his message, which is a really helpful one.

THE EDITOR.

passes judgment on the Boss as a man, and lets it go at that.

It is this wide difference of viewpoint which makes the life of an internal house-organ editor so alluringly uncertain. In almost any producing plant or commercial organization, it would be easy to edit a paper suitable to the employees; and just as simple to get out a sheet which would please the heads of the business. Trying to do both at the same time is what provides the "situations."

Before we go ahead with this story, let's get acquainted. I advertising-manage for a manufacturing company, without the aid of oversize non-skid spectacles—I'm a regular feller just like you, but I dassen't sign my name to this. Fame is sweet, but I don't want to take a chance on weakening the influence of our paper with the workers who read it.

Well, everybody's starting a "company paper." Recently we

have received a steady stream of letters from substantial concerns who are interested in internal house organs, asking for sample copies, please exchange, etc. Most of them signed "Advertising Manager," although occasionally a Purchasing Agent, Vice President, or assistant to the President writes.

So it is plain to be seen that a good many advertising men will begin to mix another kind of copy, for internal consumption. Something a little out of their regular line. Let us mark a few of the rocks and shoals, and chart a clear channel for some of these newly launched craft.

First of all: Sell the Boss, and sell him right! Clean up on this job before you go further. This bit of worldly wisdom has been refined from long experience, not so much my own but that of other house organ editors, good and bad (of papers dead and alive).

Mr. Advertising Man, whether the paper is your own pet which you have pleaded for and finally brought proudly into being, or whether it has been thrust upon your more or less broad and willing shoulders—lay out a clean-cut plan, and sell it thoroughly, before you go deeper. It will make the going much easier.

The management's purpose in starting the paper, in every case I have heard of, is to benefit both workers and company by increasing production and reducing wasteful labor turnover. It is proposed to accomplish these things through the promotion of interest and pride in the plant and product, resulting in increased loyalty and perhaps greater diligence.

So far, so good; but just what kind of paper is best calculated to produce the desired effects? Here is where the battle rages.

Of course there are some employers who are in close, personal touch with their rank and file workers, and such employers naturally will prescribe and advocate the sort of paper which will attract and influence the workers. But as intimated a while ago, it is exceptional to find such employers in larger organizations.

AS TO THE MATERIAL

In the great majority of cases, the contributions which come to the editor from the management are "Sunday-School stuff."

"Let's print some good articles in the paper, showing that every man ought to stick to his job and work hard," says the Boss. He is accustomed to giving the men di-

rect orders to do things, and he falls into the natural error of supposing that direct suggestion will make them think things. He uses TELLING when he should use skillful SELLING.

Copy suggestions come to the editor's desk which would not be considered except for the imperial stamp of approval which they bear. Talks on the necessity for hard work; lectures on thrift; articles on vital necessity for having brainy management to direct labor. Violent attacks on Bolshevism. The perennial story, in one form or another, of the man who got ahead by being a Good Indian.

Perhaps the stuff is true—but who wants to read it? You don't; I don't. Neither does Jack the Toolmaker. And since he won't read it, why print it? It weakens the paper.

I don't pretend to know the type of mind prevailing in every factory and store. But if we could judge from some of the papers on our exchange list, the average of intelligence is somewhere between that of the polyp and the oyster. Well do I know that the stuff in some of these papers would merely disgust our men and detract from their interest in the paper; and there would soon be no interest, if we persisted in printing such crude press-agent stuff.

Some internal house-organs are seized eagerly and taken home for the wife to read. Others are thrown upon the street.

We do not print one line of lecture, preachment, moralizing, or any such, unless perhaps it is contributed and signed by one of the shop men. And it is significant that not one contribution in a hundred is of this stripe.

THE READERS MAKE THE POLICY

So right at the start, face the fact that your first duty is to hold your audience. If your workers happen to be interested in themselves and people they know, in the store or shop where they work, and the products that they make or sell—if they prefer to be interested in such things and to read of them in language that "comes easy," then you must write of these things, in this way. The paper must be edited for the readers, and it will profit well by any courage that you may have to keep out the extraneous propaganda.

Let us take a long, sharp look at Group Spirit, or "Esprit de Corps," which we are so desirous of promoting. How can you grow it in your organization? What is it?

What is the summation of impressions which equals a loyal worker?

A man's loyalty to his company may be analyzed into this trinity:

1. Gregariousness; innate cohesion to a gang. The group instinct is so strong that it flourishes under the most adverse circumstances.

2. Attraction to other individuals within the group.

3. The concept that loyal service within this group will prove profitable to him as an individual.

Such influences as suitable tools and pleasant working and living conditions will, very naturally, have a marked effect on labor turnover; yet I don't mention them because they are outside the immediate human problem involved in loyalty. At the same time, we should face squarely the fact that the best of internal newspapers cannot sell the employees on a place which is not unquestionably a good place to work; that the employer who best held his workers without any paper, will get the most satisfactory results from a good paper.

Getting back to our trinity, we will now consider each of these three elements of loyalty, and describe the sort of editorial matter which has a corresponding appeal.

PROMOTING GROUP SPIRIT

The paper should idealize the plant or store, by furthering every worthy group interest. Baseball, basketball, bowling—all sports, of course, and most especially those in which the company is represented by a team bearing its name. Written up in lively sporting-editor style. The bum street-car service to the plant; the nearly beaneries. In fact, everything which affects the group as such should be seized upon and written about, to encourage the habit of group thinking; the herding instinct. Articles which promote pride in the product by describing it in service come under this heading, and such stories are eagerly read.

Not only should the paper make the most of every existing common interest, but the live editor will seek to create new group interests. For instance, last Christmas one paper promoted a collection to buy toys for the poor kids of the town, working with shop committees who collected the money, bought the toys, and played Santa Claus. Contests of various sorts may be held, preferably some game or sport at which a large number of the workers can compete.

PROMOTING REGARD FOR INDIVIDUALS

News stories about the activities of the workers may well make up

a large part of the paper. The man who works at the next bench is invested in a new aureole when he has been written up in the paper as a champion concocter of home brew. After Paul Schultz has been seen gathering chestnuts with that red-headed girl, written up in the paper, "kidded" about it for a week or two, and has shown his capacity for standing the gaff good-naturedly, the fellows have actually been drawn a little closer to Paul than they were before.

The continued publication of personal items is a sort of continuous cross-welding operation which knits the folks in your organization ever closer, and makes the organization ever more homogeneous and firm. To any man who has not taken the time to look close, it may seem frivolous to serve up small talk about Fred Werner's new coach dog, and the auto race between Mac's Lexington and Skinny's Ford—but these items do promote the good fellowship and mutual regard which are essential to shop or store spirit.

Further, under this heading of "selling the individuals to each other" comes the opportunity to make the executives better understood. Write them up from the human side, especially the ones who have worked their own way up from the ranks. Such stories not only show the value of well-directed ambition and hard work, but far more important, they show that the "big guns" are real human folks. If there is a little innocent spoofing in the stories, the fact that the executives enjoy a mild joke on themselves is the best sort of evidence that they are not "stuffed shirts."

PROVING THAT IT PAYS TO STICK

There are several good ways to do this. Here's our favorite: We feature several old-timers in each issue, printing their pictures and life stories. In the course of the story it develops naturally that Fred has worked at the plant for thirty years; that he has sent his four boys to college and one is a successful dentist here in town, one is superintendent of a big manufacturing plant, etc.; that Fred owns a buzz wagon and his cozy home and one or two pieces of real estate besides. The moral points itself. Fred stuck here thirty years; Fred has everything a man could wish for. Like faithfulness should produce like prosperity in any case.

There is no lecturing or exhortation to "stick to your job"; just an interesting story about a man they know well.

And now for a few "Don'ts" and other general suggestions.

GENERAL POLICY

Keep the stuff not only personal, but lively. The first function of the house organ is to get itself eagerly read, from cover to cover. Failing in that, you fail in everything. So remember that your readers work hard all day, every day; they have plenty of the dull grind, and will respond most warmly to lively wit, hearty slang, exaggerated good nature. If Providence has not fashioned you to be a humorist, hire one or two.

Use stock that will take a half-tone, and get out a decent-looking paper. If cheapness is an object, save your entire printing bill. Many internal house-organs recently started are serious reflections upon the organizations they are put forth to boost, and any man or woman would be ashamed to show such a miserable-looking thing to a friend in another shop or store.

Make the paper not merely self-respecting in appearance, but invitingly pleasing to the eye. Break up the pages with cuts and vary the page layouts.

Don't have "Departments." Keep the stuff all jumbled up, so that a reader will be encouraged to go right straight through the paper, instead of favoring certain sections. The advantages seem obvious enough to me, but gosh! lots of them just will do it the other way.

Don't have any "Editors." Let the paper edit itself, and first thing you know, everybody in the place will have a hand in it. Nearly every house-organ makes the mistake of publishing a masthead with names of editors, and the reporters in each department. This encourages the attitude expressed by: "George is the reporter; he is getting the credit. Let him send it in."

Much better to have boxes around, and let them drop the stuff through the slot. Also send a couple of bright lads scouting through the shop for news. Working it this way, we have scores of wide-awake reporters plugging actively for the paper, throughout the plant. We don't print any masthead at all; less than three per cent of our men know the editor's name, but they all holler like the dickens when the paper is late.

Of course, there is actually plenty of editing to be done; almost every story is a writing job. A live monthly can be counted on to keep a man hustling, steady. You will have to hire an extra man for the

paper, but don't make it his exclusive job. If you have an advertising department, it's better to hire your new man for all-around service in the department, and then let everybody do some of the work of getting out the paper. The "internal" will then be a diversion for everybody, good fun, whereas it sometimes gets to be a rotten grind when it's one man's steady job.

If the extra hand you put on has newspaper experience, or if there is any in the department, it will help amply.

Watch the percentage of personal stuff, and keep it high. We feel suspicious when ours falls to two-thirds of the total space.

Be ever new and original—keep pulling new stuff.

Be democratic enough to treat the men and the Boss alike in the paper, or else don't mention the Boss at all. It will not go down well, to refer to the Boss as "Mr. Sword," and call an employee of the same age "Joe." Use the Boss' nickname; call him "J. S." sometimes, and sometimes Mr. Sword. Treat Joe the same way.

A trifling matter, but one of those many little points which call for tactful handling. The job of an internal house-organ editor just fairly bristles with 'em. But it's great fun—go to it!

EDITOR'S NOTE—If you are running a paper, or seriously considering it, write to ADVERTISING & SELLING and ask that your letter be forwarded to the author of this article, who will send you a copy of the publication he edits and maybe a few additional hints.

"Fire and Water Engineering" Represented by Burns

Frank H. Burns, special representative with offices in the Little Building, Boston, has been appointed to represent *Fire and Water Engineering*, New York.

David Relinquishes Charleston "American" Representation

George S. David Co., 171 Madison avenue, New York, has resigned from the representation of the Charleston, S. C., *American*, effective May 1.

Patterson-Address Adds Two to Staff

Frank Jepson, formerly assistant sales manager of the Hurlbert Motor Truck Co., has joined the copy staff of the Patterson-Address Co., New York advertising agency. He was previously promotion manager in the Metropolitan district for the Firestone Tire & Rubber Co.

C. W. Heck, who has become a member of the agency's art department, was previously art director for Anderson & Ruwe, Inc., printers.

Will Direct Forge Products Sales

Charles H. Brennan has been appointed sales manager of the Jefferson Forge Products Co., Detroit, Mich.

Statistical Comparisons

No. 1



STATE OF NEW YORK
Area, 47,654 Square Miles
Population . . . 10,833,795



NEW ENGLAND STATES
Area, 61,976 Square Miles
Population . . . 7,448,489

	New York	New England
Number of Families	2,046,845	1,463,942
Literate White Families	3,306,268	1,637,320
Number of Automobiles, 1920	535,000	482,000
Expenditures for Better Roads, 1918	\$21,152,057	\$22,838,909
Number Personal Income Tax Returns, 1917	489,089	279,689
Net Income on Personal Returns, 1917	\$2,439,736,148	\$1,010,575,105
Net Tax Yielded Income Tax, 1917	\$249,597,422	\$68,860,803
Manufactured Products, 1914 Census	\$3,814,661,000	\$2,926,676,000
Expenditures for Public Schools, 1915	\$69,761,125	\$49,761,125
Average Circulation Daily Newspapers, 1919	4,677,393	2,945,059
Taxable Wealth, 1912	\$21,912,000,000	\$10,969,000,000
Bank Clearings (year ended Sept. 30, 1918)	\$202,480,000,000	\$14,781,000,000
Liberty and Victory Loan Subscriptions	\$7,659,948,400	\$2,221,316,700
Building Operations, 1919	\$415,855,043	\$23,037,922
Crop and Animal Production, 1919	\$813,179,000	\$528,641,000
Number of Farms, 1919	215,000	189,000
Farm Acreage, 1919	7,998,800	4,632,000

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000
A Day

What Advertising Means to the Dealer

He Must Be Considered In Every Campaign for Consumer Products

THERE was a time when many dealers were inclined to look upon advertising with suspicion, or at least with a feeling of doubt. They could not see in just what way advertising was an advantage in the retailing of merchandise.

There are two reasons for this. In the first place, advertising was never properly understood, and secondly, which logically follows, it was never properly used by the dealer.

Now that advertising is a recognized necessity and plays an important part in merchandising, the question is no longer, "Does advertising pay?" but, "How can you make it pay?" In other words, dealers are wondering how they can arrange their selling methods so as to take full advantage of the advertising which the manufacturer directs to the dealer's customers.

In order to answer this question properly, we must have a clear understanding of just how advertising works. At one time dealers took the position that, "Advertising must show me." In other words, "dared" advertising to do them any good, and in many cases advertising did not do them any good.

The purpose of advertising is to create a consumer market for the merchandise which the dealer handles. In other words, the object is to make it easier for the customer to come into the store and easier for the goods to go to the customer. But it doesn't operate independent of the dealer's activities.

GETTING YOUR "MARBLER" OVER

To use a familiar illustration: Suppose you take a handful of marbles, all of the same size and weight, and with one swing of the arm, throw them up a sloping board, the object being to get them all over the top end of the plank. For some reason these marbles go unequal distances. Some go to the top of the plank and roll over; others go almost to the top, then come to rest and if nothing happens, roll back to the bottom. Now the object of your throwing these marbles up in the first place was to get them all over the top. Apparently something was lacking to accomplish this purpose.

The smart thing to do then is to have someone stationed at the top end of the sloping plank, and with

very little effort, reach out his hand and pull them over. The man at the top end of the plank does not have to go down to the bottom and carry them all up, he merely stands there and with slight effort converts into actual accomplishment what is otherwise an unfinished job. And he gets the benefit of all the effort applied in getting the marbles up to the top end of the plank and over.

Advertising works much in the same way. It shows the goods, and showing the goods is salesmanship. It creates an interest on the part of consumers. It vouches for the quality of the merchandise. In other words, it gives the consumer an incentive to go after that product or, to get back to our illustration, it throws the marbles up the hill, toward the dealer's store.

The dealer who features advertised products and makes this fact known to his customers, is like the man at the top end of the plank who reaches out and pulls the marbles "over the top." It is the easiest and least expensive way to create actual business.

The smart dealer is the man who takes advantage of influences already at work, just as in the elec-

tric light industry they took up with a waterfall already in action. This, obviously, is simpler than creating a waterfall. So, also it is simpler for the dealer to actually hook up his own operations so as to utilize all the advertising in his territory which has been done at the manufacturer's expense.

In other words, when the manufacturer advertises, the consumer wants to know, "Where can I get this product?" That is, she is "ripe" for a purchase, and if the sale is to be an actual fact, the dealer must say, "We have it."

There are many ways in which he can do this.

It is up to the national advertiser to see that the dealer has the proper kind of "helps" to enable him to meet the large campaign, and, by displays both in his place of business and in such media as he has at hand, to inform his trade, that he is, in fact, THE DEALER from whom to obtain this or that product. If the national advertiser does not protect his dealers he may not stay long in the national group, and if the dealer does not tie up with national campaigns he may have to meet competition that does.

Leaves Aeolian Advertising Department

C. C. Applegate, for five years connected with the Aeolian Company, New York, has resigned his position in the advertising department.

Publishers Appoint Executive Secretary

At a recent meeting of the board of directors of the National Publishers' Association, New York, Theodore Waters was appointed executive secretary and assistant to the president. George E. Cook is now president, pro tempore.

90-Day Clause in Advertising Contracts

In a bulletin sent out to members by the executive committee of the Associated Business Papers this week, recommendations for a clause in advertising contracts, giving publishers the right to advance the contract rate on 90 days' notice, were made. This is in accordance with the action taken at the special meeting of the association in New York on April 6.

Mackenzie is Appointed Timken Advertising Manager

Robert E. Mackenzie has been appointed advertising manager of the Timken Roller Bearing Co., Canton, Ohio. Arthur H. Cummings was formerly advertising manager of the company.

Burlington Paper is Elected

The Burlington (Ia.) Gazette has been elected to active membership in the American Newspaper Publishers' Association.

Kansas Stores Advertising Man Resigns

H. S. Street, advertising manager of the Pelletier Stores Co., Topeka, Kan., has resigned to become representative for the American Salesbook Co. in that territory. He is succeeded by Miss Ann Walker, sister of J. B. Walker, president of the Pelletier Stores Co.

Elmiger Joins Mayers Dealer Service

F. J. Elmiger, poster artist, formerly with Stanford Briggs, Inc., has joined the art department of the J. R. Mayers Dealer Service Co., New York.

Kobbe Places Diamond Pen Advertising

The advertising of the New Diamond Point Pen Co., makers of the Diamond Point Fountain Pen and the Auto Sharp Pencil, is now being placed by the Philip Kobbe Co., New York.

Randall Gets Another Account

The Fred M. Randall Co., Detroit advertising agency, has been appointed to handle the advertising of Fenton, Corrigan & Boyle, investment bankers in Detroit, Grand Rapids and Chicago. Orders are going out to central west newspapers.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



AutoStrop Razor and Collier's

The AutoStrop Safety Razor Company is using Collier's as the backbone of its national advertising campaign.

Watch Collier's

The Men and Women Who Make Our Mediums

CHARLES DANA GIBSON

President of *Life*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By BENJAMIN OGDEN WILKINS

CUBIST? Futurist? Which of the new schools does he follow? That seems to be the first consideration regarding an artist when one is mentioned these days. But Charles Dana Gibson is none of these new-fangled species—no's way above all that. And when I say above it all, I mean it, literally; and here's one fact that proves it.

His studio is located in a building which has its eccentricities—that has to be admitted. Perhaps some of the oddities were allowed in order to make the futurists and the other curious cults feel at home.

For instance: In ascending by elevator, one notices that the floors are numbered quite according to the accepted customs applying to such things, until you pass the *fifth* floor. Then note what happens! The very next level is labeled "6 and 8" and, as if that were not quite enough to prove the location of the cubists, the next floor (above "6 and 8," remember), is the *seventh*. But, as I said, Mr. Gibson is far above all these fads and currently stylish peculiarities—he is safely perched in a handsomely equipped studio on the *ninth* floor, in the tower of the Carnegie Hall studios building—that is, Gibson, the artist.

For thirty years Mr. Gibson has been a regular contributor to the principal periodicals of the country, although for some time past he has been devoted to *Life*, and besides being its newly installed publisher-president, he now confines his artistic efforts exclusively to that publication.

Charles Dana Gibson was born at Roxbury, Mass., on September 14, 1867, and about the time he joined the Art Students' League, in 1883, he began successfully to submit his drawings to *Life*. Some of his series caricaturing American society life in a broad, kindly, humorous way, have run into volumes of considerable size. Probably "The Education of Mr. Pipp," (in which the leading character is shown fashionable and the way a father should

be properly brought up by his daughters and a mother devoted to her children), was the most popular. But the later series, continuing the trials of Mr. Pipp, in "The Adventures of Mr. Pipp," as well as "A Widow and Her Friends," and "The Social Ladder," were great favorites. Other groups of pictures done by Mr. Gibson and issued in book form, are: "Humorous American Pictures," "Pictures of People," "Sketches and Cartoons," "The Americans" and "Sketches in Egypt."

Then, too, he has done a group of illustrations of "People of Dickens," and aims to complete this collection so that most of that author's works may be illustrated in the Gibson style. He was a personal friend of Richard Harding Davis, and illustrated that author's stories and travel works. All his work has been very popular. In fact, there are not many rooms in the girls' boarding schools which have not at least one reproduction of this artist's drawings.

FOLLOWING A DEFINITE PLAN

Mr. Gibson has chosen to use comparatively few characters rather than many types for his work, but these he has created and excels in. Everyone knows The Gibson Girl, and in the drawings wherein there are several women, the faces of all are alike, though some have an added line or two which deftly gives the age and mentality of the character.

Mr. Gibson deliberately sought and found a method in which he could express his personality—and he chose the line drawing, generally called "black and white," for his medium. One of his critics, Arthur Crane, said it was Gibson's "dialect of line" that characterized it and made it recognizable as far away as one could see it. He is "a humorist—a satirist in black and white."

It has been said that he never draws without a model, although he has followed his art so long. When, recently in his studio, I

asked him about that, he laughed at the question, answering: "Of course I use a model. But you can't draw the model—it takes imagination—you have to draw what the model represents."

I think Mr. Gibson would be most ready to declare that his habits of work and industry have been the best backing and support for his genius and natural gifts. His early drawings, done on order, kept him busy and stimulated him so that he has turned out an enormous amount of completed work during the past quarter of a century.

In his early drawings there was a talent exhibited far beyond customary for those who will later develop to fame, though he was not stunted by precocity.

DILIGENT, FROM EARLY YOUTH

Although he enrolled at seventeen in the Art Students' League and in 1886 made a showing in the periodicals, three years later he gave that up and went to Paris to be a student at the famous Julier's. Then he came back to New York after one year abroad, and issued his first book of drawings. The following year he again went over and spent a year, this time in London, soon after producing a series of drawings entitled: "London as seen by C. D. Gibson." Then, two years later, he spent a winter in Munich to further perfect his work.

During each of these trips, he was assiduously collecting material and studying, rather than giving his time to diversion. He realized, even at this early stage, that the specialty is the thing—even for an artist—and, while there were many clever and well known men in the field, Mr. Gibson pursued his own angle of the work, cultivating the cartoon habit, depicting customs and laughable situations for his satires. His work represents so much genial humor which reaches the heart of his audience, that, for the past thirty years, he has had orders for as much work as he can produce.

This all meant that Gibson was not becoming a fad, he was much more than that—he became an American institution. He picks his unknowing subject much as did the beloved O. Henry; from the ball game, a scene in the park, a waiting-room of a ferry, or in the theatre. He has been called "a genial satirist of polite society" who gives us "genteel, pictorial comedy."

It is easy to learn which of the series of Gibson pictures has been the favorite with the public, but I

was curious to learn which was Mr. Gibson's own choice. He surprised me with his reply: "Why, it's the one I'm just about to begin. THAT will be the big one."

But it developed that the one piece of work he considered his best had always been the one about to be started. There is, I think, a moral in that. We have many confessions, these days, about the success of prominent men and their formulas for repeating the triumphs—but Mr. Gibson's, it appears to me, is a truer one and more frank than most: to make the work about to be done the fulfillment of all the dreams of perfection, to surpass, in it, anything done before. That, surely, is the secret of a great career, and, likely, his secret of the fountain of youth.

THE MAN AND THE PUBLISHER

But the man himself! Well, he has so long been a public figure and a popular idol, and has been seen by so many people (when once pointed out, his distinguished figure and manner are so clearly impressed), that it seems hardly necessary to try to describe him. He is tall, a very tall man, well over six feet; he has a listening look, one that you know at once is taking in each syllable and weighing it for possible use in molding a phase of his work. And his hands are large, manly hands, with slender, but capable fingers.

On his favorite walk through Central Park one morning a few days ago, noticing the men at work turning up the sod for the Spring planting, Mr. Gibson said to me: "How I wish I could be up at my country place now and watch the men ploughing and getting ready for the summer!" And, as I looked at him, I knew he was longing to take hold of a spading-fork with his own able hands, and get close to the soil and dig—dig hard and heartily, like a boy. He is young, in spite of his fifty-two years. He walks up and down hill like a lad of twenty, and his wonderful endowment of youth, I believe, has kept his heart and mind plastic and impressionable so that he has kept pace with, if not a little ahead, of the times. Though he is grandfather to a six-months-old little idol, and has a son now in Yale, he does not grow old.

And now he has bought *Life*, the publication to which he has contributed for over thirty years, and through whose pages many have learned to look, that they may get a glimpse of the world through his eyes. He is not interfering in its



CHARLES DANA GIBSON

direction, but has maintained the same editorial staff and even allowed the old art department to continue working out its own policies.

"Brooklyn Daily Eagle" Party Returns from Enjoyable Tour

The Brooklyn *Eagle* party of 120 members, organized at the request of the Department of Interior, returned from its Grand Canyon National Park Dedication Tour last Saturday.

The party, which left on April 8, to take part in the dedication ceremonies at the Grand Canyon, had a special train of twelve cars and went West via New Orleans and Texas, up the Pacific Coast to Santa Fe, then to the Yosemite National Park, and back by the way of the Grand Canyon and Santa Fe. While at the opening of the new park, the party raised a fund with which to construct a gateway marking the entrance to the Grand Canyon. The Brooklynites were entertained royally by the Chambers of Commerce in the various towns and cities through which they passed.

Last year the Brooklyn *Daily Eagle*, at the request of the Secretary of the Interior, took a party westward to inaugurate the motor route connecting the National Parks, and at that time the party raised a fund to build a road connect-

ing the National Parks of this country with those of Canada.

Sends Magazines Color Ads

To a selected list of magazines, the Freeman Advertising Agency, Richmond, Va., is sending out full page advertisements in colors for the C. F. Sauer Co., manufacturers of flavoring extracts. Quarter pages are being used as follow-up. Grocery papers are receiving full page copy and newspapers in certain territories are to be used.

Advertising for the National Machine Corporation, Suffolk, Va., is being directed towards peanut pickers through Southern farm papers. Recently this agency secured the account of the Norfolk Mattress Company, also.

Peanut Growers Will Advertise

The Virginia-Carolina Peanut Growers' Association, recently organized along the lines of the California Raisin Growers' Association, has appointed the Freeman Advertising Agency, Richmond, Va., to direct a campaign which it will soon inaugurate.

Kelley Company Will Advertise the New Handley-Knight Motor

The Handley-Knight Motor Car Company, Kalamazoo, which will introduce a new car about midsummer, has placed its advertising with the Martin V. Kelley Co., Toledo advertising agency.

Enlisting the Business Press to Speed Production

How This Great Agency Serves to Weld Together Capital, Labor and Management

By JAMES H. MCGRAW

President, McGraw-Hill Company

LOW PRODUCTION per man is an accepted axiom in industry throughout the world today. The Great War shattered some fundamental conceptions of responsibility, which are having their reaction the world over in the minds of men. Low production today is a state of mind. To bring about increased production we must change the state of mind, as well as the physical elements.

No greater force for practical accomplishment exists at hand than the business press of America. Linked as it is with the heart of industry, in practical contact with what can be done and how it can be accomplished, it presents a great dynamic, educative force to raise the standard of thinking of all classes of men in industry.

WHAT THE BUSINESS PAPERS CAN PROMISE.

Production, in fact, is not a matter of theory, but of the practical putting together of labor, of materials, of machinery, and of management, to supply the economic wants of the work. This huge fabric of industry is threaded by more than 2400 business papers, trade papers, engineering papers, technical journals, and industrial papers. In practically every line of industry and every phase of industry, there is a journal for the man who seeks to accomplish more in his particular line, no matter what his trade or calling or profession. Records available show that 819 of these publications of which check could be made, have a total circulation of 6,351,059.

The one great problem of how to increase production which is facing the world today divides itself into several major problems. If the business men of America will intelligently consider these major problems, if they will recognize the slow, but sure, process of education in the solution of these problems, the business press stands ready as one all-embracing medium through which the vital and intimate needs of the separate trades or professions may be consistently and comprehensively developed.

Take the world-old problem of labor and capital—two of the factors in working out an economic program for increased production. Traditions and prejudices, have tended to throw up a dividing wall that separates "labor" from "capital." False conceptions of work have been developed until we popularly have come to believe that men who provide the management ability, and the men who provide the money, and the men who provide the manual skill and the labor of production are different kinds of men. One would think in some of the discussions that they all spring from different sources, that there is only one kind of worker and he has been dubbed the "toiler."

EMPHASIZING THE DEMOCRACY OF BUSINESS.

As a matter of cold fact, if we may emphasize, as we can emphasize, through the business press that the majority of the industrial leaders of America were once workmen, that eleven out of the twenty-four railway presidents, for example, today, were once messenger boys or clerks, that dozens of managers and superintendents, and hundreds of capitalists and financial men were one time store clerks or farmer boys or mill men; if we can only emphasize that the thing which separates them into a class is not a distinction in the kind of work they do, but in the kind of thinking they do, we will have at least gone part way toward the solution of the so-called labor problem. And no force exists today, better able from a practical point of view, to point out the difficulties, as well as the opportunities of industry, to stand as a third party and admit the abuses of power on both sides, than the trade press.

Take the second great condition of increased production—the invention and the application of machinery to increased man power. No nation in the world has set the standards for ingenuity in finding mechanical ways of increasing output more than the United States. No nation has been more fertile in invention and imagination and in resource, and paralleling this

statement, no nation has a technical press which compares with the technical press of America in providing the literature of invention, the literature of progress in mechanical arts, which at once records and stimulates further progress and further invention. No nation has men more ready to put their minds in type than the American inventor and the American manufacturer, and who shall say that this fluid interchange of thought between industry and between men in industry is not one of the potent factors in making our country the reservoir of ideas that it today is in mechanical invention and the mechanic arts?

NEED OF BETTER DISTRIBUTING METHODS.

As a nation we are today relatively efficient in making goods. We are relatively very inefficient in distributing them. The editors of the trade papers have the opportunity for leadership in pointing out and making generally understood better methods of distribution. They look upon the merchant and the dealer not as a slot machine for distributing merchandise for which there is an existing demand, but as a man who is also creating new demands locally. The editorial pages of a trade paper are used to teaching the dealer how to capitalize his own position in creating more business for himself. The local merchant pays money for a subscription to a trade paper to get sales-building ideas, and every new idea he gets must tie up with some manufacturers' merchandise.

I have said that increased production and the possibilities of increased production is a state of mind. No body of men is more responsible for this state of mind than the management, which is the fourth great factor in production. There is just as much opportunity for the development of the intelligent application of management to industry as for the intelligent application of machinery to the processing of materials. Human engineering and business engineering are two new terms in our dictionaries which have come out of a new kind of thinking in industry.

The business press sees men and machinery and material and capital put together, and made a co-ordinated working whole by management.

Of more importance possibly than the relation of the business press as a recorder and a clearing house of ideas is its professional relation to its industry or trade. The editors of the business press have the opportunity to be both a part of an industry and to stand on the side lines looking out over industry. They can see, because of their exceptional opportunities for investigation and association with leaders of their particular fields, the general trend of an industry. They can help and do help point out and chart the way of the industry, and they have a sense of responsibility toward the public which that particular industry may serve, which is one of the fundamental values of the business press.

PUBLIC OPINION A GUIDING FORCE

Lincoln believed in the people. Opinion in this country is made by the people. Industrial opinion is made by a comparatively small percentage of the hundred millions in the country. The business press is the voice of industrial opinion. It is the function and the purpose of the business press to help in the accomplishment of the great problems now before the country. The business press of the country has grown with the business of the country, until today the leading papers of an industry are as much a part of it as any other group in the industry. A responsible business press is one of the greatest forces for practical accomplishment in the world today. The great journals of industry have been built on this conception of service, and it is in that spirit that they rededicate themselves to the problems that are facing our country today.

From an address delivered by Mr. McGraw before the "Increased Production" convention of the United States Chamber of Commerce at Atlantic City.

"Chem & Met Engineering" Appoints Representative

Maurice A. Williamson has been appointed Philadelphia representative for Chemical & Metallurgical Engineering. Mr. Williamson has been connected with the Norton Company, and was previously engaged in advertising work.

Drake Is With Kelley Co.

John Drake, formerly connected with the Campbell-Ewald Advertising Agency, Detroit, has joined the staff of the Martin V. Kelley Company.

Bergmann Becomes Sterling Sales Manager

A. C. Bergmann, for the past five years New York branch manager of the Standard Parts Co., became general sales manager of the Sterling Motor Truck Co., New York, on May 1. Previous to his service with the Standard Parts Co., Bergmann held executive positions with the Mercer, Fiat & Simplex companies.

Advertising Manager Honored

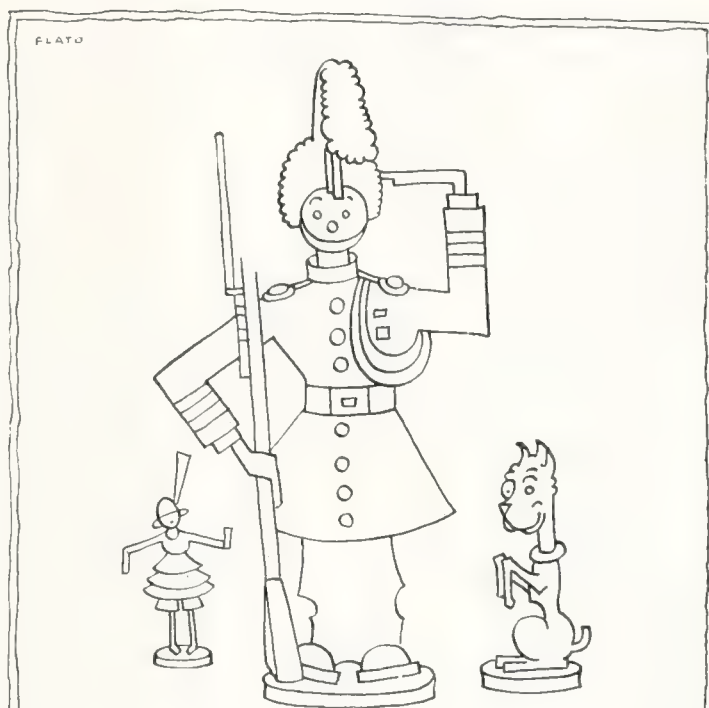
J. S. Oliver, advertising manager of Gaston, Williams & Wigmore, the big export and import company, was recently elected president of "The G. W. W. Club," a social organization, composed of five hundred employees.

A. T. MacDonald Manages Washington "Times"

A. T. MacDonald, one of the best known newspaper men of the country, who has been at the general offices of the Hearst organization for the past two years, has been appointed general manager of the Washington Times. He succeeds Edgar D. Shaw, who will now be associated with Joseph Moore in the general management department.

Armour Augments Publicity Bureau

Leslie O'Rear, formerly with the Associated Press in Chicago, has become a member of the publicity bureau of Armour & Co., Chicago.



**Did you ever see everything
at a three ring circus?**

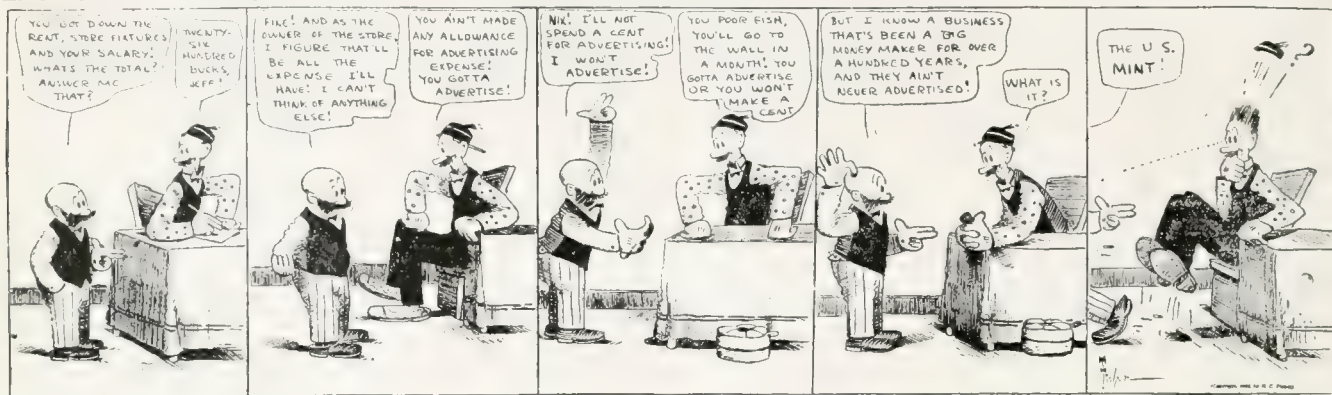
THAT is the question a leading advertiser asked me. "Though I built my business on advertising," he said, "increasing my appropriation 25% every year. I am worried now for the first time about my advertising. Nineteen-twenty is going to see so much advertising in mediums of every sort. Will mine be seen and read? Will yours?"

How shall we make sure of it?

Ask A. J. K.

MUTT AND JEFF—There Are Exceptions to Every Rule By BUD FISHER

(Copyright, 1938, by H. C. Fisher. Trade-Mark Reg. U. S. Pat. Off.)



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Seeing the Farm Market on an Overland Jaunt

On the theory that the farm market will sell itself by being seen and investigated at first hand, sixteen men from large advertising companies and agencies in New York City and Boston, representing many of the largest national advertisers in the United States, are being brought to the Mid-West by the Capper Publications, of Topeka, Kan., as the guests of the organization.

The actual tour of the four states centered about Topeka, Kansas, Oklahoma, Nebraska and Missouri, will be 2,300 miles long and the advertising men will travel a total of 5,200 miles during the trip from New York City.

The big "See" trip was originated by Marco Morrow, assistant publisher of the Capper Publications and B. P. Bartlett, head of the promotion and merchandising department of the organization. Their theory was that the best way to promote the farm market was to let it promote itself. It was their conviction that the farm market had to be seen and investigated before its importance and possibilities could be fully appreciated by men not intimately familiar with it.

Viewing the farm market from the windows of a railway coach did not appeal to Mr. Morrow and Mr. Bartlett. They felt that their guests should be given the opportunity to meet the farmers themselves, talk to them and obtain their point of view. They wished the advertising men to meet country and city merchants in the Mid-West, see what they were selling and how they were selling it, and to obtain an idea of the value of the hookup with national advertising, and the opportunity for putting across the hookup.

So it was determined that the trip should be made largely in motor cars, because the party could stop whenever it was desired and could visit many points of interest not readily reached by rail.

The trip began May 10 at Kansas City, Mo. From there the route leads to Topeka, where the Capper Publishing plant is located, then to Oklahoma City, Okla., El Reno, Enid and Watonga, Oklahoma, Arkansas City, Wellington, Winfield, Wichita, Hutchinson, McPherson, Salina, Abilene, Junction City and Manhattan, Kansas. From there the party will go to Falls City, Humboldt, Lincoln and Omaha, Nebraska and on to Columbia, Boonville,

Malta Bend, Marshall and Kansas City, Mo. The trip will last two weeks.

Besides the guests, from eight to fifteen members of the Capper organization, including advertising men and editors of the various publications, accompany the party.

Advertising men who accepted the invitation to make the trip are: W. H. Stark, George Batten Co. (Inc.), New York City; Harold Murray, Sheridan, Shawhan & Sheridan, New York City; F. F. Hillson, H. K. McCann Co., New York City; Harold F. Barber, J. W. Barber Advertising Agency, Boston; A. M. Lewis, J. Walter Thompson Co. (Inc.), New York City; James C. Hindle, Harry Porter Co. (Inc.), New York City; William A. Hart, Frank Seaman (Inc.), New York City; George Clauss, Moss-Chase Co. (Inc.), Buffalo, N. Y.; W. R. Gardiner, Gardiner & Wells Co. (Inc.), New York City; H. H. Charles, Charles Advertising Service (Inc.), New York City; L. E. Smith, Ruthrauf & Ryan (Inc.), New York City; S. H. Don Shea, Newell-Emmett Co. (Inc.), New York City; G. L. Ball, Frank Presbrey Co. (Inc.), New York City; Frank Kauss, Federal Advertising Agency (Inc.), New York City; R. E. Plimpton, Wales Advertising Co., New York City and Douglas J. Ogilvie, Van Patten (Inc.), New York City.

Advertising in Switzerland

"How to advertise advantageously in Switzerland" is explained in an official report by the American Vice-Consul at Berne. He says in effect:

American firms interested in inaugurating an advertising campaign in Switzerland are confronted with a problem which is difficult to deal with except through an agency in Switzerland itself. Quite apart from any possible lack of knowledge in the United States of Swiss temperament and local conditions, the fact that Switzerland's population of less than 4,000,000 is divided into German-speaking (71 per cent), French-speaking (21 per cent) and Italian-speaking (8 per cent), sections creates an obstacle of considerable difficulty. All three of these languages are recognized as official, and all government

decrees are published in these three languages.

There are less than half a dozen agencies in Switzerland which largely control the placing of advertising. While advertising may be placed independently and not through agencies, there are still certain advantages to be derived from placing advertising through agencies. They generally receive special rates which permit them, in turn, to grant certain reductions to their patrons. In addition to this obvious advantage there is a considerable simplification in correspondence and accounts in a campaign involving several newspapers and different languages, if done through an agency.

Billboards along railways are no longer permitted, as it is held that they disfigure the countryside. On account of the large number of tourists who normally visit the country, railway guides, time tables and directories have proved popular mediums for advertising.

Although Switzerland embraces but a small territory and communication is rapid and easy, there is no single newspaper sufficiently national and sufficiently widely read to serve as an effective medium for an advertising campaign to cover the entire country.

For advertising designed to reach certain classes, as, for instance, watchmakers, bookbinders, etc., there are a number of special trade and professional publications.

Barnes Goes with "Modern Priscilla"

Walter C. Barnes, who until recently has been representing *Today's Housewife* in the western territory, is now representing *Modern Priscilla* in the same field.

Capehart-Carey Corporation Organized

With \$100,000 capital stock, the Capehart-Carey Corporation has been organized in New York to conduct general advertising in American, British and European publications. The company, which makes its offices in the Times Building, takes over Capehart's Maiknown Methods, Inc., and the International Publishers Representatives, Inc. The business will be carried on by the officers which controlled the former company.

WORLD'S ADVERTISING CONVENTION, JUNE 6TH TO 10TH

We hope Newspaper Advertising Men will take time to go through The News. There may be some methods used in the Classified, Display, Merchandising or Business Departments or in the Composing Room which will interest them.

Behind The News one of world's best markets

COME to the World's Advertising Convention, June 6 to 10. The five days will be *cram-full* of meaty business discussions.

At the same time you will be able to obtain some very definite, first-hand information about one of the world's best markets. The Indianapolis Radius has the highest per capita buying power on the continent. Indianapolis is the 13th retail market in America. The wide awake advertising man, therefore, looks forward to his convention trip. He knows and hears much of Indianapolis. He wants to know more.

In order to visualize this great market, The News will have two exhibits. One will be in the lobby of the News building on Washington Street. The other will be at the Newspaper Department sessions in the Assembly Room, eighth floor, Claytool Hotel. It may be that with the hundreds of other guests in Indianapolis you will not receive the personal atten-

tion to which you are entitled. Won't you therefore write us now about any points you would like to have us investigate for you. Perhaps you would like to know how some product is going, or if a certain automobile is sold here, or the market possibilities for a new tooth paste. We are at your service. Just write us. You can depend upon our analysis.

In fairness to the national and retail advertisers whose space we are already reducing, publishers advertising during week is limited to 600 lines.

THE INDIANAPOLIS NEWS

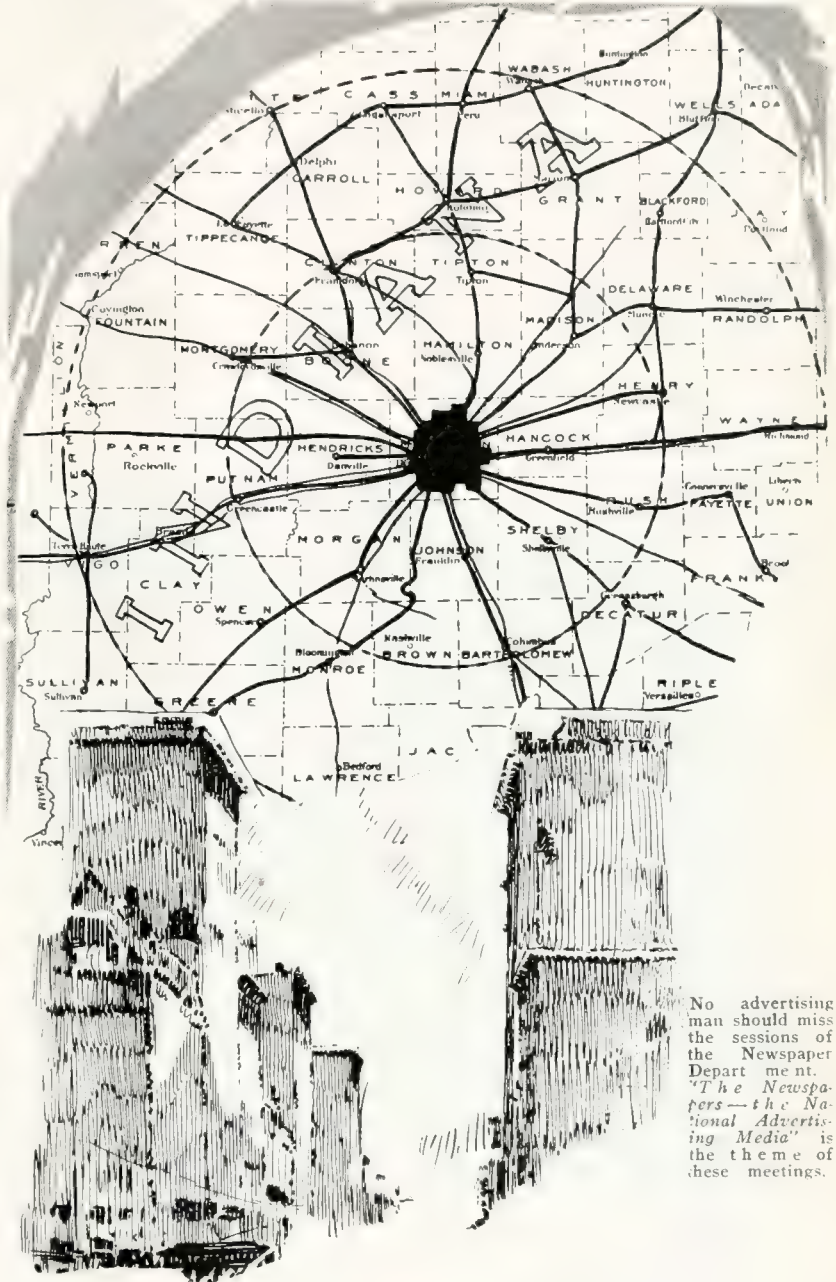
FIRST IN AMERICA IN 3c. EVENING CIRCULATION

New York Office
DAN A. CARROLL
Tribune Bldg.

Advertising Manager
FRANK T. CARROLL

Chicago Office
J. E. LUTZ
1st National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS



No advertising man should miss the sessions of the Newspaper Department. "The Newspapers—the National Advertising Media" is the theme of these meetings.

Helping the New Merchant Over the "Humps" and How It Aided Sales

"Starting in Business Is Like Getting Married," and Some of the Subsequent Experiences Try the Souls of Us Poor Human Beings

By SAUNDERS NORVELL

IN the March issue of *Drug Topics*, I said that buying your opening stock of merchandise and starting in business on your own account was like getting married. Now we know that in marriage just two things can happen: either it is to be a romance or a tragedy, and the thing we have got to look out for is the tragedy. When selling a merchant his opening stock, I used this matrimony comparison with good effect—He understood. Whether his conjugal tie had proven a bed of roses or a bed of thistles, the homely simile hit him in a tender spot, and he visualized the picture—it's easy when you've been there.

Yes, sir, buying new stock is just like getting married, but it is like getting married in more than one particular. After a while—say in about a year—the chances are there will be an addition to the family. In the meantime there will have been doctors' bills and nurses' bills. The druggist has sent his contribution in the form of a "Please remit." After a hard day's work at the store you will go home at night and with sleepy eyes and tired feet pick up tacks as you walk the floor with a colicky baby.

Say, brother, have you ever walked the floor with a crying baby when you were all worn out?

If you have, we are members of the same lodge!

AT THE GRAY DAWN

Do you remember your thoughts as you saw the gray dawn appearing through the windows? Maybe in this "zero hour" of the morning you figured out that married life was not all that it was "cracked up" to be. The friends and neighbors are not sending in any flowers. No body is making any presents. The wedding day seems like something that occurred in a previous life.

"Now"—I would say to these aspiring young merchants—"buying an opening stock is just like this: Your friends and neighbors come in and buy goods on credit. They do not pay promptly. They are very sorry, but they do not remit. They are 'perfectly good,' but you cannot collect. In the meantime your

friends among the traveling salesmen call, and they are such good fellows that you give each one of them an order.

"You are heavily stocked with goods. Bills are coming due and there is nothing in the bank. Besides that you have already worked your credit to the limit with your friend the banker. So about a year after you strike your first 'hump.' You are worried to death about your bills. All your friends seem to have departed. You are in exactly the same position as the young married man described above. Oh, for some friend to help out!

"That"—I used to say to the young merchant, with a smile—"is the time when there are no flowers and presents, but, my dear sir, that is the time when we stand by a man who has bought his opening stock from us. That is when we come to your assistance. We are not only wedding guests at the selling of the stock but we are good friends when the baby is born. We do not forget you when you are facing your 'hump.'"

HELPING YOUNG MERCHANTS

This argument may not seem businesslike; it may not seem practical; it may even seem foolish, but it has helped the writer sell many a new stock order, because a merchant just starting likes to feel he is dealing with a house that will stand by him in case a hump happens along.

Once upon a time one of my competitors asked me what story it was that I told young merchants that helped me so often land their new stock orders. He said he had heard something about the story, but he had never been able to get the story straight. "Now" said he—"that you have retired from business, won't you tell me that story?" Then I told him the story of the wedding and the friend who stood by when the doctor, the nurse and the baby arrived, just as outlined above. Of course, this is just a little human story, but I guess a good many young married people who read this article will see the point. Many a business man also has grateful recollections of bank

ers and others who stood by him when he was in difficulties.

Some will remember, too, bankers who at a critical moment in their career refused to stand by. We have all heard the story of how—when Henry Ford once asked for a loan with which to expand his plant, he was coldly turned down, and how a few years later he took into the same bank \$2,000,000 cash and expressed a desire to open an account—another friend having helped him over the hump and he had made good. And how the president of the bank thought that Henry—recalling his turn-down—was trying to turn the tables on him—put him up against a "hump."

If the bank accepted the \$2,000,000, it would loan it out in the regular course of business, and when it was all loaned out, Henry Ford might step in some day and present a check for his \$2,000,000. Most of its resources being out on loan, the bank would be unable to honor so large a check and Henry Ford would be in the strategic position of being able to close it—if he so desired. A meeting of the Board of Directors had to be called to decide the question, and it was decided that the auto genius had no such evil designs—the deposit was accepted.

Life is made up of "humps." Big and little, none of us can escape them in some form or another. John D. Rockefeller has told us of the "humps" that he had to overcome in his early business life; and how to discipline him, his own father used to call in loans that he had made to him, at unexpected and often embarrassing moments when it was not convenient to pay these loans. But the young man found a way—getting over "humps" in those days sharpened him as a business man and enabled him to build his great fortune and establish Standard Oil as one of the world's greatest money-making institutions. John D. Rockefeller and Standard Oil, in their first fifteen years in the oil industry, had one kind of a hump or other as a daily diet.

Did You Ever See Everything at a Three Ring Circus?

A. J. K. Answers the Query Made on page 17 of This Issue of "Advertising & Selling"

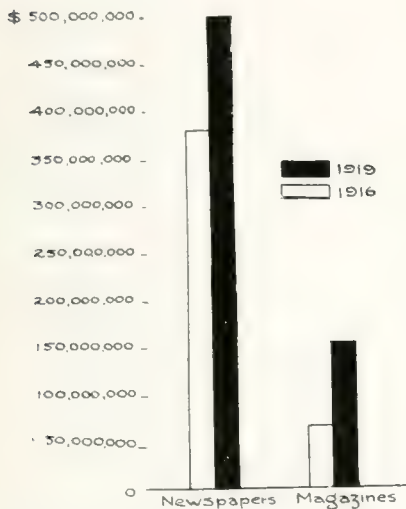
ALMOST everyone, in and out of the advertising profession, knows in a general way how tremendously the use of advertising space has increased in the past five years.

But few have a very definite idea how astonishing this increase has been.

Expenditures—as shown by the little chart below—have increased more than 49½ per cent.

Now then, with almost every good newspaper carrying page upon page of advertising—the question becomes: "How shall I make my advertisement stand head and shoulders above its great army of competitors?"

ADVERTISING EXPENDITURES
1916 and 1919



Isn't the answer **COLOR**? Suppose you turn now to page 17. Then come back to this page. That little experiment will show how vivid and outstanding becomes even the little ad that is made radiant with color.

This being true of a small advertisement, imagine how vividly the great color pages of the American Weekly present the advertiser's story.

Remember, too, that space in the American Weekly is limited—it cannot be over crowded with advertising. Its full pages, in newspaper size, in four colors cannot be overlooked by the two and a half million families who look every Sunday for this principal feature of the New York American, Chicago Herald-Examiner, Boston Advertiser, Washington Times, Los Angeles Examiner, San Francisco Examiner, Atlanta Georgian American.

With the largest page available for color display, with only a limited amount of advertising accepted, and with the largest circulation of any publication in America—doesn't the American Weekly answer the query of the man who wonders whether or not his advertising will be seen in these days of overcrowded advertising sections.

But let us drop what "ought to be," and consider only that which "is."

On March 14, 1920, a five cent household product was advertised once, in a (1 advertisement)

single great color page in the American Weekly.

Within two weeks the advertisers had received reports from branch offices and wholesalers of a substantial increase in sales in every considerably sized city and town in America.

Their advertising agent said: "We have been handling advertising a long time, and should be inured to adver-

tising experiences. But nothing ever came nearer giving us a sensation than this March 14th advertisement. That page acted like a charge of dynamite." Name of manufacturer and agent will be furnished on request.

Direct returns on products of the most varied sort—from candy, toilet articles, foods, and ready-to-put-up-houses—prove that the American Weekly sells everything in extraordinary volume from a five cent package to a ten thousand dollar home.

On the basis of results 60 per cent of the advertisers using the American Weekly last year have placed contracts for twice as much space in 1920. Has there ever a more significant testimonial to any publication's value as a merchandising force?



AH! You missed this illustration on page 17? Yet, turn back and you will see that the only difference is in **COLOR**. The limited number of great color pages available to advertisers in the American Weekly are never overlooked!

"TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY EVERY SUNDAY. IF YOU WANT TO SEE THE COLOR OF THEIR MONEY—USE COLOR." **A. J. K.**

American Weekly

A. J. KOBLER, Manager
1831 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

For years I made it a rule, one year after we sold each new stock order, to write a personal letter to the new merchant, inquiring how he was getting along and what we could do for him. It is certainly poor business to sell a new stock and then forget your customer.

If you adopt the plan of writing to every new merchant you start in business, one year afterwards, you will learn some very curious things. Your original customer has sold out. Your salesman has quit calling. Your credit department has shut down on him; but one of the

most curious things I used to occasionally discover was that a salesman sold a new stock in his own territory to be delivered into some other salesman's territory, and that after he had sold this stock, he would never pay any more attention to the matter. He would not call again on the customer himself, nor would he advise the house to have the other salesman who worked the customer's territory call on him. So the customer, after having bought his stock and after waiting in vain for some salesman from the house to call, would naturally turn his

business over to some competitor who sought his business.

Co-ordination of effort is the vital fluid of business and the secret of success. We see this force at work wherever we find prosperity at the wheel and power in the saddle—and power is salesmanship, harnessed and bit broken, with one objective in life—results. Without co-ordination there can be no great business organization. Neither could there be any unions.

Let me tell of a recent experience. We were trying to finish one of our buildings. A certain union struck against the contractor. They decided not to work for this contractor at any price. They would not work for him for \$10 per day for eight hours' work. We therefore canceled the contract with the general contractor and decided to carry on the work ourselves. We announced this decision to the labor union and we were invited to send a representative to appear before their Executive Committee. The writer being interested in all phases of life and never having had the privilege of appearing before the Executive Committee of a labor union, decided to go himself. It happened that evening I was invited to a formal dinner. I went to the labor headquarters immediately after dinner in a dress suit, white tie and patent leather shoes. I stood in the hall one hour and twenty minutes by the watch, waiting my turn to appear before the tribunal. Finally the sergeant-at-arms unlocked the door and I was ushered into the inquisition chamber.

IN THE INNER SANCTUARY

At one end of the room was a sort of throne or elevated dais. Seated on this throne was a man who looked very much like the beloved Robert Louis Stevenson. He had a very intellectual face—fine eyes and a pleasant expression. He looked like a literary man, a senator, a member of the Supreme Bench of the United States, a preacher, a Roman praetor, but nothing at all like my conception of the Chairman of the Executive Committee of a labor union. To his left the secretary of the meeting was seated at a table.

In front of him was an armchair, in which the visitor was requested to take his seat. Around the room on chairs, next to the wall, were grouped what I presumed to be the walking delegates. I was treated very courteously, and the Executive Committee were good enough to

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



The Watermark of Super-Quality

SYSTEMS BOND, the paper of super-quality, is the ideal paper to improve your letterhead.

SYSTEMS BOND is also made up in six attractive colors other than white. This attractively colored bond paper which is the coming thing for office forms will give each one of your office forms the individuality it should have.

SYSTEMS BOND in colors will also make a very attractive letterhead that will be a credit to any firm.

A request will bring you samples of SYSTEMS BOND in white and the six other colors.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

agree to order the work on our building to proceed forthwith. All I had to agree to do was to pay them \$10 per day for eight hours' work, allow them to put their foremen on the job, and agree to implicitly follow all their rules and regulations.

In other respects I could do as I pleased. I agreed to all these things with the one request that they get busy and finish the job.

Now, the whole point of this story is that even in labor unions they must have authority and co-ordination; even the labor unions when they have authority realize the necessity of giving the man in authority the *appearance of authority*.

Therefore he sat at the head of the room, on the throne.

The gentleman with the soft brown eyes was "it," and everybody in the room knew he was the boss. He looked and acted the part, and when I left his presence, I felt like backing out, as one retires from the presence of royalty. To make organization of any kind effective, there must be authority to direct and to be responsible for results.

Put it down that all this equality stuff is "bunk." If we knew the history of the chairman of the Executive Committee of the Bricklayers' Union, we would find out that he got to be chairman by working *overtime without pay*. I have not the slightest doubt he is chairman and the head of the organization, first, because he has *brains*, and, second, because he has *used* these brains to advantage. He has *trained* himself. While the others were *wasting* their time he no doubt has been burning the midnight oil in study upon labor and economic problems. The eight-hour day is all right, but you cannot make the active brain of an active man stop working in eight hours.

The other day I noticed in the papers that one of the Socialist Assemblymen, who was tried in Albany by the General Assembly of the State of New York on the charge of being a Socialist, had only been in this country eight years. When he arrived here he could not speak English. In that eight years he had not only worked at a trade and supported himself during the day, but he had gone to night school and studied civil engineering and earned an engineering degree. He had learned the English language. He had gone into politics and had succeeded in getting himself elected to the New York Assembly. I wonder if this

Socialist confined himself to eight hours' work per day?

I remember one summer evening about eight o'clock when our train stopped on the outskirts of a city in the West. The sounds of hammers and saws were all around us. Countless small buildings, residences, were being erected. I inquired what it all meant. Did people work this hard in this town? "No," replied a member of the reception committee from the city, *"these men are union carpenters building houses on their own time, after having worked eight hours per day for somebody else."*

... "Jes' so, jes' so," I answered.

A North American workman has a fine sense of humor. While he talks about more than eight hours' work being exhaustive, and his physical needs requiring eight hours of refreshment and diversion, we find the wise ones among them winking the eye and working ten, twelve, fourteen and sixteen hours a day for their economic and mental betterment—here we have the secret why the American workman grows faster than any other workman on earth, and why Russian Bolshevism will never make any

Continued on page 29

How Advertising and Sales Managers Can Get "Consumer Demand" in Philadelphia

Getting things on the dealer's shelves is not nearly so hard as getting them off the shelves and into the hands of the consumer.

Time after time in making trade investigations do we find dealers stocked up with articles with which they have been "stuck" and for which there is no demand.

Or we find the opposite situation of the dealer boasting some "unknown" product and side-stepping the stocking of an article that is popular.

Either method finally results in loss.

Sales and advertising managers have given a great deal of gray matter to the solving of the problem, and then some go out and "hit the high spots" with general publicity.

General publicity is good in a general way, but to get specific results such as moving goods off dealer's shelves and turning them into cash for the dealer and yourself, you need to be specific in your advertising.

To get adequate distribution, to get ultimate consumer demand, decide on the market you want, then concentrate your energies there.

For instance: Philadelphia is the third largest market in the United States. In Philadelphia nearly every dealer and every consumer reads "The Bulletin."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies
a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States

Why the Summer Layoff Is Founded on Fallacy

What An Agency Head Thinks of the Custom of Dropping July and August Out of the Advertising Schedule

By M. C. MANTERNACH

President of the Manternach Company

THE life of any nation or of any class of people within a nation is largely determined by its customs. And it is a strange truth that customs are very often based on beliefs contrary to reason and contrary to facts.

For instance: thousands of good, sensible American men and women "knock on wood" when sickness, loss of money or any other misfortune is mentioned. Of course, they do not really believe that "knocking on wood" can avert evil. The slightest reasoning would dispel such belief; the most superficial examination of facts would disprove it. Nevertheless, this custom positively controls the actions of thousands of sensible people because they do not submit it to the tests of reason and of fact. They "knock on wood" because others "knock on wood."

The wood-knocking habit is merely a harmless little absurdity; but it illustrates the power of an illogical custom. Other customs, which deeply affect our social and industrial life are no more logical, no more firmly founded on fact. Such a one, I believe, is the custom of not advertising during the summer months.

THE MARKET IS THERE

I am not referring now to the fact that some men never advertise; I have in mind now only the man who advertises ten months in the year, but fails to advertise during July and August. Why does he advertise from September to June?

Because, in the final analysis, there is a market—people buy his product or a similar product, or may be induced to buy his product; and further, because advertising is the best means of conveying his message to customers and prospective customers—in other words, because people read newspapers, magazines, trade journals, etc.

Therefore, to justify the habit of not advertising during the summer, we should have to assume (1) that there is no buying or selling during the summer months—or at least, that the amount of buying and selling is so slight as to be negligible; (2) that newspapers and magazines are not read, or that such reading as is done is negligible.

Both these assumptions are palpably false. But let us treat them with the seriousness which they do not deserve.

The first assumption would mean the suspension for two months of all industrial and commercial operations. It would mean that all the retail stores closed, and as a result, that all the agencies which supply them — manufacturer, wholesaler,

dealer, carriers, etc., ceased to operate. It would mean, moreover, that for two months a hundred and ten million people were not in need of the essentials of life.

THE VACATION DEMAND

If the whole American nation took to the woods and lived once more the self-sustaining life of primitive man, the retail stores might close.



KANSAS FARMER & MAIL & BREEZE

KANSAS *The* SECTION

THE CAPPER FARM PRESS

**-concentrating on Kansas
yet an integral part of a
medium read on more
than 1,100,000 farms**

**----- Plus broad service of
extensive editorial, ad-
vertising and research
departments of
THE CAPPER FARM PRESS-**

But the American nation doesn't take to the woods. It buys the essentials and luxuries of life in July and August, just as it buys them in the other ten months. And the retail stores keep open to supply them.

As a matter of fact the average American, during the summer months, demands not only all the essentials, but probably more of the luxuries. The summer is our holiday time; and the American in holiday spirit does not stint himself. He enjoys those things which he cannot ordinarily afford. He has saved his money for this vacation period. He "blows" the savings of months in a few weeks. He returns to his work; and another he or she goes forth

from the office to do likewise.

Every week, during the summer months, thousands of people are spending more money than at any other time in the year. As far as the market is concerned, it is certainly not logical to cease advertising during the summer.

Our second assumption was that newspapers and magazines are not read during the summer, or read so little as to make them useless as advertising media. If this were true, advertisers would be wise to stop their advertising during that time. But it is not true.

While there is undoubtedly a part of the reading public which devotes less time to magazines in the summer

than in the winter, there is another section of the public that actually does more reading in summer than in the winter. There is a special opportunity to approach the person who is at leisure in a hammock, which is lacking in the hustle and bustle of the workaday life. Just because summer is our relaxing time, we read more leisurely and more thoroughly. On train or boat, in the country or at the seashore, there is always "time to kill." The hasty skimming of the morning paper or monthly magazine gives way to the slow cover-to-cover reading. Many a person who passes over your advertisement from September to June will read it in July and August.

The two assumptions which might justify the custom of not advertising in the summer are fallacious. But even if they were partially true, even if there were less demand for commodities and less reading of newspapers and magazines, there would still be an overpowering reason for *not* ceasing to advertise. That reason is the great value of continuity in advertising. The great, successful advertisers know. They never let the good impression their advertising has made grow dim. They know that intermittent advertising may cause a temporary increase in sales; but that only by constantly advertising can they build that confidence in their product and that faith in their organization which is essential to constantly increasing sales and continued industrial welfare.

Baltimore Club's Paper Re-Organized

A change in the editorship of "The Ad-Club Bulletin," the official weekly organ of the Advertising Club of Baltimore, is announced in the issue of April 2 by Luther E. Martin, president of the club.

Jerome P. Fleishman, secretary of the Needle Trades Association of Maryland, who, up until a year ago, was for nine years a member of the editorial staff of the Baltimore *Sun*, is the new managing editor, and the following have been named as associate editors:

H. Kirkus Dugdale, of The Green Lucas Advertising Agency; Thomas Tyson Cook, publicity director, Chesapeake & Potomac Telephone Co.; Robert B. Wildman, classified advertising manager, the Baltimore *Sun*; W. Dwight Burroughs, publicity director, United Railways & Electric Co.; George M. Binger, advertising counsellor.

The Baltimore Club's membership is rapidly approaching the 1,000 mark.

Secures Wilson Body Account

The Campbell-Blood-Trump advertising agency, Detroit, has secured the account of the Wilson Body Company, also of that city.

— Thru more than half a century of progress as advocate, recorder and advisor of farm life, KANSAS FARMER & MAIL & BREEZE has retained its enthusiasm and its vision.

From sod houses and grasshoppers to electrically lighted farm homes and fourth place in agricultural production, Kansas has maintained a reputation for enthusiasm and vision.

When you consider that KANSAS FARMER & MAIL & BREEZE is read in 56 per cent of the farm homes in Kansas, you understand why it is the salesman of the largest and most progressive firms of the country.

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

CHICAGO..... 109 N. Dearborn St.
NEW YORK..... 501 Fifth Avenue
DETROIT..... Ford Building
KANSAS CITY..... Graphic Arts Bldg.
ST. LOUIS..... Chemical Bldg.
OMAHA..... Farnam Bldg.
OKLAHOMA CITY..... Farmers Nat'l Bank

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your Direct Advertising for analysis—we give your sales message added power

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois

PAPER AS A FACTOR IN FOREIGN TRADE



Visualizing Small Town Possibilities

**E. B. Moon, of the Orange Judd Farmer,
Gives Some New and Useful Points of View
On a Very Interesting Selling Subject**

An authorized report by

By S. P. IRVIN

IS the small town merchant getting the attention he deserves from the national manufacturer? Are the salesmen who pass up the "hick towns" or make them hurriedly between trains, overlooking real sales opportunities? Recently E. B. Moon, director of the Merchants' Service Bureau of the Orange Judd Farmer of Chicago, and for many years a very successful small town merchant, contributed some new points of view that may help to solve this difficult sales problem.

In addressing the National Sales Convention of The Beaver Board Companies of Buffalo Mr. Moon declared that the small town business man actually needs more salesmen with sales vision calling upon him. He pointed out that during a long and successful experience in a country store, he had found few salesmen who spent enough time with him to give him the full benefit of their constructive ideas. Those who did take the trouble to offer him actual sales help in moving their goods, he said, had reaped the lion's share of his business from year to year.

"For instance," said Mr. Moon, "when goods stayed on my shelves for long periods of time, the fault was often entirely my own. Actually, for one reason or another, I probably was making little effort to move them. Yet the salesmen for these lines often concluded that something about the goods themselves made them poor sellers in my particular territory, and sometimes they became so convinced that I was constitutionally a 'dead one', that they passed me up entirely on their next trip."

GETTING HELP FROM SALESMEN

"However, many other salesmen were constantly coming to me with actual suggestions for speeding up sales. They were making sure that I carried these suggestions out, even if it involved actually getting out a folder to my mailing list themselves. Sometimes, to speed things along, these men would themselves nail their attractive signs in good locations about my store."

"And I want to tell you," Mr. Moon emphasized, "that this type

of salesman, the man with constructive sales vision, who takes the time and trouble to see that his valuable suggestions are carried out, is the man who is making his small town calls bring in actual dollars and cents returns to his house."

It would seem from Mr. Moon's views that perhaps many able salesmen are not fully capitalizing on small town possibilities. This statement is sure to evoke a storm of protest from the man who is wrestling daily with the country store trade. He probably will declare that the country merchant is deaf to merchandising arguments; that his business is often a decade behind the times; that advertising suggestions mean nothing to him—in short, that he is reactionary to the *nth* degree. And he will be able to bring a host of specific examples to support his case.

Mr. Moon has an answer to these important objections. He points out that only too often the country dealer is unresponsive because the sales talk used is really unfitted for the situation. Investigation proves that less than 10 per cent of rural merchants have had any special training for their profession. Even a smaller percentage are really conversant with good present day advertising and merchandising policies. Thus, often when an ambitious salesman approaches them with a plan that may have real merit, his sales talk goes so far over their heads that they are not impressed.

MERCHANTS — NOT MERCHANDISERS

Mr. Moon suggests that since the facts prove that very few country merchants are really merchandisers in the most improved meaning, at all, then it is logically unjust to expect them to be moved by a purely abstract appeal. In reality, since they are often simply farmers keeping store, the same arguments that appeal to the farmer generally will appeal to them. Hence the salesman wishing to get close to the rural storekeeper's heart will do well to study the appeals that are reaching the farmer with the most effect.

He will avoid generalities and stick to specific, easily provable facts. For example, in most cases he can point out storekeepers not

many miles away who are having good success with his goods. He can establish a chain of these dealers with whom his prospect is personally acquainted. He can secure belief by the fact that the thing actually has been done, in places differing no whit from the dealer's own community.

From this point it is only logical to proceed to the methods by which these surrounding dealers have won success. It is easy to show the specific selling helps and advertising plans that they use. Here, again, as Mr. Moon points out, the salesman often will have to be prodigal of both time and labor. He must not only sell the idea of using advertising, but oftentimes do the work of distributing it himself. He may often actually have to install a window display, address folders, place signs, mail circulars. He will have to sell not only the store owner himself, but the clerks and store help, so that he can leave behind him a thoroughly enthusiastic organization.

EFFORT WELL DIRECTED

Yet laborious as this procedure may seem, the facts prove that it gets the business. As Mr. Moon says, it means that much more time must be devoted to the small town. It means that salesmen cannot make calls between trains and put their proposition across. It may mean, perhaps, that the larger part of the salesman's time will be spent with the country merchant.

Does this extra time pay? Mr. Moon firmly believes that it does, and his own sales — more than \$100,000 a year in a town of only 400 people, seem to prove his point. Without question, a success like that far exceeds what can be expected from the average country dealer. Yet it is a safe bet that many sales managers in checking over their territories, can pick many unusually good small town accounts, and it is an equally good wager that the extra sales in these particularly outstanding places represent hours of constructive, painstaking work by some far-seeing salesman.

Obviously, the problem of properly covering the small towns must

always remain an individual one to every manufacturer, but there is much to be said generally in favor of devoting more attention to the country store. The better merchandiser the rural merchant becomes, the more valuable his account will be, and after all, the pioneer in pointing the way for him to a bigger, better future must be, as always, the hard working, patient, salesman with constructive sales vision.

Rollo Ogden Will Join the New York "Times"

Rollo Ogden, for seventeen years editor of the New York *Evening Post*, will join the editorial staff of the New York *Times* on May 17.

Keeping Up With The Times

A FACT A WEEK

Get the A. B. C. statements of the four Washington newspapers before you. Place alongside Washington's census figures and the census figures of the twenty-five mile shopping radius.

Do this and you will see how impossible it is to cover this territory without the use of The Washington *TIMES*—even though you were to use the other three Washington newspapers combined.

The Washington Times,
WASHINGTON, D. C.

MacElwee Succeeds Kennedy

R. S. MacElwee, first assistant director of the Bureau of Foreign and Domestic Commerce, was nominated this week by President Wilson to succeed Philip B. Kennedy, when he leaves on July 1 to become vice-president of the Federal Foreign Banking Association, the first bank to be organized under the Edge Act.

Roy Barnhill Goes with "The American Golfer"

Roy Barnhill, the new president of the Representative Club, was appointed this week the general advertising representative of the *American Golfer*, the "sportsmen's weekly," published in New York.

Gruening Becomes "The Nation's" Managing Editor

Ernest N. Gruening, formerly general manager of *La Prensa*, has joined the staff of *The Nation* as managing editor. Mr. Gruening has served at various times in the capacity of managing editor on the *Boston Traction*, the *Boston Herald*, and the *New York Tribune*.

New Agency in Boston

The Derby Brown Company has been organized as an advertising agency in Boston by Derby Brown, Hayward P. Rolfe and Frank J. Berry. Mr. Brown was formerly director of service for Wood, Putnam & Wood; Mr. Rolfe was advertising manager of A. Shuman & Co., Boston, and Mr. Berry was with Estabrook & Co., bankers.

The agency has the accounts of the Albany Chemical Company, the Elliot Addressing Machine Company and the American Office Supply Company.

National Commission Would Improve Methods of Teaching Advertising and Marketing

Recognizing the value of the training of prospective advertisers in advertising and marketing in universities, colleges, high schools and other institutions, and believing that there is an urgent need for a general standardization of prevailing methods and instruction in this field, the National Advertising Commission has directed its educational committee to investigate this matter, making plans to effect an improvement of the present system. Charles H. Mackintosh, chairman of the educational committee and co-operating members, will seek the assistance of all teachers of advertising.

Camp Fire Girls Engage Rogers

Ralph L. Rogers, formerly a staff writer with the *Boston Post* and now associate director of the Thurlow Advertising Service, Boston, has been engaged by the New York office of the Camp Fire Girls, Inc., to act as publicity director for their Boston campaign, which starts May 10. Never before have the Camp Fire Girls conducted a campaign to raise funds outside of their organization. Local newspaper advertising will probably be used.

Bean Jobbers Will Advertise

To increase the consumption of home-baked beans, the Michigan State Bean Jobbers' Association has inaugurated a newspaper advertising campaign calling the housewives' attention to the high food value and economy of the Michigan navy bean. The campaign is being conducted

by Broos, Smith & French Advertising Agency of Detroit.

Advertising Put Ribbons Into the Utility Class, Manufacturer Says—Big Demand Causes Shortage

J. C. Cowdin, of Johnson, Cowdin & Co., one of the best known producers of ribbons in the country, when interviewed recently on conditions in the ribbon business, said that a strong demand existed even though there was a slump in the business of the broad silk manufacturers, because the manufacturers of ribbons had succeeded in placing ribbons in the utility, rather than the luxury or fashion class.

"The practical use to which ribbons are put today," said Mr. Cowdin, "has resulted from advertising and demonstrative work carried on by the manufacturers of ribbons during the last three years. We producers have shown the women of the country how to use ribbons in the fashioning of entire garments, such as boudoir caps, handbags, hats, undergarments and children's clothing. We also have demonstrated, with success, the possibility of working ribbons into dainty bits of boudoir and home decorations. Millions of yards of ribbons are consumed by the women of the country who make these things in their own homes, and the sales of ribbons over the retail counters of the country as a result of the manufacturers' propaganda have increased as much as 300 per cent in some cases."

Wooden Box Manufacturers to Advertise

Members of the National Association of Box Manufacturers at their twenty-first annual convention held in Chicago recently voted unanimously to increase dues from three to seven cents per 1,000 feet of lumber, giving the association a revenue increase of \$52,000, which is to be devoted entirely to advertising. The action was influenced with the aid of Secretary W. D. Burr and Murray Springer, who made addresses, outlining methods of advertising, which include the adoption of a master trade mark, standardization of certain boxes, and a general advertising and trade promotion campaign.

Yawman and Erbe Appoint New Advertising Manager

The Yawman & Erbe Mfg. Co., Rochester manufacturers of filing systems, have appointed Walter C. Freeman to the position of advertising manager. Mr. Freeman leaves the Stromberg-Carlson Co., also of Rochester, where he was advertising manager for five years, to take up his new work. He succeeds Elbert B. M. Wortman who, after five years' of service with the firm, has gone to Utica to become affiliated with the advertising agency of Moser & Cotino.

Plans Advertising Art Studio

Julius "Cozy" Gottsdanker, Detroit artist, who for the past year has been associated with the Meininger Studios, is planning to open a studio of his own in Detroit, where he will do art work for the advertising business. "Cozy's" art work for the Liberty Loan and Red Cross drives during the war gained for him a national reputation almost overnight.

John G. Jones Sails for Wales

John G. Jones, sales manager of the Alexander Hamilton Institute, has left for Wales to visit his mother.

Helping the New Merchant

Continued on page 23

definite headway in this country. The Russian take himself too seriously—he has no sense of humor.

Have you read Russian literature? Did you ever see anything funny in the writings of Tolstoi, Gogol, Sinkewitch, or any of the rest of them? All they seem to rejoice in is murder, sex problems, the eternal triangle, and the state of their souls—not a single ray of humor through all of Russian literature. If there is a funny book in Russian, I wish some one would send it to me. Then take Russian music. It is certainly not music to cheer one up. Most of it reminds one of the loneliness of the Siberian wastes. I have never seen nor heard of a Russian comic opera or a Russian topical song. If Russia has a Mark Twain or a Bud Fisher I never heard of him.

I do not believe a man can enjoy a hearty laugh or a good story and be a revolutionist at the same time. I am sure Trotzky would not enjoy the comic section of the daily newspaper. When he was in the laundry business in New York, I doubt that he ever even looked at the comics. When Cato was a soldier with Fabius in the war against Hannibal, he used to drink vinegar to make himself look and feel fierce whenever he met the enemy. I think Trotzky was a vinegar drinker. He surely rarely drank any milk or honey, and it is doubtful if he wasted much time laughing.

I had lunch the other day with one of the leading publishers in New York. He was raised on a Western farm. He landed in a large city with the usual thirty cents. He tells me he invested the first \$10,000 he made in himself. "How?" I asked. "I was a \$2,000 man," he answered. "I bought good clothes and looked like a \$5,000 proposition. This helped me in my business. I lived in a good neighborhood. I joined a good country club and met the right kind of people. I entertained moderately but well. I spent my money carefully and with good judgment. I looked upon the development of my social position as an investment of my money."

Then this gentleman made the following remarks: The rich never help you with money. The only way you can get help out of your powerful friends is to prove to them that you will be valuable to them. If you can do this they will

give you the opportunity. If you need money it is easy to borrow from your poor friends, but they cannot help you to get on in life because they do not command the opportunities.

"*The rich,*" he said, "*control the opportunities of life.* They made these opportunities. They own the franchises, such as large business houses, corporations, railroads, publishing houses. They are all looking for bright men who will work and make money for them. The doors are wide open; any man with ability has a chance. If you please them, they will divide with you. As society is organized today, you are very foolish indeed to fight the conditions as they exist. Make friends with the system and get along. Take along your sense of humor. After a while, when you have "arrived," you in turn will be looking for young men in the oncoming generation to strengthen your own business organization."

There is a factor in life that some men forget, and that is that life is short. All of us are on our way to the exit. Business in recent years has become very much more stabilized because the head men recognize this, and when they themselves realize this, it is a healthy sign, for business needs the stimulating impulses of able, energetic and resourceful young men to refresh and fertilize its life fluids.

Young men provide the imagination, the initiative, courage and enterprise that give vitality, snap and ginger to business; old men furnish the counsel, stability, judgment and ballast—an organization with this combination has decay arrested at the roots and can never die. —Copyright, 1920, Topics Publishing Co., reprinted from *Drama Topics*.

Ferry-Hanley Opens a Chicago Office

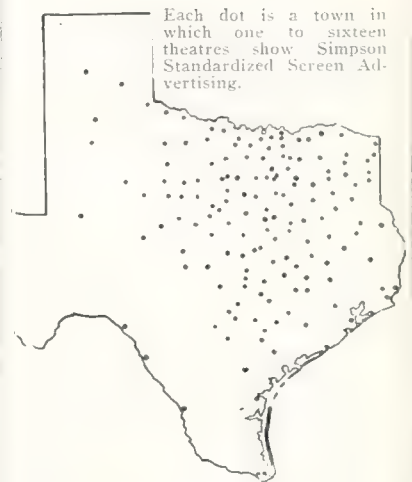
The Ferry-Hanly Advertising Company, with general offices in Kansas City, has opened a branch office in the Kesner Building, Chicago. This company also maintains a branch office in New Orleans, in the Hibernia Bank Building.

C. P. Hanly, vice-president and secretary-treasurer of the firm, will be located in Chicago temporarily, until the office is in full operation. Also, C. E. Hayes, who has been located at the New Orleans branch, formerly with the merchandising service department of the *Chicago Tribune*, will be transferred to the Chicago office.

Randall Will Advertise Sheridan Cars

The Chicago staff of the Fred M. Randall Co. has been appointed to direct the advertising of the Sheridan Motor Car Co., Muncie, Ind. Advertising will soon go out to national publications and metropolitan dailies.

Cover Texas Theatres--



---and You Cover TEXAS!

Put your advertising message (in slides or films) on the theatre screens in 150 Texas cities and towns, and over 800,000 prosperous Texans will see it and read it every week.

No other method of covering Texas is so thorough or so economical.

Ask Simpson about it. Simpson STANDARDIZED Screen Advertising Service not only handles, checks and cares for your showing in any or all of these theatres, but can help you prepare slides or films especially designed to tie YOUR product up to this great market.

Write for details.

James P. Simpson Co., Inc
Theatre Advertising
1709 Elm St., Dallas, Texas

Making the Advertising Agency a Factor in the Development of Foreign Trade

Today, The American Agency Must Be Prepared To Cover the Entire World for American Manufacturers

By FRANK A. ARNOLD

Manager, Foreign Department, Frank Seaman, Inc.

NEXT to a fixed foreign policy on the part of our Government, which I consider fundamental, I believe advertising will prove to be the greatest single factor in the development of our foreign trade.

Prior to the close of the war the merchants and manufacturers of the United States had done so little in the way of foreign advertising as to render it a negligible quantity.

We stand in about the same relation to foreign advertising today as we did to domestic advertising twenty-five years ago. It is all before us—a wonderful opportunity—full of tremendous possibilities for development and with this advantage that we have at our disposal the wealth of experience which has come from the last dozen years of intensive advertising in the domestic field.

WHAT THE FOREIGN DEPARTMENT IS

We are in the development age of foreign advertising. Only here and there will you find an advertiser with an appropriation of \$100,000 or over, and these for the most part are firms which have been in foreign trade for a period of years and have passed the experimental stage. On the other hand, there are hundreds of accounts susceptible of development into considerable volume which are placing initial orders in units of \$5,000 or even less.

The typical advertising agent is a genius. His agency is a work shop of ideas—and his tools are human brains expressed in the skilled fingers of the artist, the trained eye of the engraver, the rounded phrases and clinching argument of the college trained writer, and the sound judgment of the experienced executive.

All of this you have at your command in the domestic field and its value is too well known to need demonstration. Why hesitate when it comes to the foreign field, provided anything like an equivalent service is available?

There are probably not over a half dozen advertising agencies in the United States that have a foreign organization of their own capable of originating, writing, illustrating and

placing a foreign advertising campaign in the same satisfactory way that domestic clients are being served. The reason is perfectly obvious when one understands the situation.

To serve a client in the export field, the agency must have a complete foreign organization duplicating in all important details his domestic equipment. There must be a foreign rate and contract department in charge of a man who can



FRANK A. ARNOLD

read and speak at least three languages and who is expert in converting foreign money quotations into United States equivalents and who can have the oversight of the checking in and filing of the hundreds of foreign newspapers and magazines which arrive each month. This department must be in shape to furnish quotations on space in media published anywhere.

The copy department should contain only men who have had foreign merchandising and advertising experience—foreign born and capable of writing the advertising message in the language of the country. This department will never translate domestic copy into a foreign language, for experienced men know that a Latin-American advertise-

ment must be written in Spanish or Portuguese, a French advertisement in French, or a German advertisement in the German language.

This department must contain a group of foreign writers of varying experience and temperament in order to adequately serve a number of clients with widely differing products.

BUILDING UP THE FOREIGN DEPARTMENT

Such a department is difficult to build up, as there are but few men in this country capable of doing the work.

For art work there must be the foreign artist, for if anything it is more foolish to try and illustrate a foreign advertisement by the work of an American artist than to attempt to write the copy in English. Such artists who can both visualize and execute are not easy to obtain.

The correspondence and detail departments must also conform to the same general conditions and a knowledge of several languages is essential.

Take such a foreign department in charge of a man of some foreign travel and of broad vision and, above all, in love with his work and you have visualized before you the equipment necessary to give adequate foreign advertising service.

The large overhead expense necessary to maintain such a foreign staff together with the difficulty in obtaining trained men, will probably restrict this service to a minimum number of advertising agencies throughout our country for some years to come.

Right here let me lay low the Bogey Man of "Mystery" connected with export advertising. There is no mystery surrounding foreign advertising—neither is there any magic connected with the processes of building copy and placing advertising in foreign publications.

Given an agency organization such as has just been described, and the procedure is identically the same as is followed in conducting a domestic campaign, the only difference being that foreign men do the work and write the copy from the stand-

Remember—

South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in the country. In the heart of rich farming territory—of which the Michigan fruit belt is a part—South Bend is also the central and largest of a group of hustling industrial cities and towns—all covered by the News-Times.

In fact this big, balanced, growing market can be thoroughly covered only by the News-Times—morning, evening, and Sunday—practically no duplication. The News-Times guarantees that there is less than 100 duplications in the morning and evening editions.

Let Us Send You News-Times Junior

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago New York Detroit Atlanta Kansas City

point and in the language of their own country.

"But how do you go about it?" somebody asks. "How can I start advertising in the foreign field as a basis for developing into a big advertiser if the results are satisfactory?"

In reply, let us review in outline three campaigns, withholding the names of the advertisers.

Mr. "A" manufactures an article of household use with a trademarked name which he is desirous of selling in the foreign field, but before embarking on a world-wide campaign he wishes to try it out in some one field.

Cuba is selected for the experiment, partly because a branch of his business is located in Havana and also because Cuba is the gateway to Latin America and therefore a good experimental territory.

Now please observe the thorough and painstaking care which marked each step in the preparation and execution of this campaign.

First a series of conferences were held at which there were present the manufacturer, his sales manager, the manager of his Cuba branch and the agency representative, who fortunately had just returned from a study of Cuban conditions. At these conferences all the facts and figures were laid on the table, including sales methods, distribution, volume of sales, competition, present and future policy of the Company, etc., etc. The resident manager who had come from Havana for the purpose reflected the local conditions and made definite recommendations.

As a result the agency was asked to submit its recommendations, the expenditure to be within a given sum. The foreign department then made up its schedules of newspapers and magazines covering the principal cities of Cuba on the basis of a six months' campaign.

In Havana five magazines and six newspapers were selected; in Cienfuegos, two newspapers; in Matanzas, one newspaper; in Santiago, three newspapers; and in Camaguey, one newspaper.

For this campaign twelve pieces of magazine and sixty-four pieces of newspaper copy were prepared. This copy was written and illustrated exclusively by Latin-Americans and reflected every possible use of the commodity in the home, shop or factory.

An experimental campaign like this represented an expenditure of about \$95,000 for space.

Again: A manufacturer of a very widely known trademarked commodity was desirous of getting before the export field in a comprehensive way without appealing directly to the individual user. For him there was outlined a twelve months campaign of full pages in export trade publications exclusively.

ADVERTISING A TRADE MARK ABROAD

As a result of repeated copy conferences, at which the best foreign copy writers obtainable were present, there was evolved a series of advertisements entirely unique and almost startling in originality of treatment.

This manufacturer will establish his trade mark in the foreign field of his selection at an expenditure of about \$8,000 for space.

As a third example, take a company with connections all over the world and manufacturing a variety of products. With them the objective is somewhat different from the other two examples. This company uses advertising for the purpose of selling goods in foreign countries.

Accordingly the copy and schedule were prepared to accomplish this purpose. Export trade publications were used to cover the general field, while very complete local campaigns were provided for by the use of local media in foreign countries. An advertising program of this sort involves the expenditure of at least \$100,000 and the use of several hundred foreign newspapers and magazines.

In the foregoing you have had outlined three different types of actual advertising campaigns. First, the experimental which, by the way, developed from five to fifty thousand dollars; second, the average trade mark campaign; and, third, the merchandise or sales type of foreign advertising with its proportionately larger appropriation.

In general, it might be said that every foreign advertising campaign is different—this is true when it comes to individual treatment of copy preparation, but the underlying purpose in every instance is the same—that of selling something whether it be institutional good will, trade mark value, political propaganda, or just merchandise.

THE FOREIGN MEDIA

I am often asked for information about foreign newspapers and magazines. There seems to be an impression that the publication of really good newspapers is confined to the United States. I can assure you that this is a mistaken idea. In the capital city of every foreign

country you will find newspapers equal in every way to papers published in cities of corresponding size in the United States and with local and world-wide news matter handled with accuracy and dispatch.

The foreign magazine is less impressive and perhaps fortunately less in numbers when compared with those in our country, but such as it is, the foreign magazine serves its particular class of readers and should never be overlooked in making out a consumer schedule—just because we do not like the quality of paper and selection of editorial content.

Now that we are on the subject of foreign media, let us consider for a moment an ideal list for a South American campaign. We will assume the product to be advertised is in the hands of dealers and distributed widely enough to make results possible.

Of the publications printed in the United States, I would use:

First: A careful selection from the export trade publications—eliminating any excessive duplication. This will keep you in touch with the dealer or agent and be helpful as a method of general trade publicity.

Second: If the kind of product permits, I would use the Spanish editions of such consumer magazines as *World's Work*, *Vogue*, *Pictorial Review*, *Delineator* and *The Field (El Campo)*, as I believe publications of this type are bound to be of increasing value from the standpoint of the Latin American purchaser of the highest type.

With these two groups of publications as a background, I would consider South America by countries—each country as a unit by itself. Never make the mistake of trying to cover South America by a single campaign, for no two countries are alike—some differ in language and all in the use of colloquial expressions.

CHOICE MEDIA IN SOUTH AMERICA

Of the ten countries of South America, all but two, Bolivia and Paraguay, have seacoast. Take each country and select two leading cities—usually the capital and a coast city. In each of these cities pick out the best newspapers for your product, for there is the same choice to be made as would apply to any American city.

A maximum of four newspapers will usually cover any one city—two morning and two evening, if the split comes that way. In the smaller towns or cities one paper will be

enough or, at the most, one morning and one evening.

When it comes to periodical literature, you will discover that one magazine or small group of magazines serve a certain territory not necessarily confined to one country, and that the total of these groups gives you a magazine circulation which covers South America fairly well. I would add to the newspaper list the representative magazines, not over a dozen in all, in order to obtain this special type of home circulation.

Examination of a list made out along these lines will reveal a series of separate campaigns, each with the local dealer's name included, the total forming one complete coordinated advertising campaign tied together perhaps by the manufacturer's name or in some other fitting way.

It will also show from seventy-five to one hundred local newspapers and about eight or ten magazines.

A carefully worked out plan along these lines cannot fail of being productive, for South American countries are very responsive to the right kind of advertising.

"And what would such a program cost?" someone asks. Roughly, \$25,000 for 12-inch copy once a week in newspapers and one page monthly in the magazines—both for a period of twelve months, or double the space or number of insertions for half that time.

Once more take the Far East, where there is much less in the way of American or English made newspapers or magazines. Few of us have any idea of the number and influence of the native local papers. In China and Japan there are hundreds of such papers—the only direct source of communication with the native people—almost unknown and consequently little used by advertisers. Knowledge of the country and use of native copy is the open sesame to this enormous field. Why should not American merchants and American advertising enter this virgin field while the door is wide open?

A short time ago I was asked this question: "How would you handle a worldwide campaign for an article which involved advertising in forty different countries?"

The answer to this question is comparatively easy, as in fact is the answer to most of our fancied problems of foreign advertising.

I would handle such a campaign from the copy standpoint with an

eye single to each of the forty points. If it happened to be India that was under consideration, I would largely forget the other thirty-nine until India was shaped up; in other words, I would treat each country or group by itself and consider the world-wide feature of the affair only as a collection of these units. There is no other advertising measuring rod devised which will give you the proper answer if applied to the world as a whole. Handle your world-wide advertising in units and when you come to bundle them, you will find that the only band which will be

elastic enough to bind them together is that marked "Company Policy."

The work of the advertising agency is to advise where information or experience renders such advice of value; to build an advertising campaign as carefully as one would construct a bridge which must safely carry many to their destination, and with engineering knowledge to make this possible, and to execute such a campaign based on familiarity with the advertising media and general business procedure of the countries in question.

Continued on page 40

Taking the Blue Sky Out of Selling!

Every Advertiser and Advertising Man Should Read
Mr. Wilson M. Taylor's Book "The Science of Approach"

LET us take three distinct types of men you meet every day: One, is a good executive; one, a good office manager; one, a star salesman.

Their processes of thought and action are decidedly different. *How would you classify them?* How would you approach each type so as to sell him, which type would you employ for each of the above positions? If you did not judge them correctly, you would not sell them—and in hiring them you would surely be putting a square peg in a round hole.

You realize how important, then, it is that you be able to judge men. Until you do, you will never be the success as a salesman, executive or employer that you should be.

Nature has provided infallible marks which give you the key to men's minds and Mr. Wilson M. Taylor has told you how to detect these marks in his wonderful book

"THE SCIENCE OF APPROACH."

Mr. Taylor's method is practical, simple and based on a life time's study of this subject. While Sales Efficiency Expert with America's largest corporations, his one rule has been "Will it Work?" He has treated this scientific subject in a way you can understand.

Mr. Taylor classifies men and shows you the best way to appraise quickly the minds of men of various types, to determine their inclinations, their processes of thinking, their basis of judgment and decision, so you can always handle each distinct type to your advantage.

He tells you how to judge the men you employ or direct, why people like you or do not, how to handle the procrastinator, the type of man who must be sold slowly, the type of man who must be sold quickly, the type of man who is interested only in cash values, the type of man who is emotional or non-emotional. To know these things

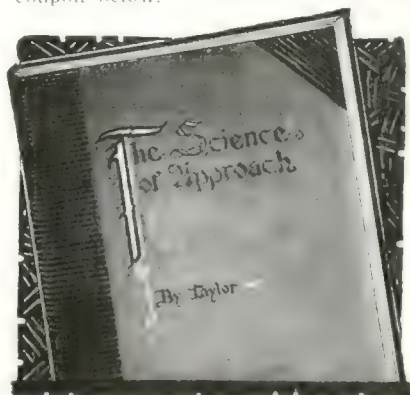
is to know in advance the proper way to judge men of all types so as to successfully sell them, direct them or employ them.

SEND FOR THIS BOOK TODAY
ON FIVE DAYS' APPROVAL

The mailing of the coupon below may be your step to a bigger success. It has for hundreds as their letters prove. You take no chances whatsoever. The book is sent *on five days' approval* subject entirely to your decision as to its possible value to you.

Many of the largest executives, sales managers, and salesmen in this country have said: "It is worth its weight in gold." It is indeed a refreshingly different book and one that will give you a new viewpoint on business and why men succeed.

It may show you a short cut to success. Take it today by mailing the coupon below.



WILSON M. TAYLOR, Inc.

35 West 39th Street, New York City

Please send me copy of your book, "The Science of Approach," on 5 days' approval—enclosed find \$2.00. If I decide not to keep the book, I will return same to you within 5 days and you are to return the \$2.00, without question.

Name _____

Address _____

A. & S. 5-20

Wanted--- A Great Maritime Leader

How the Question of American Ships and Shipping
Interlaces With the Problems of Advertising and Selling

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," etc.

THE recent "National Marine Week," April 12 to 17, celebrated more or less generally throughout the United States with an extensive exposition at the Grand Central Palace in New York City, has brought vividly before the American nation the problems and possibilities of our new merchant marine. At last the present American generation seems fairly waking up to realize the truth of the words of Sir Walter Raleigh:

"Whosoever commands the sea commands the trade of the world; whosoever commands the trade of the world commands the riches of the world; and consequently the world itself."

It seems difficult to believe that for forty years, from 1789 to the year 1830, American ships carried an average of 90 per cent of the foreign commerce of the United States. In the year 1826 they carried as high as 92 5-10 per cent, the largest portion ever borne under the American flag in any year, at least up to the opening of the present war. It was at this time that Daniel Webster said:

"We have a commerce which leaves no sea unexploited; navies which take no law from superior forces."

What was the explanation of this early interest of Americans in maritime pursuits?

It was the realization that Thomas Jefferson expressed as Secretary of State in 1793. Speaking of navigation he said:

"Its value as a branch of industry is enhanced by the dependence of so many other branches upon it. In times of general peace it multiplies competitors for employment in transportation, and so keeps that at its proper level and in times of war, that is to say, when those nations who may be our principal carriers shall be at war with each other, if we have not within ourselves the means of transportation, our produce must be exported in belligerent vessels, at the increased expense of war freight and insurance, and the articles which will not bear that must perish on our hands."

America's first merchant marine

came because of the dire necessity of the times. Foreign ships had flooded the country with foreign manufacturers. We were not able to export produce sufficient to pay for our imports. The specie of the country was swept away and the national debt was growing. It was difficult for skilled labor to find em-



"WE HAVE THE MEN"

An American Naval Cadet in Government service during the war.

ployment and the nation was threatened with misery. The very independence of the new country seemed about to be abrogated.

OUR FIRST MERCHANT MARINE

The Congress that met in 1789 was a notable one, for it passed a tariff act which Washington signed July 4, 1789, containing the first Amer-

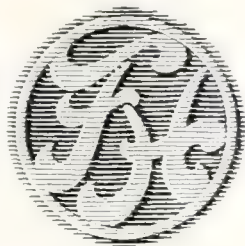
ican declaration of duty on imports in American vessels, and favored American ships in the carriage of tea from the ports of the Orient. This tariff stimulated tremendously home production. Industries became diversified and flourished, affording profitable employment for all. The country's specie returned, manufacturers flourished, shipbuilding came by leaps and bounds, and the new republic was crowned with prosperity throughout all its borders.

Up to this time only 23.8 per cent of the imports and exports of the United States was carried in American ships. Before the new law had been working five years American ships were carrying 90 per cent of these imports and exports. The act was amended about this time and, instead of a reduction of duty in favor of American vessels, an increase of 10 per cent was imposed on all imports in foreign boats. These were red letter years of maritime history in the United States. The intervening years between 1831 and the present day are not intended to give an American a happy quarter of an hour.

During the past twenty years, instead of 90 per cent of our foreign trade being carried in American-owned and operated ships, American vessels carried an average of less than 10 per cent of such products, and this in spite of the fact that our exports have grown from \$71,670,735 in 1830 to \$2,364,570,148 in 1914, and imports during the same period increased from \$62,360,956 to \$893,925,657. In 1810 the cubic feet of investment in American shipping per capita was 13.55 cubic feet; in 1910 it was only .85 cubic feet.

In other words, previous to the European war, our commerce was practically given over to foreigners to transport and the loss to the country has been tremendous. It has cost the United States more than one and a half billion of dollars in freight loss to transport the commerce of this twenty-year period. During this time American ships obtained only \$285,000,000, while foreign ships secured by reason of their advantage in carrying our goods \$1,500,000,000.

These are facts of deep signif-



Announcing



THE OPENING
OF OFFICES
IN CHICAGO

SUITE 1400
THE KESNER BLDG.

THE FERRY-HANLY
*Advertising
Company*

KANSAS CITY

CHICAGO

NEW ORLEANS



icance, not simply to shipbuilders and politicians, but to the average laborer and the citizen of whatever class, because it has been proved beyond the shadow of a doubt that a great shipbuilding program stimulates virtually every industry of a nation, and assures certainty of continuous employment and a steady manufacture.

Consider, if you are skeptical about the necessity of an American merchant marine, these facts!

For the twenty-year period ending in 1914 our total overseas commerce amounted to nearly \$50,000,000,000, an increase of 78 $\frac{3}{4}$ per cent over the previous twenty years. In the carrying of this commerce American ships earned a little less than three hundred millions of dollars and foreign ships more than two and a half billion dollars.

Let foreign trade increase at the same rate during the next twenty years and it would amount to eighty-nine billion dollars which would mean, providing the United States decided not to have a merchant marine that we would give over to foreign nations and their merchant marines five billion dollars in freight charges alone. Nor does this startling fact take account of the millions earned every year by foreign ships carrying our passengers and mails nor do the figures include the enormous profits on the cost of repairs, wages, stores, etc., now paid into foreign treasuries.

It has been carefully estimated that the American nation has bought and paid for in the past twenty years in freight charges alone the equivalent of 26,965,602 tons of shipping, more than the world's total tonnage at the outbreak of the war. And if our former lethargy regarding these matters continues during the next twenty years we shall proceed to make a gift to foreign nations of 48,088,589 tons of shipping.

Until the war awakened the nation to these grave conditions all efforts of organizations and loyal citizens and manufacturers have been in vain. The Middle West has said:

"Oh, ships? That is a matter for shipbuilders and the people in the seaport states in the East. We can get our goods carried in foreign bottoms and why should we worry?"

The politician has cared little and known less about foreign trade and foreign nations. The country was so busy in a microscopic policy of home industry that it lost its perspective



“AND WE HAVE THE SHIPS”
Above, the “Abron,” of the U. S. Shipping Board, carrying merchandise between New York and East Indian ports; below the “Santa Ana” of the Grace Line, New York and South American west coast ports.

upon world affairs. American travelers have returned to the country to report that they have found in foreign ports the ships of every other nation under the sun, save those of the United States. The following words of Lewis Nixon are a sample of the warning and pleas which had been given forth without impression upon the average American:

“A glance at the harbor in New York will show great fleets of ships constantly added to by more and larger boats, which were built from the earnings of our country and constantly growing in earning power. There is plenty of profit if we can get into the business. At the present

time we are faced upon the ocean by a monopoly of ocean carriers, together with inordinate naval powers; yet the very men who rail against domestic monopoly not only fail to appreciate this great menace to our national prosperity, but actually belittle the efforts of those who are attempting to awaken our people to a realization of it.”

OUR MARINE AS A RESULT OF THE WAR

That which the efforts of many a well-wisher of our maritime independence found it impossible to bring about has come along with the war and the particular emphasis that this conflict laid upon the need of shipping.

The leadership of the United States Shipping Board, supported by thousands of shipbuilders and their employees, newly enlisted in this fresh industry, has aroused a hope that after all these years the United

States may see its flag upon the ships of the seven seas.

In order to reveal this new interest of the United States in shipping matters, it will be of interest to study a few maritime facts.

Merchant fleets of the world at the end of June, 1914, totaled approximately 35,000,000 gross tons in ocean going steamers of 1,600 gross tons or more. There was in addition to this tonnage approximately 7,000,000 tons made up of smaller steamers from 100 to 1,600 gross tons in size.

The following table gives an idea of the way this tonnage was distributed among the different nations:

WORLD'S MERCHANT STEAM TONNAGE FOR JUNE 30, 1914

Country	1,000 Gross Tons & Over	100 Gross Tons & Over
United Kingdom	17,405,000	20,100,000
Germany	4,650,000	5,150,000
France	1,045,000	1,020,000
United States	1,520,000	1,875,000
Japan	1,400,000	1,750,000
Holland	1,275,000	1,475,000
Italy	1,250,000	1,430,000
Norway	1,125,000	1,050,000
Austria-Hungary	950,000	1,050,000
Greece	725,000	820,000
Spain	700,000	900,000
Russia	585,000	850,000
Sweden	545,000	1,030,000
Denmark	455,000	785,000
Belgium	285,000	345,000
Brazil	150,000	100,000
Portugal	50,000	90,000
Scattering	400,000	705,000
Total	35,135,000	42,615,000



DR. FRANK CRANE

Joins the Editorial Staff of

CURRENT OPINION

With the May issue CURRENT OPINION entered upon a new stage of its distinguished career under the joint editorship of Edward J. Wheeler and Frank Crane.

Neither of these editors needs an introduction to the magazine reading public.

You will find them both at their best in the future numbers of CURRENT OPINION.

CURRENT LITERATURE PUBLISHING
COMPANY
New York City



S. S. Santa Rita, discharging a cargo of nitrate from Chile at a pier in Los Angeles Harbor.

It will be seen from these figures that out of a total of 35,000,000 tons all but half a million tons was owned by fifteen countries and, furthermore, that the bulk of the world's steam tonnage in 1914 belonged to eight nations. The United Kingdom, with more than 17,000,000 tons; Germany, with 4,500,000; and the other six—France, the United States, Japan, the Netherlands, Italy and Norway—ranging between 1,000,000 and 2,000,000 tons each, controlled approximately 85 per cent of the ocean-going steamships of the world. It is quite clear, therefore, that the burden of maritime transport and the losses sustained fell principally on these nations. The dominant place of British shipping and the weak position of the United States need no comment.

During the war the allied and neutral fleets suffered heavily and the combined efforts of the enemies of the allies cut deeply into the tonnage especially of Great Britain and France. Great Britain lost more tonnage during the war than was owned by any two other nations at the outbreak of the war. The losses of the United States were relatively less than those of the other allies and less than some of the neutrals, especially Norway, Sweden and Denmark. This was due in part to the small merchant fleets which our country owned during the war and in part because of our late entry into the conflict. A further reason might be attributed to the fact that there was less need for United States ships to cross the submarine zone. The total losses estimated from enemy operations during the war were 13,000,000 gross tons. The following table will

give an idea of the losses by countries:

ALLIED AND NEUTRAL LOSSES OF MERCHANT TONNAGE

Country	Gross Tons
Great Britain	7,753,740
Norway	1,178,335
France	907,168
Italy	852,124
United States	383,987
Greece	337,545
Denmark	239,922
Sweden	207,733
Holland	199,975
Russia	183,852
Spain	167,693
Japan	127,470
Belgium	98,874
Portugal	92,382
Miscellaneous	91,936

Total..... 12,814,742

In the above table are included the losses of all sizes and classes of vessels, but mainly of sea-going steamers. Add to these losses from marine risk, about 2,200,000 tons and the total comes up to 15,000,000 gross tons of loss during the war period or about 35 per cent of the world's tonnage of all sizes and classes when the war opened. It may be noted that losses from marine risk averaged normally about $2\frac{1}{2}$ per cent a year, and while the war was in progress losses from all causes occurred at more than three times this normal rate. If there had not been a speeding up of shipbuilding during this period replacing losses by new construction, the world's fleets would have decreased by about one-third.

The war developed in the United States a new vigor of shipbuilding, and ships which take from one to three years to complete in peace time were built in a few months and in some cases in a few weeks even during much feverish activity. This period was marked by the standardization of vessels and by a nation-

wide mobilization of industrial resources for the purpose of speeding up ship construction. The total construction for the war period amounted in our country to nearly 12,000,000 gross tons. The following table will give an idea of the annual construction of vessels for three momentous years in shipbuilding industry on the part of the principal shipbuilding nations:

SHIPBUILDING IN THE PRINCIPAL COUNTRIES, 1916 TO 1918

	Gross Tons		
	1918	1917	1916
United States...	3,033,000	997,900	504,200
United Kingdom	1,348,100	1,348,100	608,200
Japan	489,900	350,100	145,600
Holland	74,000	148,700	180,100
Italy	60,700	38,900	56,600
Norway	47,700	46,100	42,400
Sweden	39,500	26,700	26,700
Scattering	354,500	166,600	124,300
World total...	5,447,400	2,937,800	1,688,100

The above figures not only reveal a great increase in total tonnage built, but they show the United States in a leading position in this recent construction period. Our country has increased its output six-fold in three years and the total of more than 3,000,000 tons of shipbuilding in 1918 was greater than all the world had built in the preceding year. Japan increased its output three-fold, while Great Britain produced less tonnage than in pre-war years, because of the fact that so many of her yards were required for naval craft. At the end of 1918 the world's merchant fleet of ocean-going steamships (1,600 tons and over) totalled about 32,600,000 gross tons.

The relative importance of the principal nations which control the world's merchant marine has thus altered considerably during the past four or five years, the United Kingdom still leading with more than 14,000,000 tons and the United States with upwards of 6,000,000 tons taking second place. The four leading maritime countries today are the United Kingdom, the United States, Japan, and France. These four and their combined fleets own upwards of 75 per cent of the world's tonnage. In a recent article in ADVERTISING & SELLING we gave some of the late plans of the United States Shipping Board which showed that the United States now has facilities for shipbuilding on a very large and unprecedented scale and behind these facilities are labor, money, and materials equal to almost any emergency. By the end of the present year the United States should have adequate shipping to carry at least

Continued on page 45

Many Plans Offered for Agency "Audits"

Advertising Executives, Publishers and National Advertisers Declare Some Form of Standardization, Mutually Agreed Upon, Would be Beneficial

OPINIONS ranging all the way from downright disagreement to hearty concurrence with the idea of auditing advertising agencies have been reaching *ADVERTISING & SELLING*, ever since the publication on April 17 of the article which brought the subject to the attention of the profession.

The discussion has reached a point which indicates a very keen interest in the proposition, and it is interesting to note that what is said in the authorized communications given herewith bears the unprejudiced viewpoints of those three all-important individuals concerned, the publisher, the advertising agent, and the national advertiser.

ADVERTISING & SELLING has received many more letters on the subject of auditing advertising agencies than it has space to publish in a single issue and today continues the printing of these letters, in the same form as those which appeared last week. There are a great number of others, to appear later.

Here are some of the opinions expressed.

By E. T. GUNDLACH, Gundlach Advertising Company, Chicago:

Naturally I believe that the advertising business is best conserved by recognition only of genuine advertising agencies. When I say genuine I mean an agency which makes it its business to study advertising and to help build up clients; not an agency that spends its time chasing around to pry loose business from some other agency; and least of all one that is, whether by cut-rate methods or by more direct plans, a mere clearing house of an advertiser.

Either we should abolish advertising agencies or we should abolish agencies so recognized. But to accomplish the latter we must have a greater spirit of unselfishness for the cause as a whole, and freedom from hypocrisy. Conditions are much better than they were, but there is still too strong a tendency to recognize an agency for the business they can control and not for any business they have honestly built up.

It is the spirit back of the cause (and I am glad to note that the spirit is getting better in the course of years) and not the machinery adopted that counts.

The less machinery in general, the better. No doubt associations have done some good. But since 1917 we seem to have a sort of a mania for organizations, associations, restrictions, regulations, and investigations.

The auditor of circulations, in my judgment, has no occasion to look into the details of agencies' methods. The very agencies which are most solid and cleanest in their methods would be the first to object to such investigations. The Association of Advertising Agencies fulfills its function when it helps the recommendation of the recognition of advertising agents, and may require a careful examination before it can make such a recommendation. But to build up machinery for either organization, which would result in the nature of a concentration or centralization of authority would be to my mind not a help, but a hindrance to better methods.

There is a certain element of men in business who satisfy their political aspirations by little mild politics in business. They are sometimes known as "joiners." While recognizing the value of organizations and the unselfish spirit which has induced more than one man to give considerable of his time to organization work, we should be careful to avoid putting too much power, or at least show of power, into organizations as such.

Organizations as such should not be built for the purpose of directly building machines. They should be regarded as living organisms existing solely for the expression of a higher and better spirit.

By E. H. KITTREDGE, publicity manager, Old Colony Trust Company, Boston, Mass.:

I have read with interest Mr. Smith's article entitled, "Auditing the Advertising Agencies," and my immediate reaction is something like this:

There are many advertising agencies, many doctors, many lawyers, many banks, but there are only a few in each class that will stand the rigid test of "producing the goods" in these days.

In merchandizing we say "the best is none too good." The same applies to the agency, the doctor,

lawyer and bank. This inevitably leads to certain ratings or classifications, and I believe that the idea of rating or auditing advertising agencies for the protection of the advertiser and publisher would be a very constructive and eminently proper movement at this time.

By H. E. TAYLOR, of the Economist Group of publications, New York:

"Auditing the advertising agencies" will be a wonderful thing if it can be accomplished—wonderful not alone for the publishers, but for the right kind of constructive and responsible agencies. It will be wonderful also for advertising as a whole. For in all too many quarters advertising is not looked upon as the legitimate, constructive influence, or the practical sales power, that it actually is.

It is possible, but hardly practicable for individual publishing organizations to do the work that needs to be done. It is hardly less impracticable for groups of publishers. It strikes us that the extension of the Audit Bureau of Circulations' Organization into that field to undertake that work represents the most logical and most practical way for doing it.

By WALLACE J. FERRY, of the Ferry-Hanly Advertising Company, Kansas City, Mo.:

We were deeply interested in the article in the April 17 issue of *ADVERTISING & SELLING*, entitled "Auditing the Advertising Agencies."

We believe unquestionably that this is a step in the right direction. So far as we are concerned, we would welcome any good method that would result in a closer scrutiny, not only of the financial responsibilities of agencies, but of their methods of doing business and particularly their equipment to properly handle large appropriations and actually earn their fees. An advertising agency has nothing to sell, but service and manifestly adequate service is impossible where experience and knowledge are lacking.

I know of no business so easy to break into as advertising, yet none which should require more careful training. The tremendous volume of advertising placed in the last year or

two has been an alluring bait, especially for a great many individuals who seek to obtain maximum incomes with minimum resistance. It is positively funny how large is the number of persons, who, having been only moderately successful in other businesses, believe that advertising is just the pursuit to put them on a smooth road to prosperity.

If every medium of advertising were as careful in scrutinizing advertising agencies as is the Curtis Publishing Company, the standard in the business would be much higher and the number of uneligibles engaged in it much fewer.

I personally am very much interested in Mr. Smith's suggestion and am unequivocally in favor of some institution that will properly pass judgment on the eligibility of advertising agents.

Should there be such a development, would it not be a good idea to abandon the term "agency," which in my opinion is a misnomer so far as well balanced advertising organizations are concerned. Would it not add somewhat to the dignity of our business if we termed ourselves Advertising Service companies?

By EDWARD N. HAYES, publisher of the *Retail Druggist*, Detroit, Mich.:

We are heartily in favor of some movement which will protect publishers from irresponsible advertising agencies.

As far as this publication is concerned, we have had very little trouble with agencies, and our losses through them have been exceptionally low.

As to the three methods proposed, we would be more in favor of the Audit Bureau of Circulation tackling the job, and doing for the agencies what they have done for publishers. They have the facilities to accomplish this work, and as 90 per cent of the best publications in this country are members of the A. B. C., they would naturally be able to work together with the agencies to the best possible advantage.

Dun's and Bradstreet's or any other commercial agency have too much to do with all other lines of business to hope to give publishers proper information concerning advertising agencies, and we venture to say that out of the 1,161 advertising agencies now doing business, there would be less than 60 per cent of them rated by Dun's and Bradstreet's.

Then, take the 361 agencies recognized by the American Newspaper

Publishers' Association, there are a large number that are not even rated by Dun's and Bradstreet's, so it is entirely out of the question for publishers to rely on such information.

Another matter which should be given serious consideration by agencies, advertisers, and publishers in general, is that of publications selling space at any price that they can obtain. We are up against this kind of competition almost every day.

What would you think of a large pharmaceutical house informing us that they were able to obtain a price of \$40 per page in a large drug journal whose regular rate is \$70 per page; and this same pharmaceutical house was not only able to obtain a considerable cut in rates in this one publication, but in several other drug journals.

We held strictly to our card rates, and it looks as if we would lose out on the business. Of course, the advertiser does not consider every phase of the transaction, or he would readily see that it is absolutely impossible for any publication to cut their rates in half, and still make it a paying proposition, if their circulation statement were absolutely authentic.

The Retail Druggist has the unique distinction of being the only drug paper in the field that has been accepted for application to membership in the Audit Bureau of Circulation, and while it makes a great deal of difference with the best agencies and the best national advertisers, nevertheless, the unwise advertiser or the new advertiser does not seem to appreciate what it means to them to be able to buy space on known value, they make price the one consideration.

By H. C. DART, advertising manager, Paige-Detroit Motor Car Company, Detroit, Mich.:

I have read with interest what you say on the matter of auditing advertising agencies.

I have not had time to give this matter any serious thought, but off hand it strikes me that this is a job for the Audit Bureau of Circulation rather than for the A. A. A. A. Better still, it would seem to me that it is a proposition for joint action.

The matter of an agency's financial strength is not hard to determine, but the value of the service that the agency can render an advertiser can only be judged by men of long experience in the advertising business and of unquestioned integrity. Along this line, I believe that the result of the investigation of the Curtis Pub-

lishing Company would be extremely helpful to a committee appointed to pass upon the qualifications of an advertising agency for the Curtis company is most assuredly in a position to pass judgment in view of their position in the publishing field. Of course, it is quite possible that Curtis is not always unbiased.

I am very much interested in the progress of this movement, and sincerely hope that it bears fruit.

By JOHN C. MOORE, of the Nichols-Moore Company, advertising, Cleveland, Ohio:

We have read the article on placing Advertising Agencies on a Standardized Audited basis in your April 17 issue, and are certainly in hearty accord with such a movement.

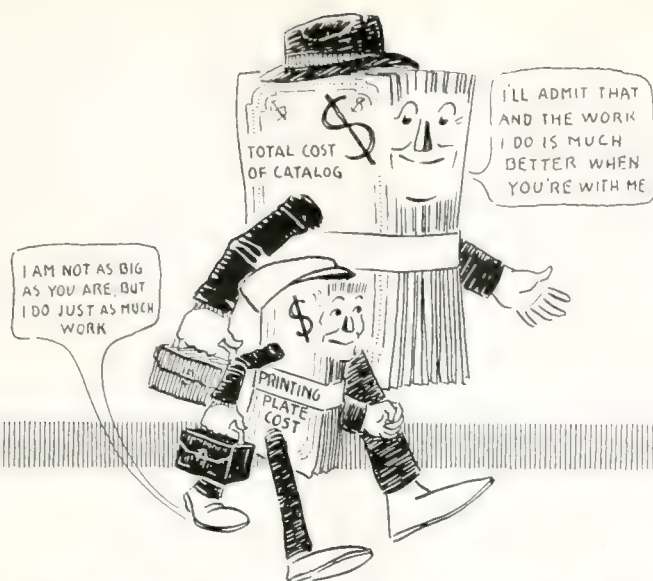
We believe that in some way the agency business should be on a more definite standard which every agent must pass in order to be in the profession. Every lawyer, architect, engineer, etc., has a college degree to prove that he has studied the theory of his business. There should be some way to bring the advertising agent on the basis of a professional man. It seems to us that the Audit Bureau can handle this job better than anyone else. The individual publisher is too liable to allow personalities and other angles enter into his decision. Similarly with the A. A. A. A., although there is no doubt that they could do a very efficient work.

It might be possible to have this work done by the Associated Advertising Clubs of the World, if an arrangement could be made so that all agencies were taken into the association, and after a careful examination certain agencies were given the stamp of approval and the unrecognized agencies were encouraged to consolidate into stronger combinations or to add better men to their organization, which would raise their standard.

We will be glad in every way to further the movement which you have suggested and if we can be of any assistance to offer our services in cooperation.

By FRANK R. JENNINGS, advertising manager of *The Rotarian*, Chicago:

I think something like placing Advertising Agencies on a Standardized Audited basis is quite necessary as undoubtedly there are a considerable number of so called agencies that are neither financially nor morally responsible. Up to now we have been signally fortunate in not incurring



The COST of PRINTING PLATES

Compared with the Total Cost of a Catalog

Recently we produced the plates for a 606 page machinery catalog containing 530 illustrations made from vignetted halftones measuring on an average $6\frac{1}{2} \times 8\frac{1}{2}$ inches each.

Their cost to the advertiser was \$8,000. The art work, composition, printing, binding, etc., amounted to \$62,000 on a run of 10,000 copies. This makes the cost of the plates approximately 12% of the total cost of the catalog. Comparative plate cost, of course, varies with the size of the run. In some cases the percentage is a little higher, in most cases considerably less, but the above is a fair example of the reasonable cost of an advertising necessity.

Use more halftones and line etchings in your advertising. Use process plates when appropriations permit. Use the finest plates, Sterling Plates, if you expect your advertising to be fine and result-producing.

Black and White - Process - Ben Day - Line.



THE STERLING ENGRAVING CO.
 200 WILLIAM ST. NEW YORK, N.Y. 10TH AVE. & 36TH ST.

any loss through such agencies, but we have been particularly careful and our list of some 500 includes only those whom we know are responsible and reliable. I believe, however, that while the agencies are demanding so much in the way of audit and circulations they too would be willing to submit to a thorough checking up arrangement for the benefit of publishers and advertisers.

While I favor the first plan submitted I think a whole lot can be accomplished on the part of publishers by following a third plan. I have an idea that a good many publications are so anxious to get business that they don't take the necessary precaution to look into the responsibility of the agency offering the business. While we want business for our publication we make it pretty well known that we want only first-class business through proper sources.

By EBEN GRIFFITHS, advertising manager, the Vacuum Oil Co.:

In discussing the question as to whether or not the advertising agencies should be subject to some audit as to their financial responsibility and other features, there are necessarily the two points of view.

While there may be advantages to the publications in such an audit, the great difficulty from the advertiser's point of view is that it is impossible to audit that which determines the value of an advertising agency, which is brains and sincerity of purpose.

I am not opposed to such an audit, and I can see no good objection to it if it will serve any good purpose to the publications. And I do not think most worth-while agencies would object to such an audit.

But such an audit would necessarily leave out of consideration every feature which makes an agency valuable to an advertiser. Of course, we all want to deal with agencies that are financially responsible and trustworthy, but the point in which we are all primarily interested is what service those agencies can render.

By RHEY T. SNODGRASS, of Snodgrass & Gayness, advertising:

We believe thoroughly in the idea of standardizing the agency business and, although we are one of the very newest agencies, having started only last October, we do not believe we will be the first to be "standardized out of existence."

On account of our newness, I doubt whether we can, or ought to attempt to make any constructive suggestions along the line indicated.

As between your three suggested methods of operation, however, we are quite firmly of the opinion that the A. A. A. A. is the logical and proper institution to undertake such an effort.

There are many reasons for this opinion, the obvious ones being that the character of service most acceptable to a client varies greatly according to the kind of business involved and the objects which the owners of that business are seeking to attain. This would seem to eliminate the idea of an audit or a mere mathematical appraisal.

So far as the publishers are concerned, they have an undoubted right to determine what agencies they would recognize. Their own interest in an agency does not contemplate by any means all of the functions and purposes of the agency business.

It would seem to us quite clear that the agents can best do this job through their own organization.

By H. R. HYMAN, advertising manager, the Cole Motor Car Co.:

I am frank to say I feel the subject (of auditing advertising agencies) one on which I would hesitate to voice a detailed opinion as it encompasses too wide a field.

It has always been my impression that "get rich quick" chaps will flock in the direction of anything which they believe to be easy money and that the elements of time and the inability to cope with conditions met, eventually serve to eliminate the unworthy.

The advertising agency business at the present time from the outside appears to be most profitable because of the exorbitant expenditures of money for advertising in every field and I feel that a great many are now being attracted to it in the hope of being able to make a cleaning in a very short time.

Some of these will linger, others may find a place for themselves, but the majority of the agencies breaking in at the present time will simply come out as victims of a great struggle for survival in which the fittest alone, can hope to continue.

Likewise, in every line of business there is bound to be a certain percentage of suckers who fall for the bait of the unscrupulous. Such people as these will become the marks of unscrupulous advertising agencies, while, on the other hand, the wise business men, who are not given to entrust the spending of their money to those whose business standing is not at least equal to their own, will

run no chances with these offenders.

Advertising is so intangible and the results of any campaign so uncertain, even when the best talent is employed, that it is difficult to tell beforehand just what to anticipate.

Agencies which have splendid standing and whose men possess the best and keenest business judgment frequently fail utterly in the attainment of results for clients. Hence, the shifting of the largest advertising accounts from one agency to another in the course of time.

Improper cooperation on the part of the client very frequently makes the agency's job impossible and those who are on the outside might stray far from the mark if they were given to pass judgment on the agency's work under these conditions.

The individual who stated in the opinion quoted in Mr. Smith's article, that Dun or Bradstreet or a financial statement of the agency, itself, might be the best means of establishing the agency's standing, hit the nail on the head more nearly, I believe, than any other.

Likewise, the study of the personnel of the advertising agency and the achievements of the individuals included in the organization might be regarded as indicative of what could be anticipated from them should they take on another account.

The sooner advertising assistance, such as agencies offer, is sold just as is the work of a consulting engineer, or the engineering board of any industrial organization, and the advertising produced is regarded as a commodity just as are the products of any manufacturing organization, I believe that a great deal of this monkey business about audits, etc., will be eliminated because of the fact that advertising then will have acquired a status in our business life which, unfortunately, in the past it has not had.

I am delighted to say that we have been operating with the same agency for a great many years and that the manner in which it handles our account with our cooperation, is satisfactory, I believe, to all concerned.

We do not lay impossible burdens on our agency. We ask them to do for us certain definite things. We share the responsibility with them in every instance and as a result we have worked out a method between our own organization and our agency's, the results of which are regarded by this company as heartily satisfactory.

Wilmer Atkinson, Founder of Farm Journal, is Dead

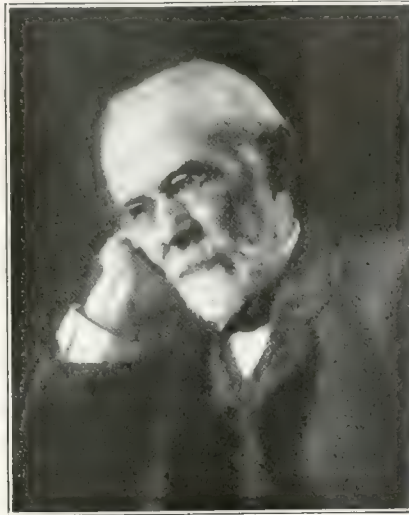
Wilmer Atkinson, founder of the *Farm Journal*, a pioneer in journalism and in guaranteeing advertising to subscribers, died at his home in Philadelphia early Monday morning, after ten days' illness from bronchial pneumonia. He would have been eighty years old on June 13.

Mr. Atkinson was the son of Thomas and Hanna Quinby Atkinson, and his ancestors came over on the ship *Welcome* with William Penn. He received his early education at Joseph Foulke's boarding school at Gwynedd, and graduated at Freeland Seminary, Montgomery county, in 1858.

In 1862, together with Howard M. Jenkins, his brother-in-law, Mr. Atkinson purchased the *Norristown Republican*. They ran it successfully for about a year, and then sold it in 1863, when Mr. Atkinson enlisted in the Wissahickon cavalry, part of the 19th Cavalry Regiment. Later he became a lieutenant of Company G, 197th Volunteer Infantry. In partnership with Mr. Jenkins in 1866, Mr. Atkinson founded the first daily paper in Delaware, the *Wilmington Daily Commercial*, now published as the *Wilmington Every Evening*.

Mr. Atkinson moved to Philadelphia in 1877, and founded the *Farm Journal*. The first year it had a circulation of something like 12,000 a month, and its founder lived to see his paper go all over the United States, reaching over a million farmers monthly. To know his subscribers, he frequently took long driving trips, and his horse and buggy was a familiar sight in many rural districts.

In 1880, Mr. Atkinson originated the first Fair Play notice, a guarantee of advertising which was the forerunner of the present movement of the Associated Advertising Clubs of the World. He excluded advertising that was objectionable, agreed to repay any subscriber who lost money through dealing with an advertiser who turned out to be a swindler, and so fostered confidence in advertising. He became president of the Wilmer Atkinson Co., when the company was organized, and was editor of the *Farm Journal* until 1917. He then became editor emeritus, and the active editorial direction of the paper passed to his nephew, Charles F.



WILMER ATKINSON
The late Wilmer Atkinson, founder of the *Farm Journal* and pioneer in "guaranteed" advertising, who died in Philadelphia on Monday

Jenkins, who had been associated with the company since 1884.

During his later years, Mr. Atkinson was deeply interested in many public questions. He was president of the Pennsylvania Men's League for Woman suffrage, and was deeply interested in good roads, better transportation facilities, and all questions where farmers were concerned. About two weeks ago, he completed his autobiography.

Mr. Atkinson is survived by three children—Miss Elizabeth A. Atkinson, Mrs. Emily Q. Ellis, wife of Colonel Thomas Biddle Ellis, assistant director of public safety; Miss Gertrude Atkinson; and by his wife, who was a daughter of Samuel Allen, once sheriff of Philadelphia. He also leaves two sisters and two brothers, Mrs. Emma E. Smith, Lambertville, N. J.; Mrs. Mary Anna Jenkins, Gwynedd, Pa.; Albert Atkinson, Ambler, Pa.; and James Q. Atkinson, Three Tune, Pa.

The funeral was held from the Atkinson residence at 2 o'clock, Wednesday afternoon, May 12.

Representatives Elect Officers—Will Hold Outing in June

W. Roy Barnhill, of the *American Golfer*, was elected president of the Representatives' Club to succeed Raymond H. Bowen at the thirteenth annual meeting of the club which was held May 3, at the Hotel McAlpin. Albert J. Gibney, *Munsey's*, was elected first vice-president; Thomas Childs, Vickery & Hill, second vice-president; C. W. Fuller, *Christian Herald*, secretary, and C. S. Plummer, jr., *Metropolitan*, treasurer.

The thirteenth annual outing and banquet of the Representatives' Club of New York will be held on June 11 at Gedney Farms Hotel, White Plains, N. Y.

The sporting events will begin at 2:30 P. M., and the banquet at 7:30 P. M.

There will be colored musicians and good singing. Many desirable prizes will be awarded in the sporting events. While there is an additional charge for golf, those who wish to, can play all day. Tennis, baseball and other sports will be held in the afternoon.

Tickets are \$7.50 and may be secured from C. S. Plummer of *Metropolitan* magazine. They entitle the holder to compete in any or all of the prize events and to attend the dinner. There is a rumor that there will be so many "favors" for the guests that it will require a truck to carry them away. It is not necessary to attend as the guest of a member of the Representatives' Club; the organization extends an open invitation to every reader of ADVERTISING AND SELLING.

John Wesley Hyatt Dies

John Wesley Hyatt, inventor of the Hyatt roller bearing, died suddenly on Monday of heart disease at his residence, Windermere Terrace, Short Hills, N. J. He was in his 83d year.

Mr. Hyatt was born at Starkey, N. Y., and received an ordinary school education, followed by one year at Eddytown Seminary. While he was still young, he moved to Illinois, and there devoted all his time to inventing.

Besides inventing the roller bearing device, for which he is most widely known, he also discovered with his brother, the late I. Smith Hyatt, the process of manufacturing celluloid. The following list of patents shows the extraordinary range of his inventive talent: a knife sharpener, new method of making dominoes and checkers, the Hyatt billiard ball (including the machinery for making it), water purifying system, lockstitch sewing machine, machine for squeezing juice from sugar cane, new method of solidifying hard woods for use in bowling balls, golf stick heads and mallets.

Major Wrench Guest of Business Publishers

The scheduled program of the Open Discussion Meeting of the New York Business Publishers' Association, held at the Automobile Club, New York, on the evening of May 10 was shoved aside to permit the association to extend its hospitality to Major Evelyn Wrench, formerly head of the British Bureau of Information, who chaperoned the business publishers during their trip to England and the western front just before the armistice. Major Wrench, who is in this country as representative of the English-speaking Union, was the guest of honor at the publishers' dinner and the chief speaker afterwards. Harry M. Tipper, president of the association, acted as toastmaster and H. M. Swetland, president of the United Publishers' Corporation, made the address of welcome to the visitor. Other speakers were Roger Allen, of the Allen-Nugent Company; Arthur J. Baldwin, vice-president of the McGraw-Hill Company, and Samuel O. Dunn, of *Railway Age*, president of the Associated Business Papers. The promotion of cordial business relations between the two great branches of the English-speaking people formed the keynote to the evening's addresses.

George W. Hopkins is Reelected to Presidency of the New York Advertising Club

At the annual election of the New York Advertising Club held on Tuesday, May 11, George W. Hopkins, general sales manager of the Columbia Graphophone Co., was reelected president. Frank Presbrey, of the Frank Presbrey Co., was elected vice-president for three years, and Oliver B. Merrill, of *Youth's Companion* was reelected treasurer. To serve on the board of directors, A. Van Gytenebeck was elected a director for two years, and Francis H. Sisson and William H. Ingersoll were elected for three years.

Buys Jacksonville Paper

S. A. Lynch, president of the Southern Enterprises of Atlanta, has purchased the Florida *Metropolis*, Jacksonville's evening newspaper from W. R. Carter and Rufus A. Russell. Mr. Lynch controls theatrical and amusement enterprises in several southern cities.

Advertising "Clean Hands" Downs "Profiteer" Cry

Believing that "the word 'profiteer' is applied recklessly and indiscriminately to honest and conscientious merchants, who must bear the odium along with the comparatively few who are taking unfair advantage of the present situation," several of the country's great retail firms have been using their advertising space in the last few weeks to impress upon the public that they are doing their part to solve the problem of lowering prices and to demonstrate that they themselves are caught between the devil of rising costs and the deep, blue sea of consumer suspicion.

Strawbridge & Clothier, of Philadelphia, from whose copy the foregoing quotation was taken, devoted a full page in the Philadelphia *Evening Bulletin* of May 1, to analyzing the cause of high prices, to suggesting a remedy and to assuring its customers that its own hands were clean by virtue of the facts (1) that its profit for 1919, after deducting government taxes, "was less than in many of the former years in the history of this store," and (2) that it is at present pursuing a policy of "sacrificing profits to which it is legitimately entitled."

Declaring that curtailment in production, particularly in production per man, labor troubles and greatly increased exports or other than national extravagance, lay back of price increases, the copy asserted that the remedy is "Work, Reasonable Economy and Careful Shopping." The suggestion that overall clubs and the dress suit ban would have an appreciable influence on prices was ridiculed.

Employing Printers Present William Green with a Beautiful Home



In recognition of the service rendered to the organization of Employing Printers of New York, William Green, president of the United Typothetae of America, and proprietor of one of New York's largest printing plants, at a recent meeting held at the Hotel Astor, was presented by his associates with the deed to a home in New Rochelle, N. Y., which he had contemplated purchasing.

John Wanamaker, of New York and Philadelphia, began his May advertising with the announcement of a sale offering, for a limited time, the entire retail stocks of his stores, less a few restricted articles at a 20 per cent reduction from April-end prices. This, Mr. Wanamaker declared, was his bit toward creating "a breakwater against the higher wave of costs, said by the Federal Reserve Board to be still rising."

He also characterized it as "another effort to bring down prices with the hope of influencing manufacturers to reduce the cost of manufacturing." The Strawbridge & Clothier copy, on the other hand, suggested that "the manufacturers were as anxious as the retailers to restore normal conditions and, in many cases, almost equally helpless in controlling the cost of production."

Touching on the matter of production it is interesting to note how a colored poster designed by the ad-service department of the *Shoe and Leather Reporter* is being used by tanners, shoe manufacturers and other members of the trade to incite their labor forces to greater production. This poster is being hung on the walls of the work rooms of the shoe factories where the workmen, attracted by its vivid greens and blues, will read its message that "Men and women who labor with their hands or brain are now in the trenches. . . ." "Every added stroke of labor is an act of mercy; every idle minute increases the peril of a waiting world" and will heed the call to "work more, earn more, save more."

The gift, which was presented in a miniature house, was a complete surprise to Mr. Green. His fellow printers felt that some form of appreciation was due him for his untiring efforts in their be-



The \$23,000 residence at Beechmont near New Rochelle, N. Y., presented to William Green by the Employing Printers of New York

half and took this practical method of partly discharging their obligation. Mr. Green has been identified with organization work among printers, both locally and nationally, for over twenty-five years, and recently he accomplished most commendable work as a member of the Committee of Five.

Employment Managers Will Convene at Chicago

An attendance of 2,500 to 3,000 persons, representing companies in the United States who are big employers of labor, is expected at the Second Annual Convention of the Industrial Relations

Association of America (The National Association of Employment Managers) which is to be held in Chicago, May 19-21. Philip J. Reilly, of the Detail Research Association, New York, who is president of the National organization, will preside.

P. W. Ditchfield, vice-president, Goodyear Tire and Rubber Co., is scheduled to speak on "Man and Industry"; H. P. Bowles, vice-president, Hydraulic Steel Co., and Harry N. Clarke, president, Corte-Scope Co., will discuss "Linking Up the Worker With the Finished Product."

On Thursday George F. Johnson, vice-president, Endicott-Johnson Co., and C. A. Lippincott, Studebaker Corporation, are to make "Community Conditions Affecting Labor Stability" their subject. "The Foreman of the Present and the Future" will be the topic of Leroy Cramer, vice-president, Willys-Overland Co., and of A. C. Horrocks, Goodyear Tire & Rubber Co.

Henry Leland, president, Lincoln Motor Car Co., and Sidney J. Hillman, president Amalgamated Clothing Workers of America will talk on "Organized Labor in Industry," at the general session of Friday. "What Management Wants" will be told by E. C. Shaw, vice-president, B. F. Goodrich Co., and Sherman Rogers, former Oregon lumber jack, will tell "What the Workingman Wants."

Subject meetings and sectional meetings, treating upon innumerable angles of industrial relations, will be held between the main sessions.

Former Advertising Manager Organizes Company

Walter Bieling, for five years central states sales manager of Nordyke & Marmon, Indianapolis, and at one time advertising manager for the Remy Electric Co., is the president and general manager of the Olentangy Motors Co., which has been organized in Columbus, Ohio, to sell the Marmon car and a small high-grade machine, the name of which has not been announced yet.

British Newspapers Increase Price

Owing to the increased cost of newsprint, the Manchester *Guardian* and the Liverpool *Post* have increased their price to twopence. The *Guardian* points out to its readers that the cost of paper is now more than 50 per cent above the pre-war figure, and that since the beginning of the year 280 newspapers and periodicals have raised their price.

George Ethridge and Francis Best Address Columbia Adcrafters

At a meeting of the recently organized Adcraft Club at Columbia University, on Wednesday evening of last week, George Ethridge, of the Ethridge Co., and Francis J. Best, until recently advertising manager of Franklin, Simon & Co., made addresses. Mr. Ethridge's subject was "Visualizing the Idea," and among the many things he told were his early experiences as an artist on the New York *World*. Miss Helen A. Ballard, who also spoke, was elected an honorary member of the society.

Baker Becomes "Metropolitan" Promotion Man

Donald R. Baker, recently with the Corona Typewriter Co., has become manager of the promotion department for the *Metropolitan* magazine.

Wanted—A Maritime Leader

(Continued from page 38)

50 per cent of its overseas trade and if legislation and leadership are forthcoming, our country should really start upon a new period of shipping history. It must be remembered, however, that the British fleet is rapidly being enlarged and is still the leading merchant fleet of the world, and promises to remain in this leadership, since Great Britain is so vitally dependent upon the sea and ships for its expansion and livelihood.

GREAT NEED THAT FACES US

The great need at present in our country is for definite and decisive action relative to laws by Congress that will make it possible for our country to compete on even terms with other nations on the sea.

There is, however, a kind of indefiniteness about all of our plans which troubles the practical and experienced shipowner and manufacturer. Our maritime affairs are somewhat like the description of an old darkey woman of her husband's illness. When asked how her man was getting on, she replied: "Oh, he's just lingering along, lingering along. I do wish he would do something definite."

Doubt is expressed by many of our most capable shipping men as to our actual ability to compete with Oriental ship labor and there is also doubt as to whether this country can build ships cheaper than those constructed on the Clyde. There is still also uncertainty as to the best method of operation of our ships.

Shall the government own and operate the vessels? Should ships be owned and run by private firms? Shall the ships be sold at auction? Or, shall we follow the suggestion of Howard Coonley, vice-president of the Emergency Fleet Corporation, who believes that the government should treat the ships as New York City treats the subways—own them and lease them to private operators?

The very evident tendency at present both on the part of the Shipping Board and shipping men generally is toward the private operation at least of our merchant marine, while there are rumors occasionally of subsidies together with new ideas of ownership and operation more or less constantly forthcoming.

UP TO THE SHIPOWNERS

Whatever plan is adopted the country faces an intricate problem, and this problem revolves about economic advantage and possibility.

Robert Dollar, the veteran shipowner, sees the problem from the point of view of owners of ships and believes that these men alone must be held responsible to develop trade.

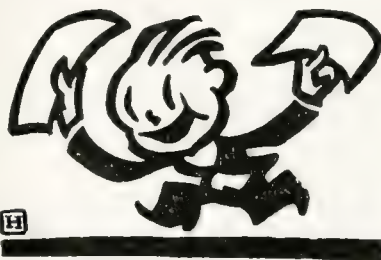
He says that "ship charterers having no money invested will operate the ships only as long as they can make a profit." Mr. Dollar further advocates selling of the ships by the government to private owners on the installment plan; he would also like to have the government pay the difference between the American standard wage, say \$60 a month, and the

Oriental standard pay of perhaps \$15 a month.

Then, again, the ever-present Seamen's Act rises to the surface, and there is a consensus of opinion, rather than a consensus of acts, to the end that certain portions of this bill at least should be radically changed, if American ships are to be placed again on the Pacific in competition with Japanese carriers.

Add to these walls of difficulty a slow-moving and, if we are to judge from the past, an ill-informed Congress, more or less indifferent to all matters outside of the confines of the United States,

GOOD NEWS



For Paper Makers

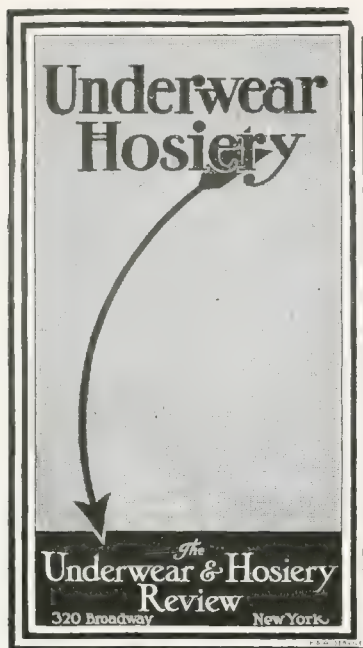
The demand for all grades of paper grows tremendously, and although every mill in the country is turning out tonnage at top speed twenty-four hours a day—the need for increased output is greater every week. The flood of orders swamping the mail of paper makers is assurance that the boom in the paper business is not temporary—years will be required for supply to catch up with demand. New mills are being built to increase production—more than fifty are already planned for the next two years—new and better equipment for present mills is the order of the day. So the good news for paper mills means good business for those who sell to them. Opportunity is knocking at the door—and the key that opens the door of practically every mill in the United States and Canada is

PAPER

The industrial journal of the paper industry

471 FOURTH AVE.

NEW YORK CITY



Underwear Hosiery

The
Underwear & Hosiery Review

320 Broadway New York

A Fertile Field for Shaving Soaps

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We specialize in house to house distributing of
Advertising Literature and Advertising Samples
We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers

SALES MANAGER

Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.

POSTAGE • 18 East 18th St., New York City

and the need becomes more and more pressing for some decisive and experienced leadership.

In fact, the most crucial necessity exists at this moment for a strong, competent and well-informed leader of our merchant marine activities—a man with authority to act. We have had quite enough of talk and theory spinning. As an old college professor once said to a hesitating student: "Your greatest need at present is to go ahead and do something." Public sentiment has been aroused; now let it be capitalized in definite action.

One of the first requirements of the American nation just now is a man of achievement, big in vision and capable by experience to focus his theories upon a definite line of action, which we believe the country is ready, as never before, to support.

The period of theoretical education is drawing to an end; the nation must now launch out into maritime life under the guidance of clearly defined principles and policies, or be satisfied to slip back into its former isolated non-maritime condition. No one believes that we can or will do this, but the necessity is insistent upon the nation.

The Agency In Foreign Service

Continued from page 33

The commercial world is a strange combination of lights and shadows. The two Americas have been brought closer together by the war and understand each other better than ever before.

Great Britain is properly anxious about her foreign trade and is taking no chances where competition is imminent.

THE TIME TO ACT IS NOW

The countries of the Far East, especially China, are awakening as never before to the advantages of foreign trade, and the United States should have much to do with the development.

Over Europe and Asia there still hangs the black cloud of battle smoke obscuring clear vision and leaving the new states of Central Europe blinded by the suddenness of their emancipation and without any well-defined policy for the future.

But behind the scenes the plan for world readjustment is being worked out—here and there we see indications of better days in changed and better trade relations, for us in these cloudy days to have the courage of our convictions, to retain the good sense of our better judgment, and by exercise and application of the principles of advertising and cooperative effort prepare for the day when the clouds shall clear away and we shall stand in the forefront of the nations controlling the commerce of the world.

An address at the Foreign Trade Convention, San Francisco.

New Quarters for the American Association of Foreign Language Newspapers

On May 3, the American Association of Foreign Language Newspapers moved its offices from the Woolworth Building, New York, to 30 East Twenty-third street, where the entire ninth floor will be occupied.

New Agency in Pittsburgh

Grant Davis, formerly advertising manager of the National Fireproofing Co. and R. F. Meyer, formerly with the Eddy Press Corporation, have established themselves in the Bessemer Building, Pittsburgh, to specialize in accounts for buildings and the allied fields.

Wrigley to Erect Skyscraper

Work has commenced in Chicago on a new office building for William Wrigley, Jr., which when completed, January 1, 1921, is to be the largest skyscraper in the city. The building will be 308 feet high and will cost \$2,000,000.

Price, \$1.00



Live Agents Wanted

"PHONE" WITHOUT BEING OVERHEARD

Wonderful Sanitary whispering telephone mouthpiece enables you to talk freely without being overheard. Hold secret conversation. Every advantage of a booth telephone. Send postpaid for only \$1.00. Money back if not more than pleased.

THE COLYTT LABORATORIES
575 W. Washington St., Chicago, Ill.

We have spent more than six years learning student buying needs and habits and in applying our knowledge to college paper advertisers' problems.

USAA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Established 1913
Chicago Office: 110 So. Wabash Ave.

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

American Writing Paper Company Increases Advertising Department

The American Writing Paper Co., Holyoke, Mass., has added Almon W. Spaulding and William Robins to its department of sales promotion, publicity and advertising.

Mr. Spaulding who was in the advertising department of a Boston department store, recently directed a campaign for the Massachusetts Agricultural College of which he is a graduate. Mr. Robins was formerly with the O. J. Gude Company, the New York Times and Sperry & Hutchinson.

Clark Salmon, city editor, has been promoted to associate managing editor, and McClellan Van deVeer, Sunday editor, has been made city editor. James L. Spencer, assistant telegraph editor, has been appointed Sunday editor, and other changes are as follows: Roy Sullivan, marine editor; W. E. White, automobile editor; J. B. Peddicord, assistant city editor, and Walder Valois, chief of copy editors.

Electric Sales Manager Resigns

Jack H. Risser, manager of electric sales for the Globe Stove & Range Co., Kokomo, Ind., has resigned his position.

New Publications

"The Associated Grower"

The Associated Grower, an attractive fifty-two page publication in magazine style, made its initial bow in March. It is the result of a merger of *The Sun Maid Herald*, published by the California Associated Raisin Co., and the *Blue Ribbon Peach News*, formerly put out by the California Peach Growers, Inc. It will be issued monthly in Fresno, Cal., by the two above mentioned cooperative growers' organizations, with Roy E. Miller as editor.

"American Notions"

In newspaper style, R. B. Fernhead, formerly editor of *Notion Trade Topics*, is now issuing a monthly trade paper in Yonkers, N. Y., called *American Notions*. Its original form and style is a decided departure in trade paper methods.

"Overseas Enterprises"

The Industrial Enterprises of United States, Inc., New York, are now publishing each month an international trade journal named *Overseas Enterprises*. It is printed in English, Russian and Polish, and is devoted to dissemination abroad of the knowledge of American export and import markets and giving similar information to American business men and manufacturers concerning export and import conditions in foreign countries.

"The Knot-Hole"

"Conceived in Sin and Brought Forth in Washington" is the explanation that Ernest Greenwood and Hugh Reid, make for their little monthly, *The Knot Hole*. It is taken up chiefly by political matters, "being principally the opinions of two opinionated persons."

"The Road to Happiness"

In the later part of May, *The Road to Happiness*, a yearly register of advertisements of concerns interested in reaching the newly engaged young ladies of society, will be issued by the Gift Book Publishing Company, New York, of which Miss Jessie Lee Sheppard is president. Besides being handsomely bound and illustrated, the volume will contain many interesting pages for the newly-wed to give added value to the advertisements appearing therein.

"La Nueva Democracia"

La Nueva Democracia is a new publication put out in Spanish each month by the Committee on Cooperation in Latin-America, New York. Its editorial content consists of articles on sociology, science, art, education and similar subjects, and is circulated in Latin-America chiefly.

Packages and Containers To Be Exhibited June 4 to 25

An exhibition of American and European packages and containers, including wrappers and labels, representative of the best artistic and commercial values will be held from June 4 to 25, at the Bush Terminal Building, New York, according to an announcement made by the American Institute of Graphic Arts.

The institute is at present conducting a comprehensive exhibition of printing at the galleries of the National Arts Club, 119 East 19th street, New York. After June 1, the exhibit will be displayed at several other cities throughout the country.

McCutcheon-Gerson Service Moves — Takes New Accounts

The McCutcheon-Gerson Service has moved to the tenth floor of the Garrick Theatre Building, Chicago, taking the quarters of the Gunther-Bradford agency which has gone to the Tribune Building.

Among the new accounts which the McCutcheon-Gerson Service has secured are: the O. K. Giant Battery Co., the Victoria Watch Co., and Wm. H. Ross & Co., investment securities. An extensive campaign for the Illinois National Guard and others for the American Legion and the Y. W. C. A. will also be handled by this agency. The two last named campaigns will commence very soon.

Chester and Raymond Join Wood, Putnam & Wood

Walter L. Raymond and Walter Chester have become associated with the Wood, Putnam & Wood Co., advertising counsellors, Boston, Mass.

Walter L. Raymond, who will act in the capacity of technical service man at the Boston office of the firm, was formerly in the advertising departments of the Vacuum Oil Co. and the National Lead Co.


Walter Chester, who is known as a specialist in food and grocery merchandising, was formerly with the Erickson Co., New York advertising agency.

New Orleans "Item" Makes Changes

To take care of its business expansion and of new news departments, the New Orleans *Item* has made several changes.

Robert F. Holden, who was business manager of the *Navy Life* magazine during the war, and recently with the Washington Times, is now a member of the *Item's* advertising staff. C. D. Miller, New Orleans sales representative for a big manufacturer, has joined the merchandising department of the newspaper.

"Gotham for Art Work"



Our new telephone numbers are

Madison Square

8517

8518

GOTHAM STUDIOS INC.
111 East 24th Street
New York
 MARTIN ULLMAN Managing Artist

Good, Better, Best.
Never let it rest.
Till the Good is Better
And the Better Best.

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ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Contents of This Number

May 15, 1920

CREATING A NEW ADVERTISING MEDIUM.....	<i>Ralph Bevin Smith</i>	3
How a Young School Teacher Built Upon the Idea of "Space" in Textbooks.		
ENLISTING BUSINESS PRESS TO SPEED PRODUCTION.....	<i>James H. McGraw</i>	16
How This Agency Welds Together Capital, Labor and Management.		
HELPS FOR THE HOUSE ORGAN GRINDER.....	By "Mudge"	8
Continuing a Series of Articles by Editors Who Know.		
THE SUMMER LAYOFF FOUNDED ON FALLACY.....	<i>M. C. Manternach</i>	24
What an Agency Head Thinks of Dropping Advertising in July and August.		
HELPING THE MERCHANT OVER THE HUMPS.....	<i>Saunders Norvell</i>	20
THE ADVERTISING AGENCY IN FOREIGN TRADE.....	<i>Frank A. Arnold</i>	30
WANTED—A GREAT MARITIME LEADER.....	<i>Clayton Sedgewick Cooper</i>	34
MANY PLANS FOR "AUDIT" OF AGENCIES.....		39
WHERE ARTIST AND PUBLISHER ARE ONE.....	<i>Benj. Ogden Wilkins</i>	14
THE FOREIGN TRADE CONVENTION		6
SMALL TOWN POSSIBILITIES	<i>S. P. Irvin</i>	27
WHAT ADVERTISING MEANS TO THE DEALER.....		12
WILMER ATKINSON, FARM JOURNAL FOUNDER, IS DEAD.....		43
WILLIAM GREEN, THE PRINTER, GIVEN A HOUSE.....		44

Calendar of Coming Events

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.	June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.
May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.	June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.
May 19-21—Annual Convention, Industrial Relations Association of America, Chicago.	June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.
May 24-27—Thirty-first Annual Convention of the Heating and Piping Contractors National Association, Cleveland.	June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.
May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.	July 13-14-15—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

Crawford Will Address Advertising Clubs

Arrangements have been made by a number of advertising clubs to hear W. S. Crawford, of W. S. Crawford, Ltd., London advertising agency, speak on advertising conditions in Europe today. Mr. Crawford is expected to arrive in New York on May 24.

Foreign Language Advertising Service Organized

Samuel Bravo, formerly manager of the Cleveland branch of the American Association of Foreign Language Newspapers, has resigned, and has organized the Foreign Language Advertising Service at 611 Frederick Building, Cleveland. Mr. Bravo, who has been connected with the foreign language press for ten years, has secured new local and national accounts, and will also continue to handle his former accounts.

Butterick Moves to Brooklyn

The Butterick Publishing Company has leased 62,400 square feet of space in the Flatbush Industrial Building, Borough Park, Brooklyn, for ten years at an aggregate rental in excess of \$450,000.

Two floors will be devoted to printing and preparing for publication *Everybody's*, *Romance*, and *Adventure*, which have a total circulation of 1,500,000 copies a month.

Sails for England in August

William J. MacInnes, of the McCutcheon-Gerson Service, Chicago, will cross to England in August to confer with English clients regarding their advertising campaigns in the United States. He will also place contracts and arrange manufacturing details for the O. K. Giant Battery Co.

Hearst Buys a Paper Plant

William R. Hearst, of the New York *American*, in a deal said to involve several million dollars, became the owner of the Dexter Sulphite, Pulp & Paper Co., including a timber tract of 20,000 acres, at Watertown, N. Y., last week.

Kimball Will Advertise Oakland Motors

B. B. Kimball has been appointed advertising manager of the Oakland Motor Car Co., Pontiac, Mich. He succeeds W. A. Sullivan, who has resigned from the organization.

Marketing a New Cooking Oil

The W. J. Bush Citrus Products Co., National City, Cal., has inaugurated a newspaper campaign in its state to introduce Aproz, a cooking oil, made from apricot and peach kernels. Between 24,000 and 25,000 kernels are needed to make one gallon of the oil, which is said to be of high digestibility.

T. H. Shore & Staff of San Diego, Cal., are placing the advertising.

"Hardware Bulletin" Adopts Standard Page

Beginning with the June issue, the page of the *National Hardware Bulletin* will be enlarged to 7 x 10, the standard page size.

Tractor Papers Open Chicago Office

Under the direction of Frank Maas, advertising director, *Tractor & Implement Topics* and the *Tractor & Implement Reporter*, New York, have opened an office at 1105 Mallers Building, Chicago.

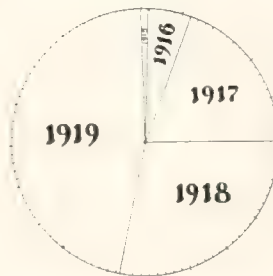
Published by
Kansas City, Mo.

Advertising & Selling

MAY 22,
1920

•

Amazing Growth of Rotogravure



Here is a graph picturing the annual increase in revenue produced by rotogravure in the Chicago Tribune. Revenue for 1920 is expected to equal the total of the first five years combined.

Rotogravure is having an extraordinary effect on newspaper advertising. As a result of its development, newspapers are selling non-cancellable space far in advance, a practice hitherto without precedent.

The Chicago Tribune recently made a contract with one advertiser for two pages of rotogravure each week for a year. It is believed that this is the largest contract for non-cancellable newspaper space ever made. Hundreds of pages of Chicago Tribune rotogravure have been sold in advance, many schedules running well into 1921.

CHARLES DANIEL FREY COMPANY

announces its New York
offices and studios with
MR. ARTHUR B. SULLIVAN
as vice-president.

MR. SULLIVAN has created
and directed many of the
most successful national
advertising campaigns.

A staff of internationally
known artists in New York and
Chicago is under his direction.

F R E Y

Advertising Illustrations

Flatiron Building
New York



Monroe Building
Chicago

The
**VITAL
SPOT**
TO START
SOUTHERN
CAMPAIGNS

The
**VITAL
NEWSPAPER**
IS THE

WRITE

ADVERTISING DIRECTOR

New Orleans
STATES

EVENING

SUNDAY

5 billion!

Nearly ten thousand BIG stores.

The biggest and best of America's Dry Goods and Department Stores.

They do a business of more than five billion dollars a year!

They sell more than fifteen million dollars worth of merchandise every day!

There is your market—in the world's greatest merchandising trade paper:

The Dry Goods Economist.

The Dry Goods Economist goes regularly every week into those nearly ten thousand BIG stores.

—and it usually goes into the homes of the buyers and department heads of those nearly ten thousand* BIG stores!

The Dry Goods Economist is the weekly buyers' guide to this more-than-five-billion-dollar market!

*There are more than 15,000 Dry Goods Economist subscribers in these nearly ten thousand big stores.

Do you really know the
DRY GOODS ECONOMIST?

DRY GOODS ECONOMIST
239 West 39th St.
New York

* **97%**

of Dry Goods and allied lines are sold on the recommendation of the Retail Merchant
In the eyes of the Consumer he is responsible

* PROVED BY RESEARCH

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
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471 Fourth Avenue, New York, N. Y.
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29th Year

MAY 22, 1920

Number 48

Stimulating Buyer—Interest In Your Line

Buyers Are Human and If Your Sales Appeal Matches Their Experiences the Results Will Accrue to Your Advantage

By MAXWELL DROKE

ALL DAY LONG, from the first morning mail to the little after dinner chat at the club, that much over-used, over-worked phrase "Human Interest" pursues us. All through our advertising plans, up, down and across our sales campaigns, out upon the yards and everywhere within the factory it goes, trying to find and firmly identify itself.

HUMAN INTEREST!

Everybody wants it in everything. And nobody seems to know just what it is, or where it is to be found, or how it is to be secured.

"Give me something with human interest," pleads the advertiser.

The production man passes the buck to the artist with, "We gotta get a lot of pep, and punch and human interest into this sketch. Now go to it."

And the advertising salesman—most optimistic of mortals—completes the cycle by inviting the advertiser to "just take a look at this sketch. If it isn't real human interest stuff, I don't know what is."

It seems to me sometimes that in our wild scramble for the sensational, the bizarre, it would be well for us to pause and ponder on the fact that a human-interest illustration is first of all, an illustration that *interests humans*.

And humans are notoriously selfish and self-centered. We are all primarily interested in ourselves, our families and our own daily lives. An illustration bearing upon some phase of our everyday existence is sure to

interest us much more strongly than some picture which doesn't reach home.

You know how it is yourself. You have been watching, rather listlessly,

the picture, and spoke two powerful words, "Kill it!" He had a mighty good reason for his command. It was a human interest subject, all right, but it wasn't handled in a human interest way.

"No real human being ever proposed in that glad-some, carefree manner," insisted the A. D. "If the picture goes thru the way we have it here, it will antagonize eight out of every ten men. For it is human nature to hate men who do such things more gracefully than we can. Put an average human being into that picture. Get an agonized expression on his face. Muss up his hair and his clothes a bit. And get an anxious look into the girl's face. Looks as though he might be talking of the League of Nations, or something. When you've done that, you'll have some real human interest in the

thing. And remember this, concluded the director, "If you want to interest the everyday male, don't picture your man as a model of grace and manly confidence, and all that—unless you are selling something to make the ordinary man look like the pictured Apollo."

Children are generally conceded to be unusually good human interest subjects. But too often they are placed in unnatural poses and much of the effectiveness of the picture is lost. Not only must the scene be plausible, but the child must be just the right age to carry out the idea. To illustrate: A certain creamery recently used as a

WHEN WE APPROACH HUMAN BEINGS

YOU would not think much of a salesman who came into your office with a stiff, awkward approach, lacking in everything that you considered important and softening in human relations.

Nor would you be fascinated by a cut-and-dried address that bored you through and through.

It is small wonder that some advertising copy fails to reach the mark when all that obtains in the eye is some such impression as the foregoing.

In this day of busy readers, when anything that makes the hours brighter is acceptable there is unusual opportunity for the human interest play, both in personal salesmanship and the mass salesmanship which your advertising is. In the article herewith the *WHY* and *HOW* of this are touched upon from some of its angles.—THE EDITOR.

the news weekly at some picture show. And then suddenly they project a picture made right in your own home town. Instantly you are all attention. That scene touches you at a vital spot. For you, it is decidedly a human interest picture. It illustrates familiar ground. You have "been there."

HUMANIZING HUMAN INTEREST

It was to be a human interest illustration for magazine insertion. The sketch showed a young man in perfect sartorial splendor, a radiant smile upon his countenance, as he proposed matrimony to an equally calm and unperturbed maiden.

The Art Director took one look at

house organ cover, an illustration showing a milk bottle turned over, a half-grown dog eagerly lapping up the spilled milk, and standing at one side, a five-year-old child, crying disconsolately. There, we have a fairly-good, but not a maximum human interest picture. Suppose instead of the five-year-old, they had shown a mere toddler, little bigger than the bottle he had been lugging around, and in place of the large dog, a cunning little puppy. No woman could pass such a picture without exclaiming, "Oh, how cute!" which translated to advertising parlance means, "There's a human interest picture."

IF IT RINGS TRUE

The Kodak advertisement, showing a young mother "snapping" her two kiddies in a garden, is a good example of the use of child pictures in advertising. The kiddies are not over-dressed, and the pose is just sufficiently unconventional to ring true. 'Tis just such a picture as you might take in your own back yard almost any Sunday morning. Which is exactly what makers of that advertisement intended it should be.

Now and then some soap box orator or radical writer bobs up with the assertion that the American family is becoming extinct. But despite such alarming prophecies, the American family continues to remain a more or less stable institution. The advertiser who disregards the family appeal is overlooking one of his best points of contact. Yes, the American family still survives. But, quite naturally, its habits have changed with the years. Instead of sticking at home every evening, reading, "Pilgrim's Progress" and playing checkers or "Going to Jerusalem," all members will probably bundle up and visit a nearby picture show. Thanks to those excellent human interest pictures of the Famous Players—Lasky Corporation, a good percentage of these families will make it a point to look up the theatre showing Paramount—Arctcraft pictures.

Humor is very valuable, as well as an extremely dangerous tool for the man who would inject human interest into his advertisements. It is so easy to slip past the bounds of quiet humor, out into the realm of the comic. The prospect laughs so hard at our funny pictures that he overlooks the thing we are trying to sell him.

I used to work for an agency man who had a set rule in handling

his humorous ads. Each funny picture was given a try-out before an impartial critic. If the man laughed right out loud, the agency man immediately surmised that the ad was entirely too funny to be a good business bringer. But if the critic merely smiled broadly, the ad was voted a good bet.

The over-reaching fault is perhaps one of the commonest in the making of humor. If this should become prevalent in advertising it can be seen very readily how the incentive to buy would be eclipsed by the incentive merely to laugh.

From the days when "Sunny Jim" was at the height of his popularity down to the present time, we find deftly inserted words of humor in copy of a seemingly serious nature. There always has been an excellent field for interest kindling effort.

WAXING SENSATIONAL

Perhaps the widest departure from the staid, conventional school of advertising that has been made in the last few years was that of Smith Brothers Cough Drops. For decades the Smith Brothers have limited themselves to a stereotyped, matter-of-fact, although it must be admitted, extremely effective style of advertising copy. This consisted merely of the pictures of William and Andrew Smith, now often jocularly referred to as "trade" and "mark" with the S. B. as the supplemental sign. Only a few years ago the opportunity presented itself for the expansion of the cough drop industry and the question of advertising policy immediately arose. Out of the deliberations that were held was evolved a plan to employ—shades of "trade" and "mark"—the cartoon.

Such cartoonists as Briggs and Goldberg were employed to execute advertising copy and it is unnecessary to state that the campaign was a tremendous success.

This is, I contend, a very valuable form of human interest copy which might be employed to distinct advantage, if not overemployed in the promotion of many lines of merchandise.

The Michaels-Stern line of clothing was made popular by the use of a semi-cartoon which, running last year in some of the great consumer magazines attracted very favorable attention. In this case the cartoon element was supplemented by the addition of some good common sense text matter. The results are said to have been highly gratifying to the Michael-Stern Co.

Another form of human interest

advertising which is proving very effective is that employed by the Paramount-Arctcraft Motion Picture Corporation. In such copy as the Paramount-Arctcraft is running in the great magazines in the country as well as in some of the leading publications of the photoplay industry, the human interest element is "paramount." The little family scenes that are shown such as the wife adjusting "Hubby's" necktie before the little group rushes off to the "first show;" the wide-eyed youth gazing upon the poster advertisements of the "show he knows must be good"; a family entering the theatre before which is the Paramount-Arctcraft illumination, secure in the knowledge that "it will be good," all indicate a high development of the "human interest element."

The method in which the noiseless typewriter was "put over" forms another illustration of the combined effectiveness of the human interest and human features in advertising copy while, if there is not a depth of human interest in the amazing art effects by specialists in food pictures, I miss my guess by a wide margin.

THE ADAPTABILITY OF "INTEREST"

The subject of human interest in advertising is unquestionably one deserving above all *intelligent* consideration. The average advertising expert who is "simpatico" with his artists should be able to obtain the very finest results in this direction.

Then it remains to tie the human interest to the product. In doing this may be employed the elements of historical interest, romance, even the technical features of some products offer the most amazing facilities of human interest adaptation.

It is manifestly impossible to classify and catalog human-interest illustrations. We cannot definitely draw the line of distinction at any given point. But this one thing we do know. The strongest human interest illustrations are the ones that truly portray our everyday existence. If the reader can match our picture with an experience of his own, then, indeed, have we created human interest advertising.

An "Advertising Clinic" in New York

An advertising conference to answer various questions in regard to advertising and selling was conducted Wednesday afternoon at the Plaza Hotel, New York, under the auspices of the *New York American*, by Frank E. Fehlman, former vice-president of the H. W. Gosard Company. Another conference will be held on Thursday afternoon, May 27, from 4 to 6 P. M.

Getting the Other 50 % Out of Your Advertising

Advertising Will Not Stand Alone. The Intelligent Support of Your Selling Force Must Go With It In Order to Obtain Full Benefits

By GEORGE W. HOPKINS

President, New York Advertising Club

THE advertising manager who tries to prove his story entirely through his advertising and does nothing to sell his sales manager or the sales organization is losing a bet, because unless the salesman who goes out representing the company is sold absolutely on the advertising of his house to the extent that he is a 50 percent factor in its success, he is going to pull away from the results of your advertising instead of increasing the results of the advertising.

Again, I say unless the sales manager goes to the store and in addition to simply selling merchandise to the buyer, whoever he may happen to be, goes down the line and explains what the object of the advertising is, what its effect on sales is, to the merchandising manager, to the head of the department, to the individual clerk behind the counter who, after all, is the czar of the situation, then he is losing and taking away from the results of his advertising that which should be accredited to it.

SELL YOUR SALESMEN

You can't do it as advertising men. You haven't the access to the buyer or to the organization that the sales organization has, and you must enlist the individual effort from the sales manager to the smallest junior salesman in order to get the message across. I have seen over and over, and so have you, the best kind of advertising killed by the salesman on the territory and if it is not killed by him you have seen goods damned off the shelves of retailers simply because the retail clerk didn't understand the advertising, did not believe in it or had an antagonism toward the salesman who represented the house.

Now advertising pulls better in the country than it does in the city. New York is probably one of the hardest cities to influence other than by advertising. I should reverse that, that advertising is more needed in the city than in the country and for the reason that when a man in the country—I mean towns of 25,000 inhabitants or less—makes a recommendation over his counter to Mr. Jones or Mrs. Smith he has a reputation behind it

which carries with it some weight on the recommendation. In other words, his wife is a member of the sewing circle, he is a member of a secret organization, or a member of the Chamber of Commerce, he is a man in society, he is recognized as such, and when he says this piece of goods is equal to or better than this piece of goods, the one advertised and the other unadvertised, he has a chance to get it over. It is his reputation which is a known quantity in the country territory.

THE NEW YORK HANDICAP

On the other hand, in a city like New York the average retailer has no reputation at all. His recommendation doesn't mean anything. The average buyer in New York will take the advertisement at better than face value and will not take the recommendation of the man behind the counter, the clerk, because he has no social standing. Therefore, it is easier to substitute in the country than it is in the city, and yet many

an advertising campaign is losing out because it does not connect up with this wonderful country territory, with 50 percent of the population and 50 percent of the wealth there. That is left to anybody that has a mind to go after it, or to no one at all. I can speak feelingly on that because I went through the same thing and neglected that same territory myself and didn't wake up for quite some time. That reputation of the retailer in the country must be reckoned with and you must figure that your resistance to advertising is going to be greater in the country than it is in the city.

It is an acknowledged fact that among the department stores, the department store that puts an advertisement in the *Chicago Tribune* or the *News* today and does not put the same product in the window loses 50 per cent of the results, whereas if the storekeeper puts the general type of goods into the window advertising the same sale, if it is a special sale that he advertises in

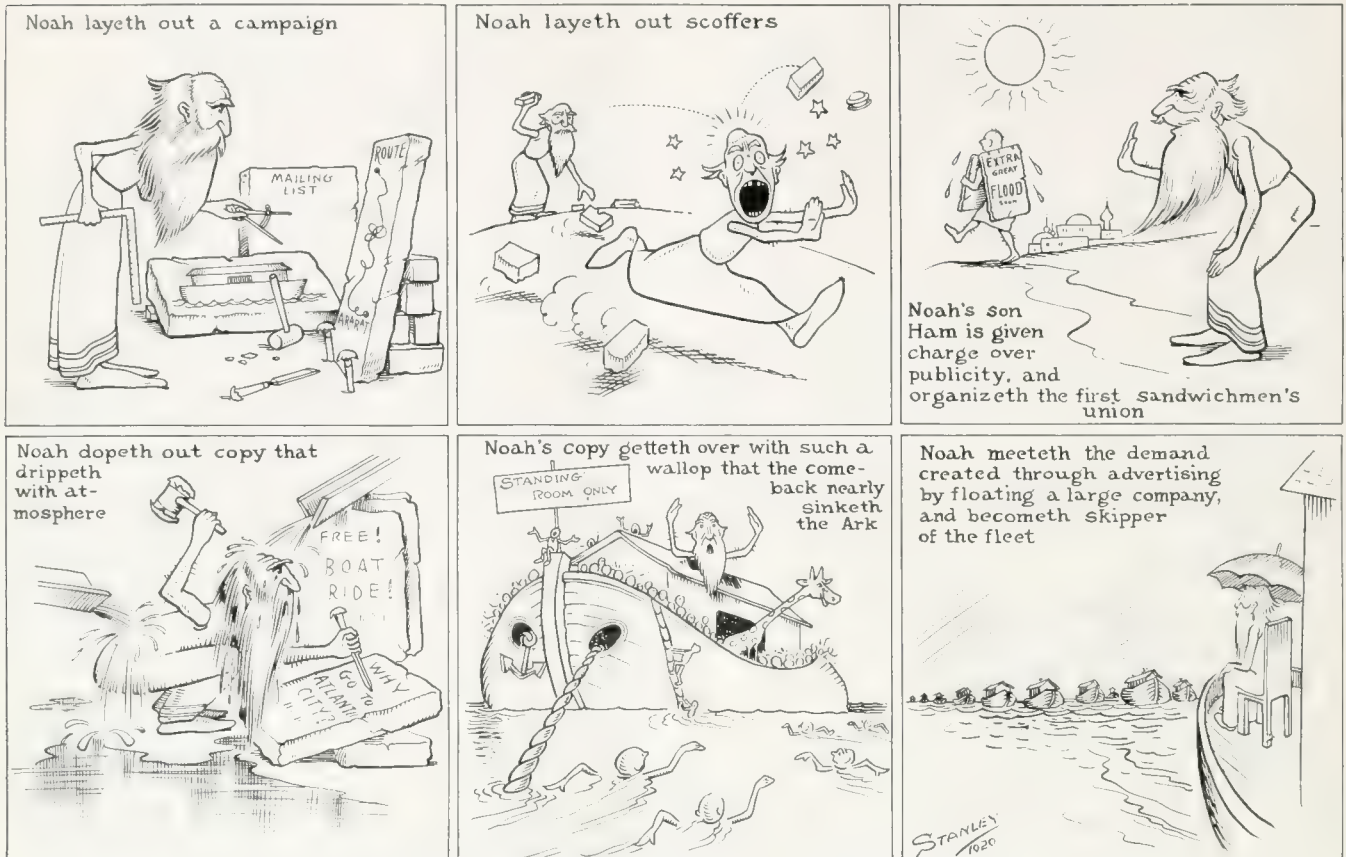
A WORD IN FAVOR OF THE ADVERTISING MAN

ONE of the reasons for success in business, as stated by many successful business men is in choosing the right men and giving them responsibility. A great many accept this theory and put it into practice in every department but the advertising department. They do not seem to understand that to produce successful advertising, knowledge, experience, initiative and investigation are required. They do not seem to understand that an advertising man is a specialist, an engineer who is building a complicated machine and his success depends on whether the machine will work or not.

Practically everyone thinks he has advertising ideas. If the fellow who thinks he has ideas happens to be the boss, he can of course, insist that his ideas be used. And he can spoil an advertising man's whole campaign. No sensible manufacturer would insist on telling a mechanic to put a gear in a certain place or change the shape of a casting unless he understood the whole machine as well as the mechanic. Yet they do it to the ad man.

Perhaps in no other department is responsibility so important. If the advertising man is not capable, then it is a waste of money to advertise. If he is capable and allowed to work out the problems consistent with his experience and investigations, he will get results if results are possible. But if he must accept ideas from every Tom, Dick and Harry, his failure is assured.—From *NORTHERN*.

If Noah Had Been an Advertising Man



A chapter of bibliography by Artist Stanley of ADVERTISING & SELLING

the paper, he scores 100 per cent, and yet when a national advertiser goes to a store many times he will get this reaction: "I wouldn't put your stuff in the window. I have originality. I have a window trimmer. I have all the novelty and initiative that is necessary, and I don't want your stuff." Therefore, he plays a lone game instead of linking up his window with the advertising or with sales plan or the policy of the house that he represents, providing he is handling advertised goods. Now that is simply adding 50 per cent, and that is a known quantity. Unless he is linking up his window with the advertising, he loses. Who is going to tell him that? Who is going to sell him that idea? There is no one who can sell him, but the salesman who represents the house who goes in and sells that man his product. Therefore, he must not only sell him the product, but he must sell him the value of linking his individual newspaper advertising with the national campaign. Therefore, he must be sold by the advertising manager on the value of the company's advertising and necessity of putting this message over. It must be linked ab-

solutely 100 per cent if you expect to get the results.

GETTING THE CLERK BEHIND THE COUNTER

If you don't sell this advertising to your sales organization they will pull it down and you will be absolutely on the wrong track. That applies particularly to the clerk behind the counter. Now I have heard people say, "Why he is a dub. He doesn't amount to anything. If he knew anything he would not be a retail clerk." I will tell you I will bet there are a good many right in front of me who have been retail clerks. Personally, I have served my time behind the retail counter in the dry goods store, and thank goodness for that, because I know how the buyer thinks when he comes to buy. Now if we delegate those all in the dub class we are losing one of the best bets in the world. You can take the time to tell that clerk a story, a heart story about the product. I have the manager of our educational department with me this noon and I wish that he could tell you the story of just one record. Last night in Detroit I saw him bring two or three hundred

dealers right to the edge of the chairs simply telling them the story that was back of the music, and it was all in there, when the music played. You could see the story, the little goblins coming out and dancing in front of you. There is a heart story for every product.

A good many sales managers operate on the basis of hire and fire. That is the easiest thing in the world. Now you know I don't like that policy; instead of firing I like to re-fire. That is what a salesman needs. I will tell you that 90 per cent of the salesmen that fall down fall down because the sales manager has not re-fired them with the knowledge of his product, with the proposition back of it and the love of his company and a desire to put the thing over. It comes right back to Mr. Sales Manager to re-fire, and not hire and fire.

BUILDING WITH INTELLIGENCE

You have got to think individually. Do you realize it is only since the English revolution that people sat on individual chairs? Before they sat on benches and thought in bunches. Now it takes courage to sit

Continued on page 45

General Tire Advertising Has a "Travel" Twist

Unusual Art Work Covers the Whole World In the Successful Endeavor to Drive the Company Slogan Home

THE General Tire & Rubber Company, of Akron, Ohio, is capitalizing friendship.

Wait a bit before you interrupt with the objection that it "isn't done" among gentlemen.

In the first place, it is "done" by every gentleman manufacturing a worth-while product. "We are advertised by our loving friends," runs a famous slogan. The proprietor of that product is legitimately capitalizing friendship.

In the second place, "I don't mean what you mean," anyhow.

The General Tire & Rubber Company is not capitalizing its friends. It is capitalizing the idea of friendship and around that idea, tied to its own famous slogan and a number of other ideas, it is building up a series of attention-compelling advertisements that make its 1920 national campaign one of those "different" campaigns, that get something more than a one-year lease on the memory.

TYING UP THE SLOGAN

"Goes a Long Way to Make Friends"—that, as you will remember, is the slogan of the General Tire & Rubber Company. It is an old slogan that has been tied to the company's advertising for a number of years. The problem was to put it across in a new and emphatic manner; moreover, to put it across in a richly spacious manner that would convey atmospheric impression of the high quality and finished excellence of the General Cord Tire.

That is exactly what has been done with a remarkable literalness made possible by the use of a campaign idea, the selection of which for this purpose was dictated by nothing less than genius.

"Goes a Long Way to Make Friends," says the sales manager; but he has to say it in cold type. "Goes a Long Way to Make Friends," says the advertising agency, and says it in a picture of a white-garbed American family of three seated comfortably in a luxurious big automobile, equipped with General Cord Tires, halted before the door of a home in a far-away China. On the little veranda stands the quaintly garbed householder with his spouse and an almond-eyed offspring. The father of the western family is

standing up in the car raising his hat in salutation to his Oriental brother, who bows low with hands clasped in front of him.

The introductory paragraph of the copy below reads:

"In China, the natives have a custom of shaking hands with themselves whenever they make friends—just as motor car owners in the United States are doing who have learned what a long way the General Tire will go to make friends with them."

Up in the right hand corner is a line which tell us that this picture portrays the sign of friendship used in China.

"Goes a Long Way to Make Friends," says the slogan run below the picture. "Goes a Long Way to Make Friends," says the picture just

as clearly, unmistakably. And it says some other important things, too. It says that General Cord Tires are used by discriminating buyers. Persons who travel as luxuriously as this little family will be immediately classed as discriminating buyers. It says that General Cord Tires are in wide use. It says that General Tires will stand up under all road and climatic conditions. China is a long way from Ohio. Many a league separates the two Cantons.

Taken in conjunction with other pictures in the series being used in the 1920 campaign, it says these things as strongly and far more effectively than any amount of copy of similar purport could do.

The series is bound together by the key idea—portrayal of the different signs of friendship used in differ-

Signs of Friendship
Paris

~goes a long way to make friends

Service that you can never forget—the life-long friendship of a hard campaign—that exalts the kind of friends The General Tire makes.

Its first big success was made right at home in Akron where public opinion is expert tire opinion. And now there are "General Tire Towns" in every section of the country.

You must not judge this great Akron tire by any other standards than its own. If you have not seen the General Tire in actual service, you can have no conception of the long way it goes to make friends.

Built in Akron, Ohio, by The General Tire and Rubber Company.

THE **GENERAL** CORD TIRE

A specimen of the "Wide-World" copy that "makes friends"

ent parts of the world. It has been running in full page size in the leading national magazines since January 10, when the General Tire equipped car of the series arrived somewhere in our own great West and its occupants halted to make the friendship sign of an upthrust hand in reply to the similar salutation of a plains riding redskin buck. On February 7, the car, now arrived in India, drew up alongside of a great elephant with a magnificent howdah borne high on its back, and an exotically garbed Indian nabob at its side bowing with folded arms—the East Indian sign of friendship. China was reached on March 6. April found the car still swinging the great circle, but this month sees it headed for the pole and a current page represents its passengers, now heavily clothed in furs, raising both arms skyward in imitation of the befurred travelers of a halted dog train whose upstretched hands grip long spears held horizontally above their heads—the Eskimo symbol of friendship. There is snow and ice all about and the only other sign of life is a wavering column of smoke from a distant igloo. Verily, the General Cord tires on this car are going a long way to make friends.

VARIETY IN ILLUSTRATION

Still another page, which has just appeared, portrays a General Cord equipped car—a dashing roadster this time—halted beside the Arc de Triomphe in Paris. Its driver, American by the cut of his clothes and smile, is grasping the hands of a French and a British officer. The copy beneath this graphic symbol of Allied unity reads:

"Service you can never forget—the lifelong friendship of a long campaign—that explains the kind of friends the General Tire makes."

In other advertisements, already set up or in preparation, the scenes are laid in Darkest Africa, in Latin American settings, amid European landscapes, in all the four corners of the world where live men to give the sign of friendship. The American traveler making friends with all the world, the tire making friends with the traveler, that is the text of the double tie up.

The same key aim—to portray the symbols of friendship used among men—is followed out in the General Tire & Rubber Company's advertising of its Giant Pneumatic Truck Cord Tire. A typical picture shows a country road in Illinois and, met on that road, a huge truck bearing an

Ohio license plate and a little Ford with an Illinois license. Standing between the two, are the driver of the truck and the farmer driver of the Ford, the latter giving the former a light from his pipe—a good Samaritan act of the road. Of



Strong American flavor in the illustration used with this

course, the truck is equipped with "Generals."

It is by striking a homely, familiar note that this advertisement attracts. In the series of full pages pushing the General Tire for pleasure car use it is the exotic note and the unfam-



Staging a "friendship" scene high among Alpine peaks

miliar story that catch and hold the reader's eye.

SERVICE TO THE DEALER

These paintings are from the brush of Kenneth M. Ballantyne, one of our celebrated American painters—a New Zealander by birth—a man who has traveled the world over and is familiar with its varying customs.

They are done in oil, in full colors, and especially painted for the General Tire & Rubber Company, to con-

vey the thoughts as worked out here.

Reproductions of the paintings so closely resembling them that the average layman would never know but what they were the originals are made and sent to the General Tire distributors for window displays. With them go specially built electric bulb shades to clamp to the top for night effect. Hangers of the advertisements in full colors are also sent to the distributors. Blotter reproductions further serve to carry the thought along.

Through the summer months will be run a series of these friendship illustrations lithographed in full colors on posters in some one hundred and forty cities in the United States. This part of the campaign of course, ties up the local dealer with the campaign, giving the public the information as to just where General Tires can be had—in short, bridging the gap between the national advertising and the place where the tires can be bought.

Speaking of the success of this series, one of the company officials said: "It was astonishing to us to find upon investigation how few people knew the customs relating to friendship and the symbols of friendship in use throughout the world. We believed from the beginning that these advertisements, through the unique idea expressed in them, through their unusual art work and the broad copy appeal, would meet with unqualified approval. When the first two of the series appeared, we were confirmed in our belief.

"Through the pictorial supplements of newspapers, through the pictorial magazines, through the moving picture news reel, we are enabled today to comprehend the entire world in our vision. We are being daily educated up to a broader view of this world of ours and put into closer touch with its multitude of races and nations. The General Tire advertisements, showing the symbols of friendship as they are used in varying forms throughout the world, carrying along this educative process, at the same time putting the product advertised into the picture. If they are making a strong enough impression on the reader's mind so that he remembers them for a while and does not forget that the name, "General Tire," occurred somewhere in the layout; if the product name is tied tight to the interest factor and thus to the memory factor, there is every reason to feel confident of their continued success. I need not say that we are confident."

How Photographs Help the Selling Process

The Realistic, Human Nature Effect to Be Had
In This Method Are Hard to Be Obtained Otherwise

By L. A. GILLETTE

Eastman Kodak Company

ONE PICTURE is worth a thousand words," Arthur Brisbane says—and then writes a thousand-word editorial with never a picture in it.

Similarly the Eastman Kodak Company fills expensive pages with four words and no picture. And their business is pictorial.

The point is, of course, as you well know: Do anything supremely well and you may safely disregard all the rules in the copy book.

Now, having confessed the crime of using unillustrated advertisements, we are safe from attack, so let us focus our mental cameras upon the subject under discussion.

The subject is this: "What is the cause of the tendency toward the use of photographic illustrations in advertisements?"

Let me introduce two unrelated facts bearing upon the general subject of copy.

The first fact: Nothing interests a man so much as another man or a woman. Nothing interests a woman so much as another woman or a man. Another fact: The relationship between your product and ME is all that interests me.

Your mattress and MY sleep, your drink and MY thirst, your motor car and MY pleasure, your furnace and MY warmth, your telephone service and MY communication, your Kodak and the permanent record of MY good times.

PICTURES—FOR A PURPOSE

That is why we all put people in our pictures. Our advertisements are full of people whether the product is iron pipe or talking machines. To be sure, there are exceptions. But I maintain that, however effective, any advertisement will impress me more if I am in the picture somewhere, even though subordinated to your pie or your storage battery.

Admitted that I am important, how are you going to put me in your picture?

Are you going to have an artist paint my portrait? Fatima does some very effective advertising with its distinctive types of brainy men who use Fatimas in their business.

Top-notch artists do that work.

"It would have been almost impossible to secure models of the right caliber to pose for photographs for that series," says someone. I'll admit that—but "in the movies, they do it," and get away with it.

Getting back to me again, the more realistic your pictured people are, the more positive is the connection between your advertisement and me.

When I look in a mirror I see a temporary photograph of myself, reproduced in half-tone. I do not see a sketchy, picturesque, artistically proportioned, high light and heavy shadow impression of myself.

So when I see a drawing in your ad, unless it is of photographic exactness, I do not see myself. Your picture is unreal.

ARGUING FOR THE ACTUAL

When I see a photograph of a person in your advertisement I recognize that your product is used by actual people, and being an actual person, am interested and, because your picture is REAL and not imaginary, I am convinced that your message is sincere and genuine and real. At any rate that seems to me to be the way the human mind operates.

"But," says my imaginary oppo-



*"Oh Dad—
How Did You Know?"*

Of course he knew.

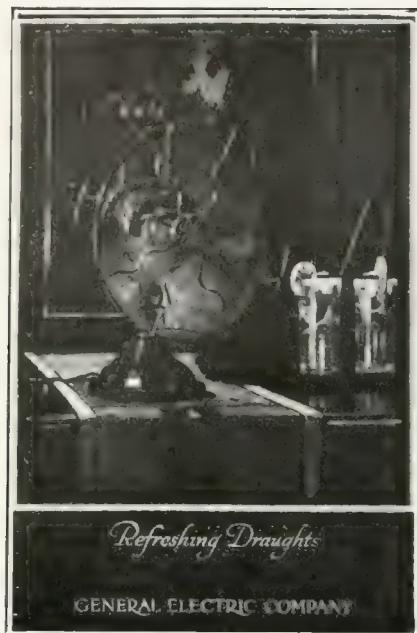
Fond parents, who keep young through their children, have a way of knowing—and besides, he was a bit selfish. He wanted her to have the Kodak; he knew that it and the pictures it would take would delight her and her boy and girl friends—and he knew, too, the wily old rascal, that she would send him loads of pictures from boarding school.

From the kindergarten days up, there's wholesome fun for the children, and lasting joy for all the family in the Kodak and Brownie pictures the children make—and Christmas day, with its home pictures, is an excellent time to start.

Kodak catalog free at your dealer's or by mail.

EASTMAN KODAK COMPANY, Rochester, N. Y., *The Kodak City.*

Where the photograph arouses a variety of sentiments, all of which revolve about the selling process



Three Widely Different Products of Which the Photograph Has Been Employed Effectively to Produce the Proper Effect in Getting Attention



Farming Utah takes a lesson from agricultural Iowa

SALID seasonal Iowa, as Utah has second nature. In a farmer through and through and ready to do most wonder. You see I feel I've got a right to read Iowa pride. For once I've declared to the Iowa, among my 48 States to take the blue ribbon for farms and farming which leads up the friendly line.

Utah pulled away and made right. Then, we rising farmers are always glad to learn from a certain day.

Already, we have irrigated nearly 2,000,000 of our brother acres. We have fine crops, fine, and when harvest is over we have been made from our grain and more.

For long years we have had much to say of crops and wheat, but we have been able to get a high yield of corn and other crops. It is a wonderful thing to be able to get a high yield of corn and other crops. It is a wonderful thing to be able to get a high yield of corn and other crops.

TWO DEPENDABLE CHOICES

OWL 7¢ white OWL 8¢



STEINWAY

THIS is the Steinway tradition—perfection in every minor part, that the finished instrument shall be perfect through and through. It has inspired four generations of Steinways to produce a piano that is universally recognized for its individuality and supreme artistic merit.

STEINWAY & SONS, STEINWAY HALL
107-109 EAST FOURTEENTH STREET, NEW YORK

ment in the debate, "striking effects sufficient to attract attention, are impossible with the ordinary photograph."

"You are correct," I admit without debate, "but there are also EXTRAORDINARY photographs, and there is scarcely an effect possible with pen or brush which is not also possible to the camera."

The extraordinary photograph is being produced today for advertising purposes by many an "Art Service." As the photographic department of such a service develops, paralleling the other department's staff of artists, there is a staff of photographic models, persons of every conceivable type and kind. Fortune awaits the man who combines a comprehensive list of photographic models with artistic instinct

dramatic sense, a thorough knowledge of photography, an understanding of advertising, the ability to compose a picture, good business sense, and sufficient commercial aggressiveness to go out and show us all how to do it!

The finished advertisement illustrated with good photographic models looks easy of production. Witness the Kodak ad printed herewith—daughter thanking father for his gift.

All we had to do was to pose a daughterly-looking girl and a fatherly-appearing man with a suitable background. Yes, that is all. But, do you know, twelve different models were used and fifty negatives were taken before we were satisfied. You would be astonished to know how difficult a matter it was to

picture this simple and obvious idea. At first it seemed impossible to avoid giving the impression that here were two models who didn't know each other very well, getting well acquainted at high speed at the expense of the Eastman Kodak Company.

Of course, this was exceptional. Often, if not usually, we hit upon the right combination of pose and composition the first time.

No man should contemplate the use of photographic illustration because it is cheap. Either one of two things will happen to disturb his contemplation: he will be disillusioned or his advertisements will be disappointing. Goodness and cheapness seldom meet in the commercial world.

Poster Advertising Convention at St. Louis

The thirteenth annual convention of the held at the Hotel Statler, St. Louis, from July 12 to 16. Social features of the event will include a dinner dance, to be given on the roof garden of the hotel, and also an evening excursion on the Mississippi River.

Walnut Growers Expand

The California Walnut Growers' Association has outgrown its quarters in the Los Angeles Terminal Market and is now planning to erect its own building at Seventh and Main streets.

Van Haagen Joins New York Staff of Campbell-Ewald Co.

Willard A. Van Haagen, formerly in the advertising department of the *Saturday Evening Post* in New York, has joined the eastern staff of the Campbell-Ewald Co. as outside representative, and at present is covering the New England States. Mr. Van Haagen was at one time

in the advertising department of *Vogue* and *Vanity Fair*, and he served in the Twenty-seventh Division during the war.

American Tobacco Advertising Head Returns

Arthur C. Mower, advertising director and an official of the cigarette department of the American Tobacco Co., has returned to New York after an extended trip as far west as Honolulu.

United Publishers' Corporation Increases Capital

The United Publishers' Corporation, New York, publishers of the *Dry Goods Economist* and other publications, increased its capital this week from \$8,265,000 to \$8,085,000.

Campbell-Ewald Settled in New Quarters

The New York offices of the Campbell-Ewald Co., advertising agency, are now located on the seventh floor of the Astor Court Building, 20 West Thirty-fourth

Advertising Representative Robbed and Shot

While chasing two men who had stolen \$200 in cash and jewelry from him, Charles H. Storm, Chicago representative of the *Tobacco Leaf*, was shot twice early Tuesday morning as he left the apartment of a friend in New York. His wounds are not serious. Storm is the brother of George L. Storm, of the American Safety Razor Corporation and the Sweets Corporation of America.

New York "Globe" Arranges a \$7,000,000 Sale

Through Richard S. Wood, manager of national advertising for the New York *Globe*, who is devoting much time to secure the lowering of food prices, a contract for \$7,000,000 of New Zealand lamb, to be imported into this country, has been signed. Under the terms of the contract some 36,000,000 of lamb will be brought to the United States and will be sold at prices from 10 to 14 cents cheaper than those existing at present.

Statistical Comparisons

No. 2

Eastern States

Population - 24,910,446

Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Southern States

Population - 29,487,230

Area (sq. miles) 816,946

Virginia, W. Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, Kentucky, Tennessee.

Bank Clearings (year Sept. 30, 1919).....	\$202,480,000,000	\$8,247,000,000
*Individual Deposits (all banks) Nov., 1919.....	\$13,228,248,000	\$3,257,761,000
*No. Depositors in National Banks.....	5,040,210	4,087,377
Liberty and Victory Loan Subscriptions.....	\$9,656,091,150	\$2,194,732,250
†Value Manufactured Products, 1914.....	\$8,516,406,000	\$2,621,437,000
†Value Crop and Live Stock, 1919.....	\$1,904,915,000	\$8,030,599,000
†Number of Farms, 1919.....	527,000	3,054,000
†Farm Acreage, 1918.....	19,854,000	99,335,400
No. Personal Income Tax Returns, 1917.....	1,050,943	414,065
Net Income Shown on Returns, 1917.....	\$1,313,278,222	\$1,155,246,360
Tax Paid, Income Tax, 1917.....	\$378,131,268	\$45,206,823
Number of Families, 1910.....	4,626,789	5,420,740
Number of Illiterates, 1910.....	937,384	3,149,575
Number of Automobiles, 1919.....	1,379,000	1,234,000
Expenditures for Better Roads, 1918.....	\$49,308,307	\$51,234,714
Expenditures Public Schools, 1915.....	\$166,852,734	\$86,997,890
No. Morning Newspapers.....	104	111
No. Evening Newspapers.....	298	291
Average Circulation Daily Newspapers.....	8,646,981	2,964,583
Combined 5,000-Line Rate Daily Newspapers.....	\$20.12	\$9.25

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000
A Day

*Report Comptroller of the Currency †Department of Agriculture.

The House Organ, Production and Americanism

**"The Editor Who Harps 'My Country 'Tis of Thee'
Could Carry His Message In a Better Way"**

An authorized interview with

J. R. de la Torre-Bueno

Editor, General Chemical Bulletin

By **RALPH BEVIN SMITH**

RUNNING a house organ is not a man's-size job," a man once said to me.

"You know, it wouldn't be for that man. He couldn't make it a man's-size job in a thousand years.

"But let me assure you most emphatically that it's a man's-size job if the editor is a man's-size man."

The speaker was J. R. de la Torre-Bueno, editor of the General Chemical "Bulletin," the employees' magazine, published by and for the General Chemical Company of New York and some forty-odd other cities and villages throughout the United States. Endowed by the chance of his birth in a foreign land—he first saw the light in ancient Peru—and by his later adoption of American citizenship and his thirty-five years' residence in this country, with some understanding of the psychology of both foreign-born and the native Americans, Mr. de la Torre-Bueno had struck me as a man who ought to have a man's-size vision of his job. He had been asked to tell the story of the General Chemical "Bulletin" and purposely put on the defensive to prove his assertion that the "house organist" is a full-measure fellow.

"What are the outstanding features of the General Chemical 'Bulletin,'" I asked him, "upon which you would rely to sell me on the worth and service of this particular house organ?"

"Let's get our perspective right first," he replied. "Bear this in mind at the outset: The General Chemical 'Bulletin' hasn't anything to sell in any contemporaneous meaning of the term and is published for internal circulation only. It does not go to jobbers or dealers. It has no pretensions as a pepper pot for salesmen. Its 3,500 copies at present in demand are read by the employees in the company offices, works and stations scattered throughout the United States and Canada.

"It is designed as a link to bind the thousands of members of the organization together and to create a common spirit of good feeling, fellowship, harmony and co-operation. So, it expresses certain ideas in the form

of a cross-section of our daily lives and avocations which seems to me the best way in which that end can be accomplished by a company publication.

MUST BE SOUGHT BY READERS

"The first unusual feature that may strike you is that the 'Bulletin' does not reach every employee in the company. It reaches only every employee who goes out of his way to

A HOUSE ORGAN SURVEY

A very comprehensive survey of the internal publication field, compiled by an industrial organization and contributed to ADVERTISING & SELLING as a part of its series on House Organs, Employees' Papers and similar magazines, will appear in next week's issue.

All who are interested in this vital phase of institutional and merchandising service should make certain to get ADVERTISING & SELLING of May 29, 1920.

to get it. With the belief that one really appreciates only what it costs him something to acquire, it has been made a point to oblige a man to exert some special effort to get his 'Bulletin' copy—even if it means nothing more than a trip to the time office. This automatically eliminates the floater as well as that more stable employee who has not yet realized the oneness of the company. Men of those classes have no interest in the organization deep enough to urge them to that effort to obtain a 'Bulletin.' They are not exactly fertile soil for the moment for the germination of the ideas and ideals the 'Bulletin' represents. We have a real net circulation, the ideal of every publication.

"A good house organ ought to perform two acts of introduction: (1) It ought to introduce the employees to the spirit of the house—it can do this by exteriorizing the spirit of the house in the columns through which that spirit speaks; (2) it ought to introduce the men to each other.

"Do you remember that story—about Charles Lamb, I think it was? Lamb was expressing to a friend his particular detestation for a certain notable. 'Ah, how I hate that man!' he exclaimed. 'But you are not acquainted with him,' the friend protested. 'Of course not,' Lamb, if it was Lamb, is said to have replied. 'I couldn't hate him if I knew him.'

"A house organ helps the men to know each other. Its intimate notes are intended to promote mutual respect and good feeling among them. The 'Bulletin' has a correspondent in each plant who contributes this material, just as it comes in. It may be dull, it may be clever—I have had stuff I should not have hesitated to offer to Life. I run it just as it comes in. Like all material of this kind, it is fairly thick with little japes at the correspondent's fellows, intimate local jokes without a sting.

Let me stress the necessity of guarding against the striking of any false note here. Let the humor come from the correspondents. Don't ever let the reader get the impression that somebody is making a patronizing effort to be funny at his expense. Be more than careful to keep everything that smacks of patronage clean out of your columns.

TALKING ON THE LEVEL

"So many house organ editors think they must, or do in spite of themselves, talk down to their readers. At all times, I keep in the back of my mind the thought that in this democracy of ours it is the laborer of to-day who becomes the executive of to-morrow. So far as human fallibility can control nothing gets into the 'Bulletin' inconsistent with this American principle. Sometimes, I find that outsiders are puzzled at the high grade of technical article that frequently finds a place in the 'Bulletin.' For example, the March number featured such an article by Dr. William H. Nichols, chairman of the Board, on the 'Future of the American Chemical Industry.' Recently, also, we reprinted, by permission of the publishers, Samuel Turner's economic survey 'From War to Work.' 'Over the readers' heads,' you suggest? Not at all. We have evi-

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



Sealpax and Collier's

The Sealpax Company is using Collier's as the backbone of its national advertising campaign for Men's Sealpax Athletic Underwear.

Watch Collier's

dence that such articles receive very serious attention; that the 'Bulletin' is taken into the foreign language speaking worker's home and translated for him by his Americanized children. You must always remember in editing your house organ that your average reader is perhaps not a reader, to any extent, of serious magazines, and that, if you make your publication good enough, there is no reason why it should not color his reading interests.

"If you will keep that in mind, you will see how little excuse there is for the editor who takes it as axiomatic that a house organ must be filled up with 'rough stuff'—which the man who works isn't going to accept as exactly complimentary to his intelligence. Forget the danger of going over your reader's head. Your reader is going to appreciate the compliment you pay him by perceiving that he is interested in and understands the high grade educative material and that is going to maintain his interest in such material. We have tried good technical articles on the origins and final uses of your products, we run a sound Health and Hygiene Department every month, a broad-gauged Conservation and Thrift Department, which surveys national as well as intimate home problems, and a book review department called "Worth While Reading," which reviews books that *are* worth while reading and, by inference, encourages better reading.

NO SERMONS WANTED

"If you were associated with me very long you would find out that many thoughts in the 'Bulletin' are conveyed by inference from its contents. When will house organ editors realize that you cannot print 'Sunday School stuff' and 'get away with it?' Men ordinarily do not read sermons, nor stories with a moral, neither will they acclaim anything that even seems to be moralizing from the elect in the boxes to the gods in the gallery. Preach and you buck up against prejudice and suspicion. But you do want to inculcate high ideas of working and living in your readers, don't you? Then remember that 'there is just as much human nature in some folks as there is in others.'

"Take that whole big problem so vaguely summed up in the term 'Americanization.' With a heavy proportion of foreign-born workers, the General Chemical Company has

an interest in Americaniza-
any other large employer:

but the General Chemical 'Bulletin' is doing no exhortation to patriotism, no flag waving. On the other hand, I think that it is expounding Americanism by the thorough-going American spirit we try to put in it by holding up the mirror, as it were, to the best currents of our national life, and to the high ideas that have made us world-leaders in unselfishness and great in personal and national liberty within the law.

"Let me tell you that the best Americanization propaganda is the story of America's past and of her struggles in that past to maintain and develop the principles upon which our government is founded. Recently, we published the Bill of

Rights, the first ten amendments to the Constitution, as a leader in the 'Bulletin.' Editorial comment simply explained what these were, suggested that Americans sometimes forgot exactly what they comprised and added that all good Americans would be glad to read them to refresh their memories. Not one special word of admonition to the foreign-born in the editorial.

THE FOLLY OF PINCHING PENNIES

Pursuing the same policy, we run every month a list of the patriotic anniversaries occurring during that month; and every month our cover carries a picture illustrating one of the events commemorated. Last October, it was the landing of Colum-



The MISSOURI RURALIST

MISSOURI ^{THE} SECTION
CAPPER FARM PRESS

"Supreme in Missouri"

Sharing the advantages
of extensive editorial,
advertising and research
departments of
THE CAPPER FARM PRESS

bus, in March it was the battle of the *Monitor* and the *Merrimac*, April pictured the Battle of Lexington and May the taking of Ticonderoga by Ethan Allen. For June there is nothing more beautiful than the 'Stars and Stripes.' But these belong there and are not dragged in.

"But there's no explanation of the picture inside. There is method in that madness, for the interested reader will go to a history for information—from which he can absorb more real Americanism than could be put across in a thousand issues of hot air.

"One last word on the general appearance of our magazine. It is printed on heavy coated stock that

takes the ink cleanly and clearly and reproduces cuts with particular excellence. The heavy cover stock makes the reproduction of paintings and engravings strong and telling. Of course, this is not cheap, but, fundamentally, the house or better employee organ is either clearly justified or not at all justified. There are no two ways about it. If justified, any reasonable expense to make it effective is justified. If that expense is not justified then the house organ is just a drag on the overhead—a purposeless squandering of good money to satisfy a half-baked notion of the moment—not complimentary to the intellect of publisher, editor or reader."

Missouri farmers read **THE MISSOURI RURALIST**. The practical, up-to-date service rendered by its editors, who live and work among the people whom they serve, has never caused its readers to regret the faith and confidence they place in its editorial pages.

Likewise, these 129,000 substantial farm families place faith and confidence in the advertisements.

THE MISSOURI RURALIST is their buying guide, as evidenced by the fact that during 1919, it carried over 157,000 more lines of advertising than its nearest competitor.

It is truly "supreme in Missouri"—a state which ranks first in poultry products, Poland China hogs, lead and zinc production; a state which had a crop valuation of \$549,105,000 in 1919; a state which offers you amazing sales opportunities.

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

SECTIONS

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

Percy Will Direct Drug Advertising

Harry S. Percy, recently director of sales promotion and advertising for the Neumetal Products Manufacturing Corporation, New York, has been made advertising manager of the Gibson-Snow Co., wholesale druggists in Albany, N. Y.

Harley T. Procter Dies

Harley Thomas Procter, pioneer American soap manufacturer and retired member of the firm of Procter & Gamble, makers of Ivory Soap, died early this week at his home in New York in his seventy-third year. The company from which he retired twenty-five years ago after amassing a fortune was founded by his father, William Procter.

Mr. Procter was the brother of William C. Procter, one of the presidential campaign managers for General Wood. He is survived by his wife, two sons and a daughter.

Colonel Mann, Editor of "Town Topics," Dies

Colonel William D'Alton Mann, owner and editor of *Town Topics* for the last twenty-nine years, who has been known as a soldier, inventor and editor, died on Monday at his home in Morristown, N. J., at the age of eighty-one.

He invented the boudoir car and numerous military inventions. In 1867, besides becoming a pioneer in the manufacture of cottonseed oil, he consolidated three newspapers in Mobile into the register, which he controlled until 1872.

He is survived by a wife and a daughter. Funeral services were held Wednesday.

Joins Aeolian Advertising Department

O. E. Zieme, formerly with Frank Seaman, Inc., and Street & Finney, has succeeded C. C. Applegate in the advertising department of the Aeolian Co., New York.

"Definitely Valuable"

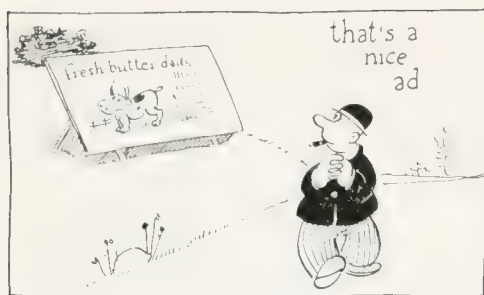
Kindly start our subscription to good old **ADVERTISING & SELLING** at once, billing the undersigned for same. We certainly find **ADVERTISING & SELLING** a definitely valuable addition to our reading lists and intend to give it a thorough work-out as an advertising medium for putting over the merits of "The Engineer's Business Magazine, *Professional Engineers*, to the advertisers and advertising agencies.—Bernard A. Davey, advertising manager, *Professional Engineers*, Chicago.

Syracuse Papers Cut Out Display Advertising

On account of a shortage of printers the three Syracuse newspapers on Tuesday eliminated all display advertising and issued editions greatly reduced in size. Printers have been quitting their posts because their demand for a weekly bonus of \$8 was refused. They are bound by contract not to strike.

Merritt Will Be Assistant Secretary at Republican Convention

Carroll B. Merritt, general manager of *Scribner's Magazine* and *Architecture*, at a meeting of the New Jersey delegates-at-large and district delegates, was appointed to act as assistant secretary at the Republican National Convention.



No Wizardry in Advertising



But it takes more than a cauldron of ink to produce results
by H.M.B.

Fillet of a fenny snake,
In the cauldron boil and bake;
Eye of newt and toe of frog,
Wool of bat and tongue of dog,
Adder's fork and blind-worm's sting,
Lizard's leg and howlet's wing,
For a charm of powerful trouble,
Like a hell-broth boil and bubble.

—Macbeth, Act 4.

WHEN Mac besought the witches three to show him the road to glory, that's just what they did—showed him the road to glory.

They cast everything into the pot from a melancholy eyebrow to the blood of a gay baboon, and sure enough, hell was soon a'poppin'.

"Double, double toil and trouble."

Perhaps, it was a typographical error. He said: "Show me the profits;" they thought he said "prophets." And they showed him.

It was a wonderful mess they brewed—and a wonderful mess came of it.

Mac's plan was all wrong. He wasn't content with such a little thing as a wholesome murder or two; he wanted to "spook" it over; but the spooks didn't just spook his way.

Many an advertising campaign is born of mystery and then sent out into the world with a fine suit of clothes, a pretty name, and empty stomach.

Such a campaign is so devoid of idea-pabulum that its backbone is kept busy scraping acquaintance with the rest of its anatomy. Before



long it seeks the first doorstep and gently succumbs to starvation.

That's because the campaign was prepared as an end in itself rather than planned as a means to something else.

A lot of gentle words, pictures, ink, money and ego dumped into the pot to the tune of "O, see the pretty rainbow." And that's all the advertiser did see.

All inspiration and no perspiration makes Ad a dull boy.

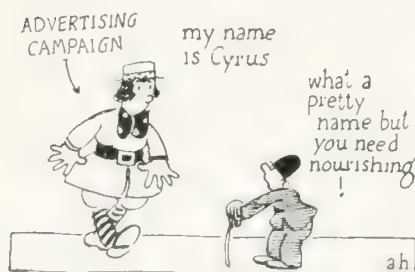
Somebody omitted to learn the whereabouts of the biggest market. Somebody neglected to find out what the competition was and what it was doing. Somebody failed to analyze the advantages of the product and to tell of them in terms of service-to-be-rendered. Somebody forgot to figure out how the sales force was to be benefited by the campaign, just as somebody overlooked the advantages to the trade, and to merchandise them as such. Somebody failed to recognize the importance of a follow-up that followed through. And, what is particularly grievous, a host of somebodies regarded the campaign as a bit of whipped cream in-

stead of the very substance of good business and good-will.

There's no wizardry about advertising. Good advertising is simply a good job well planned and well done. The moment the message tries to mesmerize and to wave a magic wand—good-night! The instant advertising tries to "put it over" instead of putting it across—"Double, double toil and trouble!"

There is always danger of making advertising *fadvertising*—of making the advertisement do tricks for its own sake instead of making it perform for the advertiser's sake. It is so easy to build an advertisement like a stage house—with a beautiful exterior, but without foundation, walls, or ceilings. The worst thing that can be said of an advertisement is: "That's a pretty ad," or "That's a clever ad." An advertisement must be a superior one, indeed, to serve two masters: to sell itself and the thing advertised at the same time.

A powerful idea-message is no less powerful for being sugar-coated; but



If Mac had tried to run an advertising campaign on that basis, he would have lost his head just as surely. For words and ink alone, however deftly stirred in the cauldron, will not produce the magic brew that brings results.

Words are only part of the story. Ink is only a part of think.



sugar, simply for sugar's own sake, while it may catch flies, will not catch pocketbooks. The advertisement that bristles with ideas—selling Ideas—wins its audience more readily than one which depends upon fine raiment alone to make an impression. There is a difference between eye-impression and mind-impression, and

mind-impression must come before pocketbook impression.

"The operation was a wonderful success. I used the pearl-handled lancet. Oh, yes, the patient died. But, what of that? There was some style to his going with the pearl-handled lancet to help him on his way."

Or, "too bad the advertising was a failure. But, wasn't it beautiful? Fancy borders, illuminated initials, wonderful cubist pictures, and the king's best English. Why the need for ideas with such a combination?" Why, indeed!

Beware the insinuating fad in advertising. Beauty of layout and ex-

pression, by all means. But, only as a means—not the end. Advertising is salesmanship in print. To be successful advertising it can never be anything else. The day of the fad picture and the fad layout will surely pass. Gingerbread copy will have to give way to the merchandising message. Again, make it as attractive as possible in form and approach; but don't make the approach a reproach to common sense.

Advertising structure apparently is going through the throes of rebirth. But after it is all over and the charts are examined, it will be found that an old story has been told anew—that the fundamentals of salesmanship in print do not change

that the successful idea-message by which advertising first won its rightful place in the world of selling must be delivered, world without end, if advertising is to perpetuate the place it has won.

Wizardry in advertising? Never! But, common sense in advertising, consistency in advertising, persistency in advertising, ideas in advertising—Ever!

Beware the fad. Then, too, to paraphrase the great writer whose very words are beautiful pictures, and whose heart messages need no trick of layout to win his millions:

*Double, double guerdon, double;
Sales and profits boil and bubble.*

The Seven Buyers a Salesman Meets

The "Too Busy," the "Adviser," the "Suspicious" Prospect, the "Lifeless Listener," and Some Others

By RALPH BARSTOW

Sales Promotion Manager, Greenfield Tap and Die Corporation

IN selling, we inevitably come to the law of compensation. I advise you to read Ralph Waldo Emerson's essay on "Compensation," which deals with this subject as applied to human relations. Compensation very briefly stated is this: nature invariably works to establish an equilibrium. Take a pendulum and raise it to one side. It immediately swings back to the other side. Why? Because nature is seeking to establish an equilibrium. Then it swings back to the other side again, but not so far as at first, and it swings back and forth, a little shorter distance each time, always a little slower, and finally it stops altogether where it was hanging at first. It is the law of compensation. Nature has again established equilibrium.

The rivers and the streams up in the mountain regions of France are trickling down to seek their level. They are always seeking that level, the sea. The minute a drop of water comes down and strikes the earth it starts for the sea level. Of course, it does not always reach its level, but it is constantly striving to do so. Another operation of the law of compensation. To have all this water seeking and perhaps reaching its level would never do, so we find that it is constantly being vaporized and drawn up again into the clouds, whence it came. This process happens over and over again.

I push against you and you push against me: I believe we call that

An Interesting Background

THIS article has an unusual history. Let an excerpt from Mr. Barstow's letter to the editors tell the story: "This lecture was one of a series given both to officers and enlisted men of the A. E. F. among the business and general educational courses provided after the armistice. The talk was given first at Camp Williams, at Is-sur-Tille at the Lycee, at G. H. O., Chaumont, in a room that had been evacuated the week before by sick and wounded French soldiers—and my goodness, but it was cold in spite of our two stoves! Then it was given in the Sorbonne in Paris to the American students attending the University of Paris, and finally, it was given at the A. E. F. University at Beaune.

This manuscript is as I originally dictated it to my field clerk at Chaumont."—
THE EDITOR.

hand-wrestling. You let the other fellow believe you are pulling against him; then you let go suddenly and you have him off his balance. In salesmanship we use that law of compensation to establish balances.

First of all I want to bring out the normal type of mind. These classifications don't represent the normal man. There is no such thing as a normal man. A man may be friendly, suspicious, bored, busy, angry and cold. He may be in one of these attitudes at one time and later he will be in another. For instance, we get into the habit of thinking of a man as cold because whenever we see him he appears that way to us. But possibly he is a very warm type of man

when he is away from the office. He has simply adopted a certain attitude under those circumstances. Feel your buyer out, when you first come into his presence, and see what attitude he is in. It will change from time to time, possibly his attitude of mind is different every time we call on him. We must be on the lookout for these changes. None of us can continuously maintain an attitude of any kind. We are constantly shifting our base, our attitude. It is generally in the direction of the thing we are concentrated on. These types of mind are temporary ones. For instance, a man's breakfast may have a strong influence on his feeling, his state of mind, all day.

What is the normal attitude on the part of the buyer? It is the understanding that he must give an amount of time every day to seeing salesmen so that he may find out what is happening in the world, what is new and to his advantage. He can't go out and seek those things for himself, hence he is dependent on the salesmen to bring them to him. He will listen courteously and be interested, without committing himself, to your proposition. We meet a few of that kind occasionally—but only once in a while. That is the normal type of buyer, but far from the usual type. Your attitude toward that man must also be normal.

Now we come to the friendly type of man. I don't mean the friendly type to represent the man who knew

you in high school or who has met you some time or other. I mean the man who never saw you before. He comes up to you and says "Good morning. What can I do for you?" Look out. There is trouble ahead there somewhere. He mistakes you for a customer! Either that or else he is a suave oil-can that will grease your way out the door. I have seen good salesmen tripped up by that. In Chicago one afternoon I was working with one of our boys when we came to a real estate office. I suppose the man was renting a house or something to someone else. He looked up and said: "I will be with you in a minute." When the cus-

tomers had gone he turned to us, and, rubbing his hands together said: "Now, what can I do for you?"

"I am from the So and So Company."

"You are a salesman, are you?"

"Yes."

"Can't see you today. Too busy." And he turned to someone else.

Suppose you go into a store and meet that kind of individual? How are you going to get around that? You know the merchant has to be ready to greet all possible customers with a smile. That is part of his business. He may have a regular Chamber of Commerce smile. Well, suppose you go into a store. The merchant mistakes you for a customer, smiles and says: "I will be with you in a minute."

He is bound to be embarrassed when he finds out his mistake, so you have to save him that embarrassment. He has a professional attitude toward the people who come into his office or store. The next man may be going to buy. He has to be pleasant to play his game. When he looks up, he has to smile. It is a professional smile. We all have to smile professionally. But make it a genuine smile; be genuine about those things if you possibly can.

You know we start making believe we like a certain thing or a certain person and we generally end up that way—by liking it or him. Well, you have to save this man any embarrassment. Check him before he gets a chance to speak and say: "I am a salesman."

You must immediately correct his mistake, so you say: "Don't be pleasant to me; I am not a customer, I am a salesman."

"Sure, come on in and sit down," he's likely to answer. Then right off he says to you: "What have you got?" You go ahead and tell him about your proposition. He doesn't ask a question, but encourages you to go ahead. After you have got most of it out of your system, and the pain and pressure of it is off your chest, he says: "Have you been with this firm of yours long? Do they give you good pay?"

"Yes."

"Well, a good man like you should be out selling such and such a line. Do you know So and So over there? They are fine people. They will treat you right. Go around and see them. Here is my card. Tell them I sent you. Well, good-bye, old man."

And out you go. Where is your order? You have been sidetracked.

I often have to see salesmen at my desk. After they have talked for a few minutes about their proposition I have it pretty well sized up. Suppose I don't want to buy? I don't want to tell that man I don't want this or that, because I have been through the mill and up against the same game. I don't want to discourage him in any way. I want to encourage him if possible without buying his goods. I want to tell him how good he is. It gives a man a little more enthusiasm—a little more steam. Do that, if you have occasion to see salesmen, but don't let them pull it on you. If a prospect starts on that line tells you how good you are, that you should be handling another line and that you should see So and So for another job, don't let him sidetrack you. You want his order. So tell him: "I will get that job as soon as you sign up here," or, "I will be a better salesman by getting you to buy this." Remember, get that order. Get him to sign the order. That is what I mean by caution.

Now we come to the man who is suspicious. You should immediately ask yourself "why he is suspicious?" when you meet this type of man. "Why is he suspicious?" Or if you meet a friendly or bored type of man ask yourself "Why?" "What has happened?" "What is back of all this suspicion?"

Why are the men suspicious? You have met them in the States. Some men are always that way. They are "hicks" whether they live in the city or in the country. They are always suspicious. Why? What makes them suspicious? It often is because they are crooked themselves. Look out for that.

HE HAS BEEN "BUNKED"

Or more than likely it is because the suspicious man has recently been "stung." How are you going to overcome his suspiciousness. He more than likely thinks that because one salesman has stung him they are all going to do it. The French have an old saying: "A cat which has been scalded with hot water will run from any kind of water." So it is with this man. He thinks all salesmen are crooked because someone has put over a "phony" deal on him—because he has met one or two that way. Handle him with frankness and candor, and with proof. Suppose you are going to a man who doesn't believe in advertising in newspapers. You want to sell him space in your paper. He doesn't believe people read it; he doesn't believe they would

Keeping Up With The Times

A FACT A WEEK

"SHOW me the classified of a newspaper," said Samuel Hopkins Adams, "and I will tell you the financial strength of a city, its character and prosperity, and even its morals."

The classified of The Washington TIMES, which averages over two and a half pages daily, shows the nation's Capital City to be high grade, financially strong, prosperous and morally sound.

The Washington Times,
WASHINGTON, D. C.

believe it if they read it; and he doesn't believe they will buy anyway if they do believe it. You know the kind. How are you going to sell that man a "three-column-six" in your paper? By proof and frankness. So you say: "As a matter of fact, Mr. Jones, we don't have a circulation of 75,000. It is actually only 72,400, but I don't tell that to everybody. Everybody in our city does not read the *Illuminator*, but we have found that several thousand people do. As a matter of fact, out of several thousands people who read it, they don't all buy goods. Quite a number of them do, however. "So and So" used such space and made such and such a number of sales." Then mention to him the results that some one in his own line has got by advertising in your paper. "Mr. So and So got such and such results by the use of our paper as an advertising medium. Advertising in our paper will pay you better than putting another salesman in your store." Remember, work your proof from start to finish. Make no statement you can't prove *right in front* of him. Prove five or six things, and he will commence to believe you. Your proposition has to be good enough to justify it.

Now we come to the bored man. Why is he bored? Well, I will tell you. He is bored because probably for the last 12 years he has been listening to salesmen. He has met all kinds and types. He has heard all the jokes and stories and he is tired of them all. He is tired to death of salesmen. You know how bored you get if you have heard a story once and then hear it again. You want something new all the time. What am I going to do to interest this man? It certainly will not do to try to joke with him. Well, I am going to pull off a "dog-fight." He is tired. You can't blame him. You know that when you are home in the states last night's paper won't do for you. You must have something new. We seldom laugh more than twice at the same joke. Will you go to the same vaudeville show more than once? Why? Because you want to see some new stuff, don't you? All right.

The buyer who has been through the mill wants new stuff. The mind demands a change. We have to give him a "dog-fight."

Now you come in to the office. Here is this fellow sitting pensively at his desk. You say: "Good morning."

"Good morning."

"I have a little proposition here."

"Yes."

"May I have a few minutes of your time?"

"Yes." (All in a slow, lifeless sort of way.)

He is going to listen to you, but he won't be thinking of what you are saying—what your proposition is. You might just as well have gone out as come in. You know how a fight in the street arouses anyone's interest, or how people brighten up when a fire engine goes by. You know how we all run to the window. You know if a couple of dogs are chewing each other up in the street how we all crowd around.

What are you going to do? Why, you are going to pull off a "dog-fight" right in the office. In the case of the fire engine going by, we all rush to the window. What has happened? A strong, compelling interest has entered our minds. And so

with him. It has got him. You produce some compelling interest as regards your line and catch him.

PROVING THE POINT TO A BUYER

Some years ago a concern brought out an unbreakable glass lamp chimney. When their salesmen went to a customer and tried to sell him the unbreakable lamp chimney, the customer wouldn't believe him. Nobody believed it. You simply couldn't sell that way. Finally one of the salesmen found a new way to sell them. He would go to a store, with one of the unbreakable lamp chimneys. He would open the door, take the chimney from his bag, cry "Look out," and roll the chimney down the floor.

"Did it break?"

"No."

"We make 'em that way." That was a "dog-fight." See it? Right away you have awakened the man's interest.



S. L. SCHMID

Some men are "fine fellows" and some men are "good workers." Sam Schmid is both. He has been associated with me for nearly thirteen years and I hope they have been as pleasant for him as for me.

Sam Block

Memphis News Scimitar

The MEMPHIS NEWS SCIMITAR has just moved into a new building with increased facilities in order to take care of its fast growing business. Few papers in the South have made such progress as the EVENING NEWS SCIMITAR.

It was one of the first important newspapers of the country to go up to 3 cents per copy and the fact that it carried 1,050,156 lines more from local advertisers (six days per week) during 1919 than was carried by any other Memphis newspaper is evidence of its strength in its community.

Suppose you go out in Minnesota where they use Mississippi water to wash in. It is a lime water, very hard, and ordinary soap doesn't make much of a lather. You are selling "Rose Queen Soap." It is made for Mississippi lime water—you drop it in a basin and you have a regular cyclone of bubbles and lather. It is suited to that part of the country. They also have very hard water in Michigan. Supposing you are introducing that soap in Grand Rapids, Mich. The water is so hard that the soaps on the market hardly make any lather at all. Well you go into Grand Rapids. Are you going into a store to sell that soap and say, "I want to introduce 'Rose Queen Soap'?" No. Instead of that you go into a store.

The merchant says: "What can I do for you?"

"Have you any basins?"

"Yes."

"How much are they?"

"A quarter."

"Give me a couple, and a cake of the best soap you have." You get the basins and the soap. "Got any water?"

"What are you going to do?"

"I want some water."

"All right, there it is." Now you have awakened his interest. Some old ladies in the store have become interested also and are watching to see what is going to happen. Well, you pay him 55 cents for the basins and cake of soap—a very good investment. You get the water and take the soap you have just bought and start to wash your hands. It doesn't work up any lather, so you say: "It doesn't seem to lather very well, does it?"

The prospect replies, "Well, you know the water here is very hard."

Then you fill the other basin with water, take a cake of "Rose Queen" from your grip and start to wash your hands. Immediately you have a million bubbles. "Rose Queen soap."

"How much is it by the case?"

"Well, how many cases will you have? Sign here." That was a "dog fight."

TOUCHING THE PROSPECT ON A TENDER SPOT

Now I am going to tell you of the check protector salesman's "dog-fight." He goes into a customer's office. He is the bored type, so, as the salesman goes into the office, he doesn't say, "Good morning." The customer doesn't care, so what's the use. The salesman brings out a

blank check from his pocket. Then he takes out a shiny fountain pen (notice that the fountain pen is shiny). You know a shiny object has more attraction. A man will take up a shiny object much more quickly than a dull one. All the time the salesman has said nothing. He opens up: "Will you please sign your legal bank signature?"

"What do you want it for?"

"I am a salesman, I want to do something, not say something." Well, he signs it. You understand that no man writes twice alike, but his characteristics are always the same, and it is the characteristics of the signature that the clerk at the

bank recognizes, and it is on that that he pays the check. Now the salesman goes to work and duplicates his signature. That is easy to do when you have it right before you. You know a man may use a pencil one time and the next time he will use a stub pen. His signature is not exactly the same, but the characteristics appear in both. There will always be a peculiarity about his signature. That is what the clerk at the bank is constantly on the lookout for and what he pays the money on.

Now, while the salesman is duplicating his signature he does not talk. He finds he gets more absorbing interest if he doesn't say anything. You

Service that serves

CURTIS AEROPLANE & MOTOR CORPORATION
440 - Fourth Avenue,
New York City.

April 10, 1920

The H. E. Lesan Advertising Agency,
440 - Fourth Avenue,
New York City.

Attention of Mr. E. K. Gordon.

Dear Mr. Gordon:

I am today in receipt of proofs of Keen Cutter-Curtiss Oriole advertisement, photograph for which was furnished you yesterday.

Evidently you have at some time or other travelled by air and absorbed the idea of airplane "up-to-the-minute". It is not too much to expect that soon we will be able to substitute the word "door-step" for the word "minute".

The airplane has brought everything your message "up-to-the-doorstep" -- and doesn't stop there.

I need not tell you that I appreciate this service -- I have become so used to it that I sort of expect it from you.

Yours very sincerely,
CURTIS AEROPLANE & MOTOR CORPORATION,
Advertising Manager.

WDR-K

On April 9th we received the photograph. Mr. Richardson's letter dated April 10th, acknowledges receipt of PROOFS of the completed advertisement.

know the larger a man's bank account the more jealous he is about his signature. Well, if a forger can get the same check form, he won't have much difficulty in forging the man's signature. "I can do this," says the salesman, "and how are you going to prove that the signature is forged?"

Can you figure out a way of applying that thing to your line? I don't mean for you to pull off some kind of stunt that does not lead in to your line. What you want is a new, fresh and interesting way of putting your entire proposition before your prospect.

Don't pull off old jokes and con-

undrums. You know that old "Why does a chicken cross the road," and "Why does a miller wear a white hat" stuff. Not that. Then, too, you will have to change your "dog-fight." When I get back to the States I will probably have to get a new one for my line.

Next, we have the busy man. There are two types of busy men. There is the man who is really busy. Leave him alone. Don't even say, "I beg your pardon." Get out of the office. Go in and come right out. You can come back again some other time.

Now the other type—the you-ask-me-if-I-am busy type. You know, no man admits he is not busy. We

all like to appear to be so. But we are not so busy that we cannot stop to do something. You know this type of man. He shuffles a lot of papers around his desk, and appears to be terribly busy.

GOOD ADVICE ON HANDLING BUSY MEN

Well, treat him as a busy man. The same way. Don't say: "Good morning, my name is Brown—nice day. May I have a few minutes of your time?" "Can" it. It doesn't amount to anything. If you have a good proposition, that stuff is going to hurt your sales. Just go in to him and put your proposition to him in a nutshell. Say so and so, so much. Go right to it. When he asks what you want, don't say: "I want to talk to you about my proposition." When he says:

"What do you want today?"

Tell him: Do it. Get your proposition boiled down for that man. He is entitled to it. Suppose I am in the home office. The Monday morning mail is coming up. It is always very heavy on that day. There are two or three salesmen in town with whom I have to have a conference. I am entitled to the quickest action you can give me. You have got to practise continually until you have your proposition condensed so that when you meet this kind of man you are ready for him. It may take you three months to do it, but get it.

Now we come to the angry man. Why is he angry? Perhaps he has just come from an interview with the "old man," who has told him how good he is not. He is as sore as a boil. You come in and he looks you in the face, and cries out in a loud voice: "What do you want?" If he is really angry, get out and come back another time. If you can get out, do so. But if you can't, don't start to talk. It only makes matters worse. If you can do so without being impolite, sit down. Wait awhile. He looks at you and says: "What do you want?"

Don't tell him. Just smile and ask: "What is the matter?" If you can get him to start telling you what is the matter you are well off. Be a sponge. Absorb everything he has got. Any man who has anything that is bothering him likes to get it off his chest. Let him unburden himself.

Freud has a theory of reading of dreams. It is that the nightmares we have, the feeling of fear that we have when certain objects are pre-

Continued on page 40



Advertising that makes sales

Curtiss
Hardware dealers know that—
Keen Kutter means quality tools and cutlery.
The Keen Kutter Oriole will impress them that—
Keen Kutter also means progressive sales
and advertising methods.
The Simmons Hardware Company profitably uses
the dependable Curtiss Oriole for its salesmen.
There is a Curtiss aeroplane and flying boat for every
practical purpose—either business or pleasure.

**E.C. SIMMONS
KEEN
KUTTER
OUTLET
TOOLS**

Uses the
Curtiss Oriole

CURTISS AEROPLANE and MOTOR CORPORATION
Sales Office: GARDEN CITY, LONG ISLAND, N. Y.
Factories: Garden City, L. I., and Buffalo, N. Y. Flying Fields, Training Schools and
Service Stations: Garden City, Atlantic City, N. J., Newport News, Va., Miami, Fla., and
Buffalo. Dealers and distributors in all parts of the United States. Special Representatives
in Latin America, Australia and the Philippines.

Gentlemen: Please show me how I can use a Curtiss Oriole
in my business, and send me the Oriole booklet.

Name.....
Address..... City.....
Occupation..... State.....

H. E. LESAN ADVERTISING AGENCY, INC.

440 Fourth Avenue - - - - - New York City

Republic Building - - - - - Chicago

Say It Pleasantly and Repeat It Often

Say It Truthfully, Too, and You Have the
Substitute for "Poison Copy" In Advertising

By R. B. SABIN

Advertising Department, S. S. White Dental Mfg. Co.

I AM FIRMLY convinced that nothing constructive is accomplished in any field of activity, by degrading an art to the level of the uncultured, uninformed or of those deliberately and hopelessly opposed to any form of advancement. Conversely, it is my opinion that greater

returns follow a conscientious effort to stimulate interest in truth, beauty, and wholesomeness.

Therefore I am in perfect agreement with the spirit of Whitsett, Pennell, Reidy, the Christian Science Monitor and others in lamenting the tendency of many ad-

vertising geniuses who think it necessary to be sensational, sensual, horrible, fear impelling, gaudy, or tricky, to engage the sympathetic attention of the great multitude to whom their appeal is addressed.

The force of advertising, its tremendous stimulus in the development of the world, have passed beyond the stage of argument; they are recognized and axiomatic. Whatever can be done to make advertising better for the whole world of people, for the advertiser and for the producer of advertising, should be the inspiration for all of us who provide the pictorial art and the word pictures by which the public is to be informed.

Mr. Whitsett has drawn attention to the negative tendencies and faith-destroying effects of "fear" copy, putting himself in the place of the average man, where we all belong most of the time, and describing humorously, but no doubt truthfully, the unpleasant sensations he has experienced from the reading of familiar razor atrocities and cigar horrors.

When we are reading about any one razor, must we be told, by inference at least, that every other razor is a menace to life itself; should any cigar advertisement have for its motif the harmful or distressing possibilities of tobacco in general?

It seems to me far more cheering and inspiring to contemplate a world of products where most are good and some are better, than to be constantly impressed with the belief that all are bad and some are worse.

WOULD WRITERS BE SOLD BY THEIR OWN COPY?

Believing the average producer of advertising to be a person of intelligence it is fair to assume that those who are responsible for sensational and "fear" copy, would not be sold by their own style of argument. By what right or by what process of reasoning do they underrate the intelligence or minimize the sensibilities of their audiences?

"But then the product sells" is the answer of the advertising man, as if that ended the argument.

ANNOUNCEMENT

TO facilitate the conduct of our business and to make room in our home plant, the Eastern Sales Division of the Advertising Department of The Butterick Publications under the supervision of Mr. W. C. McMillan, has been moved from the Butterick Building to the Buckley-Newhall Building

*One Hundred West
Forty-first Street
Telephone, Bryant 1823*

BUTTERICK

Yes, the product sells; perhaps in spite of the character of the advertising. Publicity alone will foster trade and so long as there is a desire or a demand, while the consumer has sold himself the idea that he should have or wants an article, publicity and distribution will get the article into his hands.

But what about the large market, among those who have no definite inclination toward the possession of an article; who realize no need or advantage in having it?

To these some inspiration must be given, some information, a realization of possible benefit, a desire and finally confidence in the proposition you make to them.

Suppose that cheerful, inspiring, educational copy should lead a buyer to seek more information, to read some other advertisement. Should you fear the comparison? Have you lost him? And even should you lose a buyer now and then, does it discredit the general argument for truthful, forceful, elevating copy?

RELEVANCY, HARMONY, GOOD TASTE

I think most of us lack, in some measure, the courage of our convictions. We are misled by the noise the other fellow makes and without investigating the result he achieves we are tempted to shout louder in our efforts to be heard. Quite likely, then, the producers of the style of copy subject to this attack are not monsters devoid of higher reasoning power as their present output might signify. It may be one of the fads or fashions which somehow steal upon us and against our better judgment temporarily hold dominion over us, mind, body, and soul. Let us hope so; let us who think we see a better way, show by precept and example, what can be done by safe and sane copy. Embellishment and color need not be limited in the copy argument any more than in the art work except by the bounds of relevancy, harmony and good taste.

Has it not proved that real art is a thing wholly capable of appeal to the masses? Simple tests of color harmony and balance of form among school children and among those without education in art, have proven conclusively that the thing that pleases is that which is artistic; that which is right in the eyes of the art students.

The simple eloquence of Lincoln which carried its point to the humblest home is none the less art, and

is so dedicated in the bronze tablet of his Gettysburgh Oration which stands in the University of Edinburgh as a classic in English.

If we have only one good thing to say about an article and there is only one truthful way to say it, neither of which is likely to happen, say it the truthful way and repeat as often as necessary. We gain nothing by irrelevant talk or questionable statements and we create a positive distaste among our readers by picturing a lot of ugly situations real or imaginary in the rejection of the thing we have to sell.

A Real Textbook

ADVERTISING & SELLING I consider one of the most necessary publications which comes to my desk.

It has become a real textbook on advertising and selling, and is a valuable asset to any man or concern interested in business promotion.—J. E. Moriarty, Advertising Publicity, Milwaukee.

"A Good Companion"

I have your letter of May 10 and the back copies of ADVERTISING & SELLING. Thank you very much for extending the *Sun's* subscription to cover the omissions. We dislike very much missing a single copy of ADVERTISING & SELLING. *** We regard it as a good companion in our work.—Allan R. Sills, advertising manager, the Sun Publishing Co., Brandon, Manitoba.

In how many Philadelphia homes is your kitchen cabinet used?

Philadelphia is one of the largest markets for kitchen cabinets in the United States.

There are four hundred thousand homes within the city limits, its suburban zone numbers about a hundred and fifty-thousand more homes.

The women of Philadelphia are noted for the pride they take in their homes, as so many houses here are owned by the families that live in them.

Real home-making and home-keeping is the vogue in Philadelphia. Home cooking, home baking, home preserving.

Household conveniences and utilities always are in greater demand in communities where people "keep house."

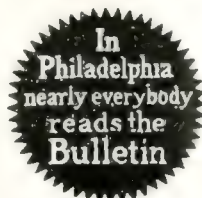
Kitchen cabinets have never really been pushed here in a big dominating way. Some maker is going to take advantage of this opportunity. Will it be you?

If you sell anything that helps to make a home more comfortable, you'll find Philadelphia wonderfully receptive to it because so many of them own the home they live in.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States



Slip into his chair for a moment

SOMEBODY else's desk is always interesting! Sit down here and see what is on this one. It belongs to the business manager of any one of the eleven McGraw-Hill engineering journals.

Right on top is a letter. Look it over! It's from a man in the middle West whose single page in the last issue cleaned him out of stock. Now he wants to quit advertising. Have to sell him on building next year's business and permanent good will.

What's this about 300 inquiries? Letter from an advertiser admitting it quite frankly. One insertion!

Note on the memo pad there says, "Send picture to Sellem Company for next issue." Guess Friend B. M. must have run across a photo of one of Sellem's machines in operation at some out of the way place. So he's going to send 'em a snap of it in time for their next page.

Zing! There goes his 'phone. Answer it! Somebody wants to know who buys the equipment for those big development jobs in South America. That's easy. You tell them: The engineers and executives who read **Ingenieria Internacional!**

They Were Engineers Who Bought!

Here's a note written on the back of an advertising representative's card. Says the last series of spreads prepared by the Advertising Service Department for one of his clients is pulling strong. Business is not all grief even if white paper **has** gone up 175 per cent!

There's his bag all packed. Just a little trip to the Coast, probably, to talk over some advertisers' sales problems and help them to get real dividends on the advertising investment in the McGraw-Hill publications. Trip includes a stop-over on the way in order to talk at an engineering sales convention.

Interesting desk, isn't it? Are you getting all the selling help from it that it can give you—in reaching the men who really buy in the fields of mechanical, chemical, mining, electrical and civil engineering?

The 11 McGraw-Hill Publications

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

*Send samples of your Direct Advertising for
analysis—give your sales message added power*

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois

PAPER AS A FACTOR IN FOREIGN TRADE



Using the Film in Export Advertising

How the Haynes Automobile Company Is Testing the Screen Medium in the Foreign Field

TAKE a not always sympathetic atmosphere, a market prejudiced in favor of the local competitor, a situation complicated by a thousand and one subtle, unfamiliar buying factors and, as a handicap, the necessity of putting across a highly technical sales argument in a language different from the one in which it was originally couched. Add the harassment of a strongly organized competition from another outsider like yourself who probably has the advantage of having gained the jump on you in time of arrival on the scene.

There you have the problem of the American manufacturer freshly adventuring in the foreign field.

What's the solution?

THE FILM IN THE EXPORT FIELD

Not as a complete solution, but as a short-cutting formula to that solution, some American manufacturers facing this problem are suggesting the motion picture film.

"It cuts the Gordian language knot," they say, "and it gets across your story with a wealth of detail that no salesman on earth could hope to reproduce in any language."

One of the latest manufacturers to resort to the clear and concise narrative of the movie in its export selling is the Haynes Automobile Company, of Kokomo, Ind.

An entire staff of motion picture men from the plant of the Universal Film Manufacturing Company of New York, including the well-known director, Harry Fraser, two camera men under the direction of Harry Forbes and a crew of electricians armed with hundreds of feet of cable, floodlights and other necessary paraphernalia have just finished the big task of "shooting" pictures of all the departments of the Haynes organization from all angles.

The completed four thousand foot, four-reel film which is the result of their labors, depicts the various details and processes of construction, drop-forging, automatic gear cutting, motor testing, metallurgical inspection, motor and chassis assembly, multiple drilling, aluminum crank case milling, body finishing and upholstery, shipping and marketing. Unusual effects were obtained from an aeroplane which carried the cam-

era operator over the big factory so that he might give future prospects an adequate conception of its extent.

HOW DISTRIBUTION IS EFFECTED

As soon as it was completed, a print of the film was hurried to Europe by Leonide Barrere, manager of the Haynes Company's European Sales Division. In Europe it is already on the screen being shown to prominent automobile men in private



GILBERT U. RADOYE

exhibitions and running in the cinema houses to give the general European public an idea of what kind of workmanship goes into the making of a good American motor car. The film will also be released by the Universal Company through the United States Bureau of Commercial Economics. "Stills," portraying some of the main operations of manufacture filmed are being sent to newspapers and trade journals. Just before Mr. Barrere sailed for Europe, a showing of the Haynes film was made in the Universal studios in New York before an audience of newspaper, trade paper, magazine and automotive association representatives.

Prophecying the success of the new publicity venture, Gilbert U. Radoye, director of advertising for the company, who has had much to do with its conception and development, said:

"The use of the motion picture film as a means of educating the public in the finer points of Haynes manufacturing methods is probably something novel, but we have implicit

faith in its effectiveness as a selling medium. It puts across the story of the Haynes in a convincing manner, especially in foreign countries, where word pictures alone do not have quite as much force as they do in the United States."

In other words, Mr. Radoye's belief coincides with that of many others who have made a study of export publicity and who say that the motion picture is particularly adopted to the task of convincing foreign buyers, individually and *en masse* of the superior merits of American products. These others will watch with interest Mr. Radoye's venture into this medium with what seems a difficult and complicated technical message.

THE HAYNES NEWSPAPER CAMPAIGN

It is interesting to note that at the same time that it is coming before the public on the movie screen, the Haynes is being advertised widely over the United States through a big newspaper campaign. After reviewing the various schemes for cooperative advertising between manufacturer and dealer, Mr. Radoye's department decided that the most certain way of assuring the Haynes national campaign the support of a strong newspaper campaign was to take charge of the newspaper advertising itself, organizing and financing a standardized program from the main office, leaving it to the dealer only to do what additional advertising he cared to embark on.

"We are firmly convinced," Mr. Radoye said, "that this is the logical and ultimate answer to the question of dealer and factory newspaper advertising so far as it concerns the automotive industry, and the one which will be adopted sooner or later by all automobile manufacturers."

Spreading "Courtesy" Message

Your leading article in the number of May 8 is exceedingly valuable and timely. We would appreciate your mailing to each of our salesmen, list enclosed, a copy of this number. When we hear from you, we will write our men telling them if you are able to send these copies. If so, please do so at your earliest convenience, sending bill to us at same time. —L. D. Young, advertising manager, Pennsylvania Chocolate Co., Pittsburgh, Pa.

Publishers Organize a Conservation League

Representatives of more than 100 newspapers who met in Washington on Monday organized the United States Publishers' Newsprint Conservation League.

W. J. Pape of the Waterbury, Conn., *Republican*, was elected president of the league, and Joseph B. Finan of the Cumberland, Md., *Evening Times*, secretary. Orville Elder of the Washington, Iowa, *Journal*, and W. W. Weaver of the Durham, N. C., *Sun* were named as vice-presidents, and J. R. Snyder of the Gary, Ind., *Post*, treasurer.

Members of the executive committee, which will endeavor with the officers to formulate conservation plans, include:

Jason Rogers, chairman, New York *Globe*; F. W. Wilson, Newburgh, N. Y., *News*; J. H. Zerby, Pottsville, Pa., *Republican*; H. C. Hoteling, St. Paul, Minn., ex-secretary National Editorial Association; George B. Lockwood, Muncie, Ind., *Press*; F. R. Moses, Marshall, Mich., *Chronicle*; G. F. Spaulding, Shawnee, Okla., *News*, and J. W. Smith, Monroe, La., *News-Star*.

Resolutions requesting all publishers of papers of 50,000 circulation and over to reduce consumption 10 per cent on Sunday and 5 per cent daily were adopted, and half a dozen similar organizations were asked to help obtain legislation "to alleviate the evil."

Olive Advertising Campaign Under Way

At the annual meeting of the California Olive Growers' Association held in San Francisco recently, funds were pledged and plans were made for a huge advertising campaign this summer in which packers and growers will co-operate to make the market for ripe olives nationwide. Among the measures discussed was the expenditure of \$100,000 for research work in improving the process of canning olives.

National Campaign for Sexton Underwear

Under the direction of W. R. Warren, advertising manager, the Sexton Manufacturing Co., makers of underwear and nightwear, at Fairfield, Ill., will feature men's and children's garments in its first national advertising campaign to be conducted this spring and during the summer months.

Asbury Park Hotel Men Will Advertise

Sherman Demis, of the Monterey Hotel, Asbury Park, N. J., at the annual convention of the New Jersey State Hotel Men's Association, Atlantic City, N. J., in advocating that summer resorts join in advertising, told how the hotel men of Asbury Park are clubbing together to advertise. The sum of \$20,000 will be raised, he said, to advertise the city in daily papers and in mediums devoted to the tourists and travelers. To this end the Mayor and Chamber of Commerce are also co-operating to make the city an all-year-round resort.

National Chamber Appoints Industrial Manager

E. W. McCullough, for nine years executive secretary of the National Implement and Vehicle Association, Chicago, has been named as manager of the new Industrial Production Department of the United States Chamber of Commerce.

Display Men to Meet at Detroit

The twenty-third annual convention of the International Association of Display Men will be held at Detroit July 12-15. The entire main floor of the Arcadia Auditorium, with a space of 20,000 square feet, has been set aside for the exhibits of manufacturers and dealers. A loving cup will be awarded to the firm presenting the best decoration.

New Business for Brandt Agency

New active accounts, now being handled by the Brandt Advertising Co., Chicago, include the C. F. Adams Co., the O. K. Truck Co., Muskogee, Okla.; Building Material Exhibit, Chicago; Iowa Soap Co., Burlington, Ia.; Rosebrite Jewelry Co., Lake Shore Trust & Savings Bank,

Ru & Ja Co., motion picture machine; Condensed Bluing Co.; Lewis Lewin Co., makers of overalls, and the Wexco Tire Co.

Depending Upon "A. & S."

Answering your communication dated April 27, will advise that Ida B. Campbell, our librarian at the factory, has placed a subscription from April 17, 1920, to September 30, 1920, for ADVERTISING & SELLING, to be sent to the writer. Please check this up and see that I receive ADVERTISING & SELLING regularly, as I depend upon it to a great extent and would be very much disappointed if I failed to receive ADVERTISING & SELLING.—B. F. Goodrich Rubber Co., Seattle, Wash., by L. E. Warford, advertisement department.

CHARACTER

Faces caught in the hurrying traffic of an active day—the rugged face of Labor, the brow-furrowed features of Big Business—no two ever alike and each telling its own dramatic story of human progress. Advertising should show types, animated, vigorous expressions, and star performers in all the little domestic and industrial scenes of salesmanship on paper. Making people really LIVE, in this silent portraiture, is one of the imperative essentials of modern advertising—and we therefore make a special study of it.

The ETHRIDGE ASS'N OF ARTISTS
New York Studios · 23 East 26th Street
Chicago Studios · 140 N. Dearborn Street



Arthur Simon Directs Franklin, Simon Advertising

Arthur Simon, of Franklin Simon & Co., New York department store, will direct the advertising of the company, formerly in charge of Francis J. Best, resigned.

Six Point League Recognizes Seven More Agencies

Wm. J. Morton, Herman G. Halstead and Fred P. Motz announce that the Six Point League has recognized the following agencies:

Louis J. Goldman, Inc., 1834 Broadway, New York; The William J. Bryan Co., 110 West Fortieth street, New York; Harry M. Frost Co., Inc., 101 Tremont street, Boston, Mass.; Sheridan, Shawhan & Sheridan, Inc., 30 E. Thirty-fourth

street, New York; The Empire Company, Empire Building, Philadelphia, Pa.; Snodgrass & Gayness, Inc., 480 Fifth avenue, New York; Thomas F. Logan, Inc., 680 Fifth avenue, New York; Joseph W. Gannon, 200 Fifth avenue, New York; H. C. Goodwin, Inc., 310 Insurance Building, Rochester, N. Y.

Fred C. Williams Dies

Fred. C. Williams, well-known advertising man, who was at one time city editor of the *Journal of Commerce* in New York, died suddenly of heart disease on Friday night of last week at his residence, 170 New York avenue, Brooklyn.

Mr. Williams, who was with the *Journal of Commerce* for seventeen years, left to go with the Associated Press, where he

helped establish the marine department. Later, while on the editorial staff of the *New York Commercial*, he decided to go into the advertising business for himself. He secured several important clients and his agency proved successful.

Mr. Williams was an active Republican in the Eighteenth Assembly District, acting as secretary of its political committee.

Perkins Advertising Director of Wm. R. Warner & Co.

Grafton B. Perkins has resigned as promotion manager of the McGraw-Hill Co., to become advertising director of Wm. R. Warner & Co., Richard Hudnut and the Bauer Chemical Co. The change, which become effective May 15, takes Perkins back into the pharmaceutical and toilet goods field. Prior to joining the army in 1917 he had been advertising manager of the Resinol Chemical Company, going to that house from the Potter Drug & Chemical Corporation, where he had been for six years in charge of copy of all export advertising. During the war Perkins served with the Field Artillery and the General Staff, in this country, in the Philippines, and with the A. E. F., Siberia. Upon returning to civil life he carried with him a reserve commission as Lieutenant Colonel.

Triad League Holds a Novel Advertising Dance

The "Dance of the Slogans" and the awarding of nationally advertised products as prizes in an elimination contest were features of a novel advertising dance held at the New York Advertising Club by the Triad League, last Saturday night.

On every one present there was pinned either the slogan or the name of a product drawn in humorous cartoon style upon a colored card. When the dance of the slogans was announced slogans and products were coupled, and as they circled the club floor to the music they were eliminated by drawing tickets from a box. The prize winners were awarded the products which they represented. The club, which was very artistically decorated, was fashioned after the manner of a modern advertising agency, being divided into service, research, checking and other departments.

The retiring president, Otto Kleppner, was presented by George Burton Hotchkiss with the personal prize awarded with the Tipper Cup, and also with a present from the members of the league. William Norton Schleicher, retiring treasurer, was given a gold fountain pen for his work in the New York University advertising campaign. For the coming year, Marvin Stanley Small was elected president; Miss Ray Kapp, vice-president; George Roosevelt, secretary, and Meyer Denby, treasurer.

Will Direct Piano Sales and Advertising

Walter W. Hubbard, Jr., recently on the staff of the *American City*, New York, has become advertising sales manager of the Ludwig Piano Co., Philadelphia manufacturers, who operate a chain of stores. Hubbard was formerly an instructor in advertising in the A. E. F. University, Beaune, Cote d'Or, France.



Wide Field Covered in Agency "Audits"

Continued Discussion of the Subject Leads to the Development of New Ideas As to the Desirable Course

THERE are many ways in which advertising agencies might be "audited," and many varying opinions as to the desirability of such action, expressed in the appended communications received by ADVERTISING AND SELLING, following publication of an article on that subject on April 17, and a grist of letters arriving steadily ever since.

Some of the letters received in the last week contain very interesting opinions of leading publishers, advertising agents and national advertisers.

Here are some of the views expressed:

By RUSSELL M. SEEDS, president, the Russell M. Seeds Company, advertising agency, Indianapolis:

A standardized audit for agencies, it seems to me, is purely a question for the publishers. Each of the three leading publishers' organizations, the A. N. P. A., P. P. A. and the Agricultural Press Association, has its own credit arrangements. Perhaps these investigations could be improved if these three organizations joined in maintaining a single credit bureau.

I rather take it that you are looking not merely to the credit end but to a broader proposition of general rules for agency recognition. These cannot be so fixed as to give the existing agency a monopoly in the agency field. New agencies will come in and be recognized. This is inevitable and proper. If it were otherwise, we of the older school would be disposed to loaf on the job and the publishing world would lose a goodly portion of the energy now devoted by both new and old agencies to the development of new advertising accounts. Of course, it is a great hardship upon the owners of an established agency that their own men whom they have brought up and educated into good advertisers, should be able to steal away the accounts they are handling and get the necessary recognition to carry on business for these accounts themselves; yet this is a very logical development. These men are equipped with the experience and intelligence and when they can get the necessary

capital or show that the business they have in hand is sufficiently profitable, there is no reason why publishers should not recognize them if they are men of the right character. After all, it is character rather than capital that weighs in the credit question. There are few, if any, agencies in the country whose monthly business does not exceed their capital stock and in many cases it exceeds both their capital and surplus. If they are good managers they will make their collections in time to meet their obligations; if not, they will go to the wall and that is all there is to it.

The one sore spot that I see in the whole matter of recognition is the complacency with which the publishers to-day regard the agency owned by the advertiser. The case of Postum Cereal is, of course, notable. But there are others like the Murray Howe Company owned by the Carbide, of much more recent growth. The tendency towards mergers has not been stopped by the Sherman law or any other anti-trust legislation and it is quite evident that this tendency is due for a large development within the next decade or two. This means that no independent agency feels very safe in developing a large advertising account because it never knows when the concern whose prosperity it has helped to build, will be taken into some merger and the account immediately transferred to the agency owned by the merged corporation. Another point on which the publishers' organizations are becoming notoriously loose is in the matter of rebates. I can point out quite a number of larger advertisers whose accounts are placed by agencies that give no service whatever and are frequently located at a very long distance from the headquarters of the advertiser. It is nonsense, of course, to believe that the full commissions upon these accounts are enjoyed by the agency placing them. After the advertiser's account reaches a certain size, it is simply a question of arithmetic. A complete equipment for handling his advertising will cost him so much per year. If that is considerably less than commissions earned, he is quite likely to seek a connection through

which his advertising can be placed upon a slight brokerage margin and thus save for himself the difference.

There is nothing to prevent this sort of thing except a very long vision on the part of the publishers. Its effect, of course, is to greatly discourage the efforts of the independent agency, and if these efforts are a sufficiently valuable asset to the publishers they should be protected. If they are not, then it is well enough to let the thing drift along until the burden of developing new accounts falls entirely upon the shoulders of the publishers.

By WALTER B. SNOW, Walter B. Snow and Staff Advertising, Boston:

Being a member of the American Association of Advertising Agencies it quite naturally seems to me that this organization is best equipped to take the initiative in this work and that it would quite naturally turn to the Audit Bureau of Circulation to do the detail work.

The third method proposed seems to me to hang altogether too much on the word "if." The leading publishers certainly will examine the character and responsibility of the agency more carefully, but there are still altogether too many publishers whose interest is divided when it comes to action upon such examination.

By RALPH KAYE, The Kissel Motor Car Company, Hartford, Wis.:

Advertising in the last four years has attained a degree of dignity and of wholesome soundness little dreamed of but a few years ago. Now an advertising agent receives his compensation from the publishers, which is an anomalous situation because his responsibility is not to the publisher, but to his client, the advertiser.

It has been definitely established that an advertising agency is a personal service corporation, so recognized by the government. Is it possible, then, to get any adequate idea of the worth of that personal service by means of an audit, which only amounts to a more or less physical inventory?

The financial resources, the personnel in terms of number of people utilized, office equipment and other things, it is true, could be inventoried. Likewise, an agency could be investigated as to whether rebates were being given to clients. All these, however, are but incidental and could if occasion arose, be

The Farm Journal

Always Hits the Nail on the Head



“Paint Follows Profit”

“As The Farm Journal’s campaign for ‘a good living and 10%’ becomes increasingly effective, more painting will be done. Country trading centers report that 18% of their sales on

paints, etc., are in May and June. Full details of summer buying in all lines are given in the study as to when the farmer does his buying, now on file in our several offices.”

The Farm Journal

15 E. 40th Street
NEW YORK CITY

Crocker Bldg.
SAN FRANCISCO, CAL.

Washington Square
PHILADELPHIA

Peoples Gas Bldg.
CHICAGO, ILL.

concealed from any chance of discovery.

Of the recognized advertising agencies, no doubt, all could in the face of a preliminary investigation show in a manner satisfactory to the Auditing Committee. But, however, what the advertiser wants in an advertising agent is good counsel in selling and advertising policies.

Could that form of personal service be analyzed by one group of men, either publishers or advertisers and be interpreted to meet the needs of a thousand businesses all different and distinctive to themselves?

By FRANK FINNEY, Street &

Finney, Inc., advertising, New York:

I don't see why agencies should be audited except for the benefit of publications extending them credit. Don't see that there is any advantage to the advertiser in having an audit of an agency.

If an audit could be made of their organization, that would be an advantage to the advertiser, but such an audit would only result in the expression of opinions about the agencies which might or might not be sound.

By O. J. McCLURE, O. J. McClur Advertising Agency, Chicago:

The article by Mr. A. W. Erick-

son in your May 1 issue on the subject of "Auditing the Agency," appeals to us as getting much closer to the real meat of the subject than the previous article, but why not audit the agency by investigating among its clients, past and present?

If each agency were required to turn in a list of *all* its present and former clients (for, say, five years back), and then let your committee go to *all* of them and find out how much of a factor the agency had been in increasing profits—this, it seems to us, would be *real* auditing.

By ARTHUR J. CROCKETT, the Modern Priscilla, Boston:

I have read with much interest Mr. Smith's article on "Auditing the Advertising Agencies," which appears in your issue of April 17; also Mr. Erickson's article, "Can Brains and Experience Be Audited?" which appears in your issue of May 1.

I agree with Mr. Erickson when he says: "The whole proposition has been approached from the wrong angle." I also have too much sympathy for the advertising agents to want them submitted to an audit by the A. B. C., although I will say that experience along this line on the part of the agent might lead him to have more sympathy for the publisher and possibly result in saner requirements on the part of the A. B. C. than they have recently manifested.

In my opinion the publishers of the country and the American Association of Advertising Agencies, if they will only work together through a joint committee, are quite capable of determining what advertising agents should be granted recognition and what should not be.

By PHILIP RITTER, of the Philip Ritter Company, Inc., advertising, N. Y.:

Briefly, our judgment is that the work of auditing or examining into the fitness of an advertising agency should be done by the American Association of Advertising Agencies. This would be merely extending the present methods of recognition to those existing agencies whose qualifications have not been certified to.

By WALTER O. BAILEY, advertising manager, *Motor Boating*, New York:

The point raised regarding the investigation of advertising agencies is an important one. Those who have nothing to hide will welcome it and the others don't count.

The writer believes the Audit Bureau of Circulations is the right kind of an organization to undertake this

E. W. HELLWIG COMPANY

299 MADISON AVENUE

NEW YORK

ADVERTISING

work in the fairest manner. They cannot be charged with prejudice as an A. A. A. A. investigation might be, and on the other hand would be in a position to conduct such investigations in a manner more complete than any individual publisher. Furthermore, the result of their investigations would be open to everyone belonging to the A. B. C., which means practically every large publisher, agent and advertiser.

By JOHN T. HOLDEN, of John Holden, advertising, Sacramento:

If it (auditing the advertising agencies) will protect me against the big stiff who drops off the train and with slurring boast of "our AAAA standing proves us superior to inexperienced local men," steals the cream of my local business without giving any better service than I can, then I'm opposed to it.

I'm "agin it" if it is another means of helping the 117 of Mr. Smith's annointed ones to get business away from the remaining 1,144 he intimates include more crooked than sound members and whom he intimates are unworthy of patronage because they may be "inexperienced," "unscrupulous," "incompetent" or lacking in "highest character," "deepest experience" or "highest financial integrity."

"B" stands for "bulk" and also for "brains"—not always for both at once. The fact that an agency is big does not prove that it is better than the small one in the work it is doing proportionately. The small agency in the small city is frequently better able to judge the local situation than its cumbersome rival. There is no reason to believe that one has any monopoly on the honesty of the universe, nor is there need for greater financial resources than the business requires. Why, then, worship at the shrine of greatness?

If your plan will protect me against the commission splitter in the publisher's office who gives my clients lower rates direct than he gives through me, then I'm with you. The same applies to the rival agency that divides its commissions with its customers.

If you will protect me against the unfair competition of the publisher who writes copy for nothing to get the advertisements, thus enabling merchants to say, "Why pay you for what the papers do for nothing?" then I agree with you.

If you will be more definite in what your auditing means to do it will be easier to give an opinion, but audit may cover a good many things.

The A. B. C. has a definite purpose, that of insuring accurate figures on circulation in which we deal. What are you going to fix on as the information to be given by agencies? It must be those things that are common usage, and that publishers, clients and other agencies have a right to know about. What are they?

Will you make it one's customers? Have other agencies any right to know who you do business with?

Will you include your accounts? Few men would be willing to do this except to certain privileged persons. When you ask access to the record

of profits and losses you are asking very vital information.

Do you mean to throw your reference library and statistical records open to inspection? What good would that do?

It seems to me that what we really are aiming at is this: To find a means of certifying that the agency is competent to do the work it undertakes. That means that it must be in the habit of paying its debts; of keeping its promises; of producing results for its clients; of not violating the ethics of our profession.

No audit bureau can guarantee

Nordhem Service

POSTER ADVERTISING

Worth thinking about

For Adequate Service - consult

IVAN B. NORDHEM COMPANY

Poster Advertising Painted & Electrical Displays
in the United States & Canada
600 4th Street - New York City - Telephone 7445 - Pittsburgh, Pa.

payments—the commercial agencies go as far as any one can in informing one on this point. Nor can it compel fulfilment of engagements. Result producing is largely a matter of conditions. The efficient always survive, whether in a factory, a store or an advertising agency. Can you guarantee them?

In ethics we can establish a code, but I have never seen one in A&S, PI, AA, E&P, WA, or any of the other advertising publications I receive regularly. I have one of my own, but unless you ask it I will not take your space with what is a per-

sonal matter. The golden rule sums it up. Were such a standard of ethics subscribed to, one way of getting what we are after would be to have a form of statement including the facts necessary and of importance, such as cutting commissions, number of accounts handled, total amount involved, class of business specialized on, whether all bills have been paid up to a given date, and any other information that will satisfy the proper demand of those concerned for assurance that the subscriber is safe to deal with. A copy of this, signed and sworn to would

be in the direction desired and would protect those who needed it.

In any discussion of this sort it seems important to me that the small agency should be protected and up-built, because it needs aid where the big fellow can take care of himself, and it is from these little fellows' training schools that the big men of the future are coming. Also, any slur on the small organization, any reference to "AAAA membership proves our superiority," etc., is a slur on the profession and corroboration of the impression that advertising is to be trusted, only when planned by 117 out of the great mass of firms.

Finally, decide what to audit, then the auditing agency will be apparent at once, whether ABC, AAAA, or publisher. I am inclined to the latter myself.

By FRANK W. HARWOOD, advertising director, the General Cigar Company, New York:

Personally I do not believe that the movement for the auditing of advertising agencies is a practical one.

In establishing agency connections, the advertiser carefully considers the agencies who are soliciting his business with the view, first, of learning of their liability from a financial standpoint, and second, and most important of all, the service they are to render.

Unless the advertiser has 100 per cent faith in the efficiency and honesty of his advertising agent, an audit would not change this condition and both parties would be better off if business relations are severed.

We look upon our advertising agents as a department of this business and the minute we lose faith in our relations, our agents are treated as a department head who is not rendering his best services would be treated and relations are severed.

My personal belief is that auditing of the advertising agencies would add merely another expense to advertising and would prove of very little, if any, benefit.

Charles Daniel Frey Opens in New York

With Vice-President Arthur B. Sullivan in charge, the Charles Daniel Frey Company, Chicago advertising illustrators, has opened offices and studios in the Flatiron Building, New York.

"Can't Miss an Issue"

We failed to receive the March 27 issue of ADVERTISING & SELLING. As we are quite interested in this magazine we would appreciate your sending us a copy. —The Sumner K. Prescott, Seattle, Wash., by Paul Olsen.

BIG VALUE

in the No. 10

AGENCY LIST

of the

Standard Advertising Register

Just off the Press

Contains

Advertising Agencies of the United States and Canada, with their personnel.

Agencies recognized by A.N.P.A., P.P.A., Agricultural Publishers' Assn. and Canadian Press Assn., or members of the A.A. of A.A. or N.O.A.B.

Lists of accounts handled by over 500 leading Agencies.

List of 2500 accounts placed Direct.

A New Feature This Issue

Agencies arranged by cities and states, for convenience of traveling solicitors.

A unique publication. Worth many times its cost.

Price \$5 per copy

\$10 per year—three issues

Note—Beginning with next (July) issue, the yearly rate will be increased to \$12.50.

Send In Your Subscription With Remittance Now

National Register Publishing Co., Inc.
Times Bldg., New York City

Simmons-Boardman Additions

The following changes and additions have recently been made to the editorial and business staffs of the Simmons-Boardman Publishing Co.

John G. Little, formerly eastern engineering editor, has been made managing editor of the *Material Handling Cyclopaedia*. Milburn Moore, associate engineering editor at Chicago, has been transferred to New York to succeed Mr. Little.

C. N. Winter, associate mechanical editor, has been made managing editor of the *Locomotive and Car Builders' Cyclopaedia*. He has been succeeded by L. G. Plant, who was formerly with the United States Railroad Administration and the Seaboard Air Line.

Edward Rehm has been appointed associate editor of the *Railway Age* at Chicago.

Due to the recent purchase of *Marine Engineering* from the Aldrich Publishing Co., F. B. Webster, editor of the *Shipbuilding Cyclopaedia*, has been appointed a joint editor with H. H. Brown. S. M. Phillips, associate editor of the *Shipbuilding Cyclopaedia*, has also been appointed associate editor of *Marine Engineering*.

Philip J. Mullen, formerly with the Emergency Fleet Corporation at Philadelphia, has been made an associate editor of the *Material Handling Cyclopaedia*.

W. E. Kennedy, business manager of the *Shipbuilding Cyclopaedia*, has also been appointed business manager of *Marine Engineering* and the *Material Handling Cyclopaedia*.

E. F. Brazeau, formerly in the copy service department of the *Shipbuilding Cyclopaedia*, has been appointed assistant business manager of that publication with headquarters in New York. H. B. Bolander, also of the copy service department, has been appointed assistant business manager with headquarters at Chicago.

C. L. Funnell, formerly in the promotion department of the McGraw-Hill Publishing Co., has been appointed assistant business manager of the *Material Handling Cyclopaedia* with headquarters at New York.

P. J. Coffey, formerly sales engineer of the Atlas Portland Cement Co., has joined the research department of the *Material Handling Cyclopaedia*.

E. W. Golden, formerly inspector of ship construction and engine room officer with the U. S. Shipping Board, has joined the copy service department of *Marine Engineering* and the *Shipbuilding Cyclopaedia*.

Walter R. Mount, who was for years with Sweet's Architectural Catalog and more recently with The Kardex Co., has been appointed New England representative for the *Shipbuilding Cyclopaedia* and the *Material Handling Cyclopaedia*. C. H. Parlette has been appointed western representative for the *Shipbuilding Cyclopaedia* and the *Material Handling Cyclopaedia*.

Harry J. Foster, formerly shop efficiency engineer of the Chicago & Northwestern Railroad, has joined the copy service department for the railway publications.

Harold G. Sabin, formerly advertising manager of the Q & C Company, has been appointed office manager with headquarters in New York.

In order to provide greater office facilities, a new office consisting of a floor has been taken in the Glackner Building, 227

Fulton street, New York. The entire book department has moved to that address.

"Notion Trade Topics" Consolidates with "The Notion and Novelty Review"

The Haire Publishing Co., New York, has purchased *Notion Trade Topics*, formerly known as *Fancy Goods and Novelties*, a magazine which is forty-five years old, and beginning with the June issue will consolidate it with the *Nation and Novelty Review*.

New Accounts for Burnham & Ferris. Moves to New Offices

Burnham & Ferris, New York advertising agency, have moved their offices to 50 Church street. The New York Electric Co., manufacturers of electric light bulbs, and the Mirror Park-Lite Corporation,

makers of a automobile parking light and mirror, are new clients of this agency.

Lang Becomes Fairbank Sales Manager

The N. K. Fairbank Co., Chicago, manufacturer of Gold Dust and other nationally advertised products, announces the appointment of Arthur C. Lang to the position of general sales manager. Mr. Lang, who has been advertising manager of the company, has been succeeded in that position by James A. Robertson, formerly assistant advertising manager.

Hoyt's Service Opens in Springfield

Hoyt's Service, New York, has opened a branch office at 503 Fuller Building, Springfield, Mass. Arthur Everett Hobbs, who has been at the Boston office of the agency, is manager of the new branch.

First
half
1920
shows

47%
Gain

over
same
half
1919

Everybody's
Magazine

The Men and Women Who Make Our Mediums

GEORGE WARREN WILDER

President, Butterick Publishing Company

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By MYRTLE PEARSON

THE driving, dynamic force behind the largest, privately owned printing establishment in the world and the original and universal paper pattern service is George Warren Wilder, a short, stubby man with keen blue eyes and sandy hair—a man with vision and a man who is fearless in carrying out his ideas and ideals. He is impulsive, a direct thinker, seldom makes a mistake in

his judgment of people and is above all else a fighter. If, as someone has said, "a pattern is the tissue of a woman's dreams," then the Butterick Publishing Company (founded upon the pattern of a little boy's trousers) is the result of the vision and remarkable business ability of its president, George Warren Wilder.

It is true that the Butterick Publishing Company was well established

when G. W. Wilder's father died leaving his estate to be divided among the five children. And it was then that G. W. Wilder, who had graduated from Amherst, studied law, gave it up and learned the Butterick business from the bottom up—it was then, that he awakened to the possibilities of this enterprise. He impressed his brothers and sisters with his arguments. They had confidence in his ability and banded together to make his ideals come true. It was under his management and direction, for Mr. Wilder has been president since 1899, that the great building at Spring and MacDougal streets was erected at the cost of one and one-half millions of dollars with its seventy foot electric sign of "Butterick," that name that is as well known now in England as it is in France, Germany, Italy, Spain, South America, India, Africa, China and known to the women of the people as well as the aristocracy. This great building is now all too small to accommodate the publishing of the sixteen periodicals and the manufacture of paper patterns, that are in as great demand in all the countries abroad as they are here. Why is it that there are more patterns sold in the Butterick shop, 27 Avenue d'Opera (which has been called the most beautiful shop in the world) than in any other pattern shop in the universe and this in Paris the home of the fashion creators?

A REAL HUMAN FACTOR

The answer is that behind this world interest lies a very human personality. It is this man who used his influence and the tremendous circulation of the Butterick magazines to find homes for homeless children; to stimulate the interest and attention of experts, physicians and nurses to save and care for children, provide pure milk and decent care of infants. It is through him and his warm hearted sympathy that eight thousand orphans of France and Belgium have found homes. It was through him that Mabel Potter Daggett was sent abroad to study conditions and through him that the re-making of one town in France was undertaken and through him that the campaign for saving the seventh child was started and the Find a Home campaign.

No man enjoys a good joke as does George W. Wilder and no one who has ever heard him will forget his contagious, wholehearted laugh. He relishes the good stories that come to



GEORGE WARREN WILDER

him and nurses them for the special delight of his associates. The writer when calling on him at his office a few days ago began by asking him for a story. The president looked surprised, for I imagine that not many people meet him immediately demand a funny story.

"All right!" he said, suddenly again facing the visitor, after a second or two. "I'll tell you a story.

"When I was a boy on a New England farm, I used to take a poor, hornless, cripple-kneed cow to pasture in the morning and bring her home at night. One afternoon, as I was driving the decrepit specimen home, we passed the fair grounds which were then occupied by a cattle show. Some proud prize winner had dropped a blue ribbon along the road. I found it, and attached it to the ear of my old cow, and we went on toward the farm. In a minute, I met a farmer and his wife in a buggy, going to the fair. He stopped and looked at the broken horns of my old, weather-beaten frightening animal. Then, leaning out of the buggy, he asked:

"'Comin' from the fair?'

"'Sure thing,' I replied.

"'And did that cow win the first prize blue ribbon?'

"'You see it, don't you?' I answered.

"At that, the old farmer tightened the reins on his steed, and moving away, said: 'Those judges hang a blue ribbon on most anything, don't they?'

"And that," continued Mr. Wilder, "is the way you fellows who interview, do. You hang a blue ribbon on anyone you talk to, and make him out a big fellow and a prize winner in spite of himself."

Of course, in the defense of all the men who were ever reporters and are now ministers or missionaries, or who have in any other way shown earnest desire to reform, this implication must be denied. We only look for the big ones, and they don't need false write-ups or brass bands to show them as giants in their own spheres. Mr. Wilder is a big man, and he doesn't need a clever press agent to make people recognize it.

Mr. Wilder has a number of trophies which border the walls of the executive office. In one of the little cases there is the first paper pattern ever made for a garment. We might suppose this pattern was for ladies' apparel, but no, it was for a pair of boy's pants, and was cut by

Ebenezer Butterick in 1864. The elder Mr. Wilder started at that time with a pair of shears, a ream of tissue paper and an idea. All but the last item, could be duplicated for a few cents even today—but ideas, with persistent faith to back them, are more rare, and that one has been growing for more than half a century. Then the elder Wilder, armed with the aforementioned equipment, began a diary and a series of travels in a buggy, and, with this event, started the educational campaign for women that is still going on: to make work for women easier.

To show that the effort is appreciated, Mr. Wilder points to the proofs that surround the room. Here, in a glass case on the wall, is a pan-

ama hat sent by a woman in Panama who had no money and wanted *The Delineator*, and so made and offered the hat in payment. Did she get it? Of course she did. And so with the woman from the interior of China who sent a little gold leaf. And the gold is there in another case, shining through the rice paper wrappings.

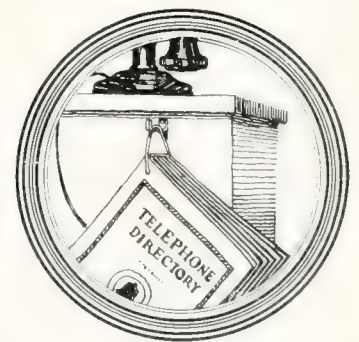
In an unguarded moment of confidence, Mr. Wilder admitted that he once played golf, but he does not boast about it. His chief pride (aside from his family of five, and his publishing business) is his prize stock farm, "Hollow Hill," in southern California. Here he breeds Guernsey cattle and has a model dairy, the produce of which is declared by

Continued on page 48



1,518,000
telephones in
New York State
and Northern
New Jersey.

A telephone
directory
beside every
one of them.



These books
are consulted
7,360,000 times
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*Get the rates today for advertising space
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Telephone Cortlandt 12000

South American Methods and Mediums

A List of Publications and Some Means of Selling Standard Products

By Dr. E. E. PRATT

President E. E. Pratt & Co., Inc., formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

E. Q.,
New Orleans, La.

"As a reader of ADVERTISING & SELLING, I will be pleased if you would furnish me the following information: Names of several Latin-American magazines; where published; circulation advertising rates, both classified and display."

I certainly wish I had this information. As a matter of fact, I doubt very much if anyone in the United States has full and complete information on this point, especially if you mean to include in the terms "several Latin-American magazines" the newspapers and other periodicals of Latin America.

You can get some very good information on South American Publications by consulting the following publications of the Bureau of Foreign and Domestic Commerce at Washington:

No. 132—Markets for paper, paper products, and printing machinery in Cuba and Panama.

No. 143—Paper, paper products, and printing machinery in Peru, Bolivia, and Ecuador.

No. 153—Chilean market for paper, paper products and printing machinery.

No. 163—Paper, paper products and printing machinery in Argentina, Uruguay, and Paraguay.

No. 171—Brazilian markets for paper, paper products, and printing machinery.

No. 185—Advertising Methods in Chile, Peru, and Bolivia.

No. 178—Advertising Methods in Cuba.

The following are some of the most important magazines in South America:

ARGENTINA

Cultura-Revista Regional Ilustrada, Bahia Blanca.

Caras y Caretas, Buenos Aires.

La Chispa (Dedicado a los Aficionados de Coches "Studebaker"), Buenos Aires.

La Revista de las Industrias, Electricas y Mecanicas (Publicado Bajo los Auspicios de las Camaras de Comercio de las Naciones Aliadas), Buenos Aires.

Revista Popular, Buenos Aires.

Gaceta Rural (Agricultura, Ganaderia), Buenos Aires.

Anales de la Sociedad Rural Argentina (Revista Pastoral y Agricola), Buenos Aires.

La Razon—Annual Edition, Buenos Aires.

"Atlantida"—Ilustracion Semanal Argentina, Buenos Aires.

Foreign Trade Questions Answered by Dr. Pratt

DR. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practices of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt care of ADVERTISING & SELLING Co., Inc. 471 Fourth Avenue, New York City.

"Tit-Bits," Buenos Aires.

"Fray Mocho," Buenos Aires.

"Myriam"—La Primera Revista Mensual Americana, Buenos Aires.

Mundo Argentino—Revista Ilustrada, Buenos Aires.

Leaflets—First National Bank of Boston, Buenos Aires.

The River Plate Observer (in English), Buenos Aires.

El Hogar—Ilustracion Semanal Argentina, Buenos Aires.

CHILE

Pacifico Magazine, Santiago.

Corre Vucla, Santiago.

Familia—Revista Mensual Ilustrada, Santiago and Valparaiso.

"Sucesoa"—Semanario de Actualidades, Santiago and Valparaiso.

Monos y Monadas—Revista Satirica y de Caricaturas, Santiago.

"Zig-Zag"—Semanario Nacional, Santiago and Valparaiso.

Noticias Ilustradas, Valparaiso.

Yo Se Todo, Santiago.

* * *

J. L.,

Chicago, Ill.

"I should like to know what would be the most effective way of inducing a merchant to buy electrical appliances. If the electrical industry in South America is not developed to such an extent as to make this information available, please make your answers general, using the leading industry of that country as an example."

The questions are as follows:

1. What will insure the perfect understanding of a foreign sales letter? Would you suggest inclosing illustrative folders or graphs?

2. What element should be put in-

to sales letters that will spur a South American dealer to action?

3. What can be introduced in a letter to promote good feeling?

4. Does the South American prefer a personal tone in a letter?

5. Which impresses him most, the short letter or the lengthy one?

6. Does he prefer the use of technical words?

7. In writing a sales letter to a South American, would you avoid the use of colloquialisms?

This is a pretty broad inquiry with reference to foreign correspondence, but I will specify below my general ideas on the subject:

1. Simplicity and completeness of detail. Illustrated folders, pictures and charts are decidedly helpful.

2. The psychological command, e.g., "Do it now," is not so useful in foreign correspondence. Persuasion and concrete inducements to action are preferable. In any event, make it easy for him to reply by means of order blank or other tangible form of reply.

3. Absolute courtesy and observance of even more than ordinary politeness are essential.

4. The tone should not be too familiar. It should look upon business as a dignified transaction.

5. The length of the letter depends upon the amount of information to be given. In no case should it appear curt.

6. Technical words are suitable only in case he is known to possess technical knowledge.

7. Colloquialisms should ordinarily be avoided.

Agency Delivers Advertising Drawings by Airplane

Together with a rush order of 100 pounds of solder sent by airplane from the Kansas City White Metal Co. to the Coleman Lamp Co., Wichita, Kan., Karl E. Kilby, advertising manager of the latter company, also received a package of drawings from the Potts-Turnbull Co., advertising agency in Kansas City.

Gass Is Appointed Tobacco Products' Advertising Manager

Edward Gass, formerly with the American Tobacco Co., has been appointed advertising manager of the Tobacco Products Corporation, New York, to succeed James C. Cushman, who left to become advertising manager of the Times Square Auto Supply Co.

Joins Mid-Continent Advertising Agency

George Lily, sales manager of the Tenison Co., Dallas, Tex., has joined the staff of the Mid-Continent Advertising Agency in that city, which has been handling the account of the Tenison Co. He was formerly with the Meinrath Brokerage Co., and with the Cudahy Packing Co.

China ware to Be Advertised Nationally

The Saxon China Co., Sebring, Ohio, has placed its advertising with Paul Nemeyer & Co., Cleveland agency. A national campaign to consumers will follow advertising through trade papers to retailers.

To The Manufacturer Who Would Advertise Safely and Sanelly

There are two ways in which a manufacturer may become a national advertiser:

He can make a "big appropriation" and join the ranks of the double-spread-eagle army at one jump;

Or, he can begin by modest experiments and try-out campaigns and gradually feel his way along and make sure he is on the right track. This class leads a less exciting life but lives longer.

We are not interested in "big appropriations" until such time as conditions imperatively demand them.

We prefer to develop the new advertiser to a point where advertising justifies itself and sells goods in profitable quantities before big figures are discussed.

To the manufacturer who desires guidance and assistance of this unusual nature we offer the services of men of many years' practical and successful experience in advertising the products of leading American manufacturers, and an organization amply adequate to his requirements, whatever they may be

FAIRWAY ADVERTISING CORPORATION

33 WEST 42nd STREET,

NEW YORK

Leroy Fairman, *Pres.*

Telephone, Vanderbilt 4949

The Seven Buyers a Salesman Meets

Continued from page 21

sented to our minds, are all the result of brain lesions. They are the result of some accident that has befallen us in childhood that has caused us suffering and has resulted in a lesion of the brain.

How many of us are afraid of snakes? I know a young lieutenant in the Royal Air Force who is deathly afraid of snakes. He gets white—because his brain was injured when he was a child. The Freud method is to put the subject in sort of semi-trance, not to hypnotize him—he calls it a "hypnoidal" state—and then talk to him, draw him out little by little so that all the things he is worrying about come out of his system.

DRAWING OUT TROUBLE BEFORE THE SALE STARTS

And so it is with the man who is angry or who is troubled. Draw him out, soothe him, get him to tell you all his troubles, and he will be grateful that he can unburden himself. You know how much better you feel when you can tell your troubles to someone. Remember that when you are meeting this type of man. Let him get it all out of his system. He feels pleased and grateful. On the other hand, if it is with you that he is angry or at your firm, listen to him without saying anything. If he tries to ride you, and becomes unreasonable, however, don't lay down. Don't keep saying "But, but, but"—just tell him: "I want to know all about it." Don't interrupt him. Let him go ahead and tell you, let him keep on talking. Don't stop him until he has got it all out of his system. Then ask him if that is everything, but do it in a nice way.

After he has got everything out of his system, then you can start to ease him, but don't try to do it before. When he pauses for breath say: "Is there anything else?—have you told me everything?—I want to find out everything." Ease him up, let him get it all out of his system first. Handle him with gloves. Suppose he is angry with you because you have made some mistake. He is raving at you. Wait until he is all through, and then say: "Yes, I pulled a 'bloomer.' I didn't realize it before. But I won't make the same mistake twice. No doubt you have made mistakes and I feel just the

way you did. I am mighty sorry. I mean it. I shall not make it again." You are making a friend of him. Then you can sell your proposition.

If it is your firm he is angry at, when he is all through ask him if there is anything more. Then tell him the "old man" doesn't like to have those things happen. "He will want to have that error corrected," tell him. "I have not the authority to say it is going to be adjusted, but I will do everything I can for you—I shall try to fix it up in a way that will be satisfactory." Sponge it all up.

Now we come to the hardest of all prospects—the cold, cold prospect. You go in to see this man. He looks up, and doesn't smile. This cold man won't object to anything you say. When you have got all through you say, "Will you buy it?"

"He says: 'No.' And you know he means it, and out you go.

Somebody has to sell him. He is a wise old owl. You will meet this type of man. He may be a buyer or purchasing agent. How are you going to handle him? Wait him out. Beat him at his own game. You come in and he is doing something. You sit down, if you can courteously do so. Finally, he looks up at you. "What can I do for you?"

You are silent for a while, then hesitate and say slowly: "I don't know if there is anything you can do for me" (very slowly, hesitatingly and doubtfully). "I have a proposition that has looked good to some people" (pause).

"Well, what is your proposition?" (pause).

"Do you feel that you are free, that you care to go into this thing at this time?" (pause). "Or would you rather I would not take it up with you now?"

"What is it all about?" Go as slowly as you can without being rude. And as reluctantly as you can, unfold your proposition to him, using understatement.

A TYPE OF BUYER WHO WON'T BE STAMPEDED

The old Anglo-Saxons, before 1066 when William the Conqueror invaded England, had this way of talking. They were noted for their brevity and understatement. You meet their descendants today. You know they are not warm. You ask

them if they are cold. "Not too cold."

"Are you sick?"

"Not very sick."

"That is too bad."

"Oh, not very bad." You finally get the impression after a while of this quality. Nowadays we run into the superlative so much. There is the type where everything is understated, and that is the method you must use with this cold proposition. So you go on.

For instance, I might say: "I don't suppose this course will do you much good. Perhaps you may find that you will get something out of it. You don't have to come unless you care to." This understatement should not be carried out to the point where it becomes ludicrous.

With this cold prospect, you continue along in the same lackadaisical way. After a while he begins to ask you a question or two. By and by you get him to the stage where you can hand him the whole proposition. Then you say: "Well, we don't sell thousands of them, but we sell a good many." You can carry this right out and can sell that type of man if you put it through in something like that manner. Understatement as leading into your business will put it over. If you don't say anything, he can't contradict you.

I remember a contractor who was a hard nut to crack. You couldn't sell him. When a salesman went in to see him he would call out with a loud voice: "What do you want?" One of the boys worked out a plan and tried it on him. It was a success, too. He brought in his machine and laid it on the desk. Then he went out. As he went out the door the contractor shouted at the top of his: "Come back here, I am not going to buy that machine."

"What are you going to buy?" He named another machine.

This salesman went out and borrowed the competing machine he had mentioned and brought it into the office and set it on the desk. Then he went out and sat down and waited for 20 minutes. He said that that was the longest 20 minutes he had ever known. He came back and went in the office. The competitor's machine was on the floor.

"How much for your machine?"

"\$34.30. Make out a check." And the old codger did!—*System*, The Magazine of Business.

Marketing Goods in the Philippine Islands

Advertising and Selling to the Native Population Call for Human Qualities

ADVERTISING and selling are terms so interwoven that one can hardly discuss advertising without touching on the subject of selling and vice versa. For this reason I have decided to use a term that is coming into general use to mean both advertising and selling. The word "marketing" is comprehensive and covers all the means and methods used to place goods into the hands of the trade and through them to the consumer.

As I understand it, the object of marketing is first to make an article or line known; second, to create the desire of possession; third, to satisfy that desire by making the sale; and fourth, to make repeats. To do this, the first and most important thing is that the goods advertised and sold are right. That is, that they are what is claimed for them and that the buyer is satisfied. An unsatisfied and disappointed customer is worse than none. He not only does not repeat but he usually keeps any number of other prospects from becoming buyers.

Any marketing campaign, to be successful, must be based on the solid foundation of good merchandise.

One of the important items of preparation in a campaign for marketing a product in the Islands by advertising is the preparation of the product itself for the role it is to play. The article must be good and of a uniform quality, its keeping qualities in the tropics must be known, its compliance with the law and its adaptability to the people. The package or container must be studied for defects and if any are found they must be corrected. Where it is necessary for labels or accompanying circulars to contain directions for use, doses, formula or other data, they must be prepared in at least two languages and four dialects to get best results. All this preparation must be completed before advertising starts.

TAKING THE RIGHT START

Starting with what we know to be a good article and believing that it will fill a want of the people, either by lightening labor, increasing production, comfort, happiness or knowledge, we must next think of the best method or methods of tell-

ing the facts to the greatest number of people in the shortest space of time and with the least expenditure of money.

The mediums and methods that may be used to advantage in the Islands are the following: Mediums for advertising—newspapers, magazines, class publications, circular letters, catalogs, street cars, cinema films, cinema programmes, bill boards, window displays, samples, demonstrations, detail work. Methods of selling—through the trade, jobbers, retailers, direct to consumer, by agents, mail order, instalment.

I have made no attempt to give them in what might be called their order of importance because, in my opinion, the importance of one medium or another would depend entirely on the article advertised and the class of prospects appealed to.

The method to be used for any given article or line, will depend on many things, size and nature, whether of universal or restricted use, price, etc.

MUST STUDY MEDIUMS

One would not advertise surgical instruments in street cars nor expect to sell them through a general catalogue distributed to the general public. These goods appeal to a class and all advertising and selling must be directed to that class. After the subject has been given careful study one will find that there are very few articles that have a general appeal. Successful marketing will depend on one being able to concentrate his appeal on the real live prospects for his article and thereby save much money and time and come near 100 per cent results.

There is no use advertising automobiles to a farm laborer whose income is barely sufficient for his living expenses, but one should have some system of information that would inform him the moment this laborer becomes the possessor of a farm of his own and a bank account.

Before any attempt is made to place a new article or line on the Philippine market, a thorough study should be made by the manufacturer or exporter or by someone representing them. Knowledge should be had of the adaptability of the line, conformity to the laws, estimates of consumption, data on competing

lines, current market prices, how to protect patents and trade-mark rights, shipping conditions, possible market, best methods of distribution, advertising mediums and rates.

You will realize how necessary it is to have complete and reliable information before starting a marketing campaign when you are told of some of the mistakes of the past. An American exporter shipped several thousands of woolen caps with ear tabs suitable for use in Canada or Alaska, but not suitable to the torrid zone in which the Philippines lie. This exporter would have been saved the expense and loss caused by this mistake had he been informed on conditions here.

Loss is often incurred in shipping goods to the tropics in paper packages or cartons as this kind of packing, while suitable to the United States is not suitable here. Tin or glass containers should be used.

The advertising campaign should be completely planned out, copy all prepared, drawings and photographs selected ready for making cuts and half-tones, quality of stock to be used decided on and mediums selected before any of the advertising is placed.

It is important to recognize fully this fact, for many so-called advertising failures have been due to lack of preparation for the advertising rather than to any material defects in the advertising itself.

IMPORTANT ADVERTISING DETAILS

Good copy and a wise selection of mediums is important, but the most important thing of all is a plan based upon a knowledge of all the conditions of manufacture and distribution, utility of the article advertised, class, number and location of possible prospects and object of the campaign.

No American house should attempt to place, let alone write, advertising for the Philippines. Their copy stands a poor chance of being right and on the other hand they stand a good chance of placing their advertisements in just the wrong mediums.

The islanders are sensitive, and nothing should be used as a mark or as advertising that reflects in any way their vices, customs, religion or political status.

50 00 50 00 50 00 50 00 50 00

LESLIE'S front covers, during the war, were used after publication as posters in nation-wide drives for men and money. With the return of peace, they continue to maintain not only the same high standard of art, but their old-time significance as well.

Leslie's front covers stand for something — also the back covers.

FRANK L. E. GAUSS

Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

50 00 50 00 50 00 50 00 50 00

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

50 00 50 00 50 00 50 00 50 00

PRICE 10 CENTS

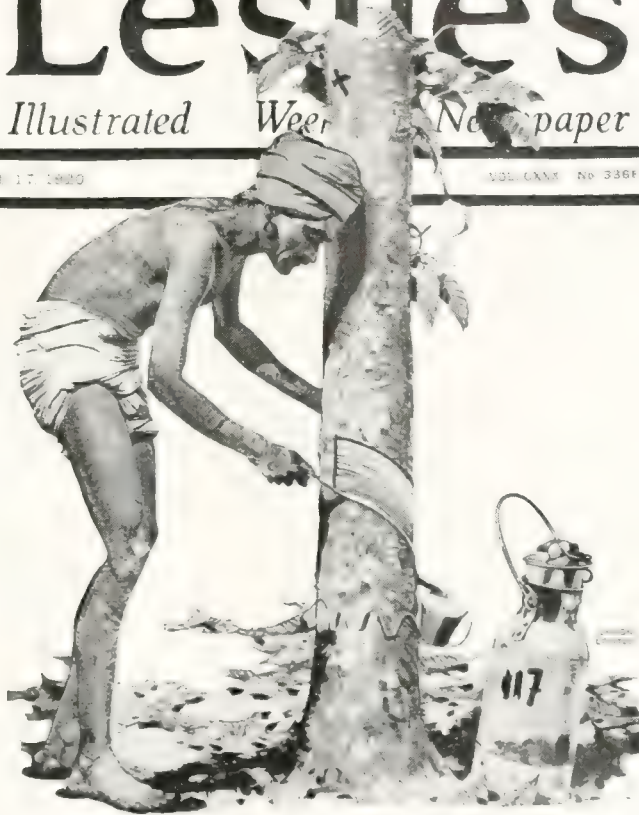
In Canada, 15 cents

Leslie's

Illustrated Week Newspaper

MAY 17 1920

VOL. XXIX No 336F



Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

500005000050000500005000050000

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

If the article is trade-marked in the home country and the mark well established, the same mark should be continued in the Island advertising and should be immediately registered

PAPER

The Manufacturer's Journal

GOES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

PAPER, 471 Fourth Ave., N. Y.

We specialize in house to house distributing of
Advertising Literature and Advertising Samples
We solicit your account
JAMES T. CASSIDY
306 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE SALES MANAGER—Monthly will be found on the desks of "Sales Managers"—because it makes them better sellers. Better selling means better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 18 East 18th St., New York City

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B & B SIGN CO. INC.
341-347 Fifth Ave. N.Y.
Advertising Signs Window Displays
Counter Display Cases

in the Bureau of Archives, Manila. If for any reason the home country trade-mark is not adapted to use in the Islands, a special mark should be selected, after careful study, and important in Island business. The people here buy goods on mark altogether, they know the mark even if they cannot pronounce the name of the article or the manufacturer.

After looking over the circulation reports of the newspapers and before looking into any special conditions that may exist one would be led to think that the newspapers would be poor mediums on account of their comparatively small circulations. But knowledge of the conditions here and the habits of the people will show that such is not the case.

DOUBLING UP ON RESULTS

In the provinces one paper is read by many people, as in many cases there are only one or two papers received in the town. Every family borrows the paper and one who can read is surrounded by all the rest of the family and some of the neighbors while the paper is read aloud, even the advertisements. It is a general custom to cut out advertisements and save them until the next shipping trip to Manila, Cebu or Iloilo, as the case may be.

The number of publications is increasing rapidly and they show a marked tendency to raise the quality of their contents as well as their mechanical make-up.

The circulation of the old established papers is increasing by leaps and bounds as is shown by their sworn circulation reports. The work of the Bureau of Education in encouraging teachers and pupils to read good papers and keep abreast of the times is producing wonderful results and will, in a few more years, show a race of well-informed people.

A series of keyed advertisements recently run in the Manila papers with the object of getting data on the returns per ad, per paper, showed some remarkable results.

The per cent of replies based on circulation statement was very high, showing that advertisements are really read and heeded. The test was also of great value in showing the class of buyers who read each paper, as indicated by the articles inquired about.

For making a new article and

trade-mark known the cinema, film and slide is one of the best mediums. Nearly every town of any importance has one or more cinemas and they are well patronized. Pictures can be read by even the illiterate and a trade-mark can be and is remembered.

Short advertising films to run from three to eight minutes are very good. They may be comic or educational.

Educational films showing the goods advertised in process of manufacture, being packed and shipped and in actual use are the very best in advertising.

CLASS PUBLICATIONS—GOOD MEDIUMS

Class publications are probably the best mediums and may be made useful to most advertisers and to some they often take rank as primary mediums. By class publications I mean one which is devoted in its contents to those people who are interested in some particular business, profession or vocation. As a rule, these publications confine their advertising to merchandise closely related to the subject matter of their editorial columns.

The physician would probably pay no attention to an advertisement of a new remedy in a daily paper, but if he saw the thing properly described with therapeutic action explained in his medical journal he would no doubt be interested. The class publication reaches the highest percentage of prospects at a minimum waste, and also carries prestige and influence.

There are a number of good publications now issued in Manila devoted to the interests of different classes; for example, religion, jurisprudence, medicine, pharmacy, engineering, education, banking and shipping, agriculture, railroading and women's interests.

Another valuable medium is the educational pamphlet issued from time to time by the government bureaus and private societies. Collaboration of the advertiser or of his agent with the bureau or society desiring to issue a pamphlet is usually possible. The object of the bureau or society is to carry some message to the greatest number of people at the least expense, therefore they are usually willing that some advertiser pay the printing bills.—WILLIAM ELLSWORTH BRAUN, in *Pacific Ports*.

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

The Other 50 Per Cent

Continued from page 6

off by yourself and think it out, the courage of your conviction to see the way through regardless of what the other fellow thinks. There is a fellow down in Richmond, Va., that hires only single men clerks. I asked him why. He says, "Well, women as a rule when they come in don't like to hear about the baby being sick or the wife being sick or something about the family. They would rather talk to a man that has no attachment. Therefore, he is putting it over on the basis of single clerks.

Unless a business is built with real intelligence, absolute intelligence, in tying up the sales and advertising, it is like a mule who has no pride of ancestry or posterity. There is many a business today that is being built on that basis, but the greatest thing for the man that sits in a sales manager's chair, the man that sits in the advertising manager's chair, the man who is merchandising the product of a great company is the upbuilding of the men he comes in contact with, the love of taking a salesman that comes to you green and seeing him blossom and grow, increase his salary and increase his commissions and see *him built up* to a real man to take the story to the clerks behind the counter, to put up the merchandising plans, the advertising plans and, through careful counsel, see them come out in the middle of the block and move on the corner to improve the location of the store, buy real estate, buy automobiles, and other things, things that have been accomplished and that they are accomplishing through the effort of our sales organization in the past three years.

You talk about the real pleasure of living—money doesn't count. It is the possibility of the love of human kind and the building of a man into a bigger and more successful man and you fellows in the advertising or selling business who put your forces together in an organization that can't be divorced are building those men into real retail merchandisers and into real success.

* This material formed the subject matter of an address which Mr. Hopkins delivered before a recent meeting of the Chicago Advertising Council.

Amended Second Class Postage Bill Before House

Publishers are awaiting with great interest the action of the House of Representatives on the Fess Bill as finally amended and reported out of the Committee on the Post Office and

Post Roads. The date upon which this measure to change the schedule of increases in the zone rate on advertising matter will come before the Committee of the Whole has not yet been fixed under the rules.

As finally reported out, the bill carries the Post Office Committee's recommendation that the increase scheduled to take place next July 1 be postponed to July 1, 1921, and that the increase scheduled to take place July 1, 1921, take place July 1, 1922, thus setting back the last two increases provided for under the War Revenue Act of October 3, 1917, one year each.

The Post Office Committee, earlier in the month, refused to pass the original bill introduced by Representative Fess of Ohio whereby the 1918 rates would have been restored and continued while a Congressional Commission worked out a new policy of second class mail rates. It then adopted tentatively, but later voted down in full committee, the amendment of Representative Madden of Illinois providing for the adoption of the 1919 schedule as a permanent rate.

The final report of the Committee recommending the postponement in rates is accompanied by a minority report written by Representative John A. Moon of Tennessee and signed by him and six other members of the Committee protesting against any alleviation of the postage burdens laid upon the publishers by the act of 1917 and declaring that if the present bill is passed the government will lose \$5,000,000 in the next fiscal year.

Peruvian Ambassador Warns of Advertising Frauds

The elimination of fraudulent American advertising in Latin-American newspapers by some form of standardization was strongly urged by F. A. Pezet, Peruvian Ambassador to the United States, at a luncheon, of the Pan-American Division of the A. A. C. W., Thursday of last week at the Hotel Pennsylvania.

Ambassador Pezet said many South Americans had lost faith in American advertising generally because some "pirates" have been persistently cheating them. He said that if something is not done to correct this evil American advertising will gradually become valueless in South America.

The luncheon was attended by Latin-American publishers, foreign advertising agents and business men interested in South American trade. It was called by John Barrett, director general of the Pan-American Union, to discuss plans in connection with the Pan-American advertising conference to be held at Indianapolis from June 6 to 11.

Woodward Adds to Production Department

Austin J. Millard, a Princeton University and Annapolis man, will join the production department of the W. O. Woodward Company, New York, window display specialists.

Wiers Becomes Advertising and Sales Manager for DeLong Co.

Charles R. Wiers, one of the chief executives of the Larkin Co., Buffalo, for nearly 17 years, has become advertising and sales manager of the DeLong Hook & Eye Co., Philadelphia. Mr. Wiers is a former president of the Buffalo Advertis-

ing Club, of the Affiliated Ad Clubs of Cleveland, Detroit, Rochester and Buffalo, and is the author of several books and booklets on letter writing and advertising.

Heads Hanzff-Metzger Technical Department

Francis Juraschek, an engineering man of technical and general advertising experience, has been appointed to head the technical department of Hanzff-Metzger, New York agency.

Dippy & Aitkin Agency Moves

The Dippy & Aitkin advertising agency, Philadelphia, has moved from Twelfth and Filbert streets to offices at 1328 Walnut street.

Gives Up Vice-Presidency

George E. Long, vice-president and advertising manager of the Joseph Dixon Crucible Co., Jersey City, N. J., has retired from the vice-presidency of the company.

Bryan Writes Stein-Bloch Ads

Alfred Stephan Bryan, of New York, is writing the series of newspaper advertisements for the Stein-Bloch Co., Rochester, N. Y., now appearing in the principal cities of the country.

Places Canadian Pacific Advertising

The Fred M. Randall Co., Detroit, advertising agency, has been retained to handle the advertising of the Canadian Pacific Railway, Detroit District. Contracts are now going forward to newspapers.

Kobbe Will Advertise a Shampoo

The advertising account of the Clensol Chemical Co., makers of Clensol Coconut oil shampoo, is now being handled by the Philip Kobbe Co., New York.

American "Movies" Are Valuable Advertising in South America

The most apparent benefit derived from the American film in Argentina is the friendly feeling it creates for American ways even among those classes of the population whom no other kind of propaganda would reach. In the casual film story are ordinarily depicted splendid houses and public buildings, good roads, fine automobiles, and often interiors of great industrial plants. Many demands for American goods, especially clothing, are based on the advertising that the goods received through the medium of the moving-picture films. In Buenos Ayres alone there are 131 moving-picture theaters, and almost every town and suburb of the Republic now has its "ciné" theater. Therefore, commercial organizations would do well to aid the film companies in sending into Argentina those pictures that are not only interesting in plot but also valuable as far-reaching advertising mediums.

In Nicaragua the owner of a motion-picture theater has written to the Bureau of Foreign and Domestic Commerce that American concerns desiring to advertise their products by film projections in that country can have the service free of charge. He says the films will be properly cared for and returned at the expiration of three months.

Books for the Business Library

ENGLISH OF COMMERCE. By John P. Opdycke, with an introduction by Frank A. Vanderlip; 435 pages; illustrated. Scribners.

An excellent chapter on English for the advertising man, covering lists and definitions of technical trade words and expressions, suggestions for good copy writing and warnings against common errors forms a feature of this comprehensive volume on business English. This is an extremely readable book, written in the clear, concise English that it advocates, that should be of service, for brushing up purposes at least, to the whole firm from the head down. Acknowledgment is made to the editor of *ADVERTISING & SELLING* for permission to quote from published materials and for supplies of sales and advertising literature.

EFFECTIVE HOUSE ORGANS: The Principles and Practice of Editing and Publishing Successful House Organs. By Robert E. Ramsay; 361 pages; illustrated. Appleton; \$3.50.

In this volume the former editor of *ADVERTISING & SELLING* has set down the abundant fruits of long experience and years' of constructive thought given to an important subject about which all too little has been written. Progressive, forward looking business houses are just beginning to realize the effectiveness of a really effective house organ as an advertising medium and as an agency for evoking that evanescent thing known as *esprit de corps* in the working force. "Effective House Organs" constitutes a textbook for all those who do make use or who wish to make use of this medium and agency. It expresses the same high ideals, reduced to the same practical, efficient terms that characterized Mr. Ramsay's work on *ADVERTISING & SELLING*. Because of the author's experience it may

be considered as authoritative. He adds in his preface: "The principles and practices set forth herein are not 'fine-spun theories puncturing the circumambient atmosphere,' but the BRASS TACK experiences, not of myself alone, but of hundreds of successful house organ editors." This material, classified according to the different needs of different users, is abundantly illustrated to show the make-up of existent successful house organs.

STATISTICS IN BUSINESS: Their Analysis, Charting and Use. By Horace Secrist, Ph.D., Professor of Economics and Statistics, Northwestern University; formerly Statistician, Tonnage Section, Division of Planning and Statistics, United States Shipping Board; 137 pages; illustrated with charts and diagrams. McGraw-Hill Book Company.

The author of "Statistics in Business" has written his book primarily for business executives and, to fit their needs, the work is of an extremely practical nature. After presenting briefly and concretely the reasons why statistics should be used in business analysis, Professor Secrist devotes his text to illustrate how and with what effect the statistical method may be applied in the solution of a wide range of business problems. "Statistics in Business" is recommended to advertising men concerned with the task of correlating and illustrating graphically the many factors that enter into the typical advertising proposition.

LOOKING FORWARD: Mass Education Through Publicity. By Charles Frederick Higham; 182 pages. Nisbet & Co., London.

"Looking Forward" is a book of vision which has been much discussed not only in the country where its author is a Member of Parliament, but throughout the advertising world. It is a highly suggestive effort to formulate the principles and to express the possibilities of that vitally important branch of governmental work which now goes under the vaguely suspected title of "state propaganda." Calling upon statesmen to recognize and employ permanently the tremendous force of paid publicity to educate and organize public opinion, as it was employed sporadically during the war, the writer has succeeded, as the London *Daily News* puts it, in "raising the art of advertising to the dignity of a science."

PERSONAL SELLING. By Wesley A. Stanger, sales manager, Thomas A. Edison Ediphone, New York City. Study edition in 12 parts. Biddle Publishing Company, New York.

This is a book written to, for and by a salesman. The titles of some of the parts into which it is divided for study purposes, explain its purposes and scope. They are "Importance of the Salesman," "Requirements for Success," "Personality," "Meeting Competition," "Meeting Objection," "Closing the Deal," "Compensation." Someone has said that there are no hard and fast rules for good salesmanship. This may be granted. What

the author has put into his book are simply deductions from a long experience which has netted him enviable success. It remains for the salesman reader to apply these deduction to his own problems.

New Publications

British Edition of "Femina"

Edited by Lady Diana Manners, leader of a society circle of the very highest, and purchased by the Field Press, which publishes the *Queen* and the English *Bon Ton*, a British edition of the French weekly journal, *Femina*, has been heralded in England as the biggest and most lavish journalistic venture in many years.

"Tractor and Implement Exporter"

A new monthly printed in French, Spanish and English, all in one edition, to be known as the *Tractor and Implement Exporter*, will soon make its appearance. The new magazine, devoted to importers of American agricultural machinery, will be produced by the Curtis Business Papers, Inc., 471 Fourth avenue, New York, publisher of *Tractor and Implement Topics*, which until the first of the year was widely known as *Tractor and Trailer*.

"African Draper and Outfitter"

A dry goods magazine called the *African Draper and Outfitter* has been started in Cape Town, South Africa, by the Mills Publishing Corporation. The first issue, a well illustrated and attractive number of 56 pages, besides announcing £100 in prizes for window displays, showing its interest in advertising, also inaugurated a department to criticize current advertising. It is called "The Magnetism of Advertising," and is under the direction of P. N. Barrett, manager of the Durban branch of the South African Advertising Contractors, Ltd.

"Financial Advertising" a New Publication

A new magazine called *Financial Advertising* will make its appearance on August 1, according to an announcement made by its publisher and editor, Frank Wilson, who is advertising manager of the Scandinavian American Bank of Seattle and the Scandinavian American Bank of Tacoma (two separate institutions).

"Sacramento Bank Depositor"

The Sacramento Bank, of Sacramento, Cal., calls its new publication, which is distributed among present and prospective customers, the *Sacramento Bank Depositor*.

"Advertising News Letter"

The *Advertising News Letter*, published "every little while" by the members of the Women's Advertising Club of Chicago, is an interesting little sheet. Its slogan is "Keep the Cup" and its motto "Smile."

"The Upressit Gossip"

The *Upressit Gossip* has been started in New York as the house organ of the United States Metal Cap & Seal Co. S. C. Stebbins, ex-manager of the Lansing Company, Lansing, Mich., is in charge.

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY

New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters Use Our Better Blotters"

Famous World and Reliance Brands

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

The Taylor "Golden Jubilee" Proves To Be One of Cleveland's Most Successful Campaigns

A "Golden Jubilee" celebration and sale held by William Taylor Son & Co., Cleveland department store, from April 21 to May 1, proved to be one of the most successful advertising campaigns the city has ever witnessed. Total sales for the ten days were over \$1,129,000 and on the opening day goods in excess of \$190,000 were sold, the largest amount for one day in the history of the company.

Preparations for the celebration, which occasioned the fiftieth anniversary of the store, began more than six months previous. The elaborate advertising and novel publicity was originated and directed by Amos Parris, jr., advertising manager of the Taylor store. Until the last moment the merchandising phases of the jubilee were not referred to in the advertising, and all through the campaign the word "sale" was not mentioned once. Besides using daily newspapers, semi-weeklies in many northern Ohio cities and towns, outdoor advertising, a special moving picture film and several unique publicity methods were employed.

The campaign succeeded admirably despite two adversities.

When the newsprint shortage caused local papers to cut down space of all Cleveland advertisers and threatened to cripple the advertising plans for the event, Parrish had 75,000 copies of a four-page newspaper printed and distributed free. When the railroad strike and tie-up was about to hold up special merchandise and decorations for opening day, four two-ton trucks sent to Chicago made the trip in record time.

A motion picture entitled "Fifty Golden Years," and a Style Show, were given at the Stillman, one of the city's leading theatres. The film, reproducing landmarks and scenes of 1870 in Cleveland, and the show of living models, displaying styles of every decade from 1870, all attracted favorable attention from the women.

Thirty thousand copies of a 500-page book called Cleveland's Golden Story," written by James Wallen, were given away gratis.

Some 10,000 direct-mail circulars as messages from "Ann Sawyer," the Taylor store personal service bureau, were sent to out-of-town customers. Painted signs to the number of 51 were utilized at strategic points in the city. With the exception of advertising for men's clothing, this is the first time that a Cleveland department store has used outdoor advertising.

On the eighth day of the jubilee a reception and a concert, given at the Taylor establishment by the Cleveland Symphony Orchestra, was attended by a capacity crowd of 10,000 persons. Ceremonies were held at the beginning and at the expiration of the celebration. A Golden Chest was opened by Mrs. J. Livingston Taylor, owner of the store, and at the end, after the records of the event, including the first sales slip, were put in, the chest was locked not to be reopened until the Taylor Diamond Jubilee in 1945. Every baby born during the celebration, whose parents registered his or her name in the Golden Baby Book, was presented with a golden spoon. A reunion will be held every year for these "Jubilee" babies, and they will be the guests of honor at the Diamond Jubilee.

300 Universities are Advertising—Registrar's Investigation Shows Increased Use of Display Space by Educational Institutions.

Signal success has followed the use of display advertising and publicity by state and private universities and colleges in the United States to meet their post war problems. So definite was the result of the campaigns that now advertising is one of the factors in the conduct of the educational institutions.

John W. Cravens, Registrar of Indiana University, in a paper read before the session of the American Association of Collegiate Registrars recently at Washington, pointed out that 300 leading universities and colleges in the United States use some form of advertising to carry their message to the people and prospective students.

Registrar Cravens compiled the data from replies to questionnaires sent out by him to ascertain the extent of the use of advertising and publicity in conduct of the educational institutions. He found that 150 schools used display advertising either in local or state newspapers. In the magazine advertising field 110 schools use that medium, 50 of them devoting most of their appropriations to educational journals. Ten use "boiler plate" advertising and publicity service.

A survey of the modes of advertising used by the 300 schools shows that display advertising leads, then magazine, ready print, street car and window cards, calenders, souvenir booklets, illustrated bulletins, pennants and banners. Ten institutions have advertising agencies to direct their advertising and publicity drives and eighty-one have publicity men in their organization.

Definite results of these advertising and publicity drives were pointed out by Registrar Cravens as increased enrollment, stimulated attendance and establishment of new courses to serve the students. "A large number of the institutions are crowded beyond their normal capacity and in many of them a limitation has been placed on enrollment," he added.


Chicago Advertising Women Elect Officers

Mary M. Crowley, western office manager, John Budd Co., at the annual election of the Women's Advertising Club, Chicago, was elected president. Claire B. Samels, Carson, Pirie Scott & Co., was elected first vice-president; Jessamine Hoagland, National City Bank, second vice-president; Janet A. Olson, Kier Letter Co., treasurer; Ellen Borgeson, *Literary Digest*, corresponding secretary; Mrs. Mae Fairfield, University of Chicago Press, recording secretary; and Mrs. Alma Lindblom, Critchfield & Co., historian.

Bernice Ryan, Charles Daniel Frey Co., was appointed chairman of the membership committee; Mrs. Irene S. Sims, Marshall, Field & Co., will head the program committee; Mrs. Varina M. Losey, Kabo Corset Co., vocational committee; Jeanette A. Israel, Hart, Schaffner & Marx, social committee; and Alice F. Goodwin, Chicago Daily News, publicity committee.

Recently the members of the club contributed nearly \$800 toward the fund for starving children in Armenia.

"Gotham for Art Work"



Our new
telephone
numbers
are
**Madison
Square
8517
8518**

GOTHAM STUDIOS INC.
111 East 24th Street
New York
MARTIN ULLMAN, Managing Artist

Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Contents of This Number

May 22, 1920

BUILDING BUYER-INTEREST IN YOUR LINE.....	Maxwell Droke	3
Customers Are Human and Your Salesmanship Must Match Their Experiences.		
GETTING THE OTHER 50% OUT OF YOUR ADVERTISING.....	George W. Hopkins	5
Advertising Will Not Stand Alone. It Must Be Backed by Intelligent Selling.		
IF NOAH HAD TO ADVERTISE.....	Thomas B. Stanley	6
The Best Weekly Cartoon in the Advertising and Selling Field.		
GENERAL TIRE ADVERTISING WITH A TRAVEL TWIST.....		7
Unusual Illustrations Employed in a Campaign to Make Friends.		
WHY PHOTOGRAPHS HELP THE SELLING PROCESS.....	L. A. Gillette	9
The Actual, Says This Human Nature Student, Is Bound to Surpass the Artificial.		
HOUSE ORGANS, PRODUCTION AND AMERICANISM.....	Ralph Bevin Smith	12
NO WIZARDRY IN ADVERTISING.....	H. M. B.	16
THE SEVEN BUYERS A SALESMAN MEETS.....	Ralph Barstow	17
AN ANTIDOTE FOR POISON COPY.....	R. B. Sabin	22
THE FILM IN EXPORT ADVERTISING.....		27
DISCUSSION OF "AUDITING" ADVERTISING AGENCIES.....		30
GEORGE WARREN WILDER, PRESIDENT OF BUTTERICK'S.....	Myrtle Pearson	36
SOUTH AMERICAN SELLING METHODS.....	Dr. E. E. Pratt	38
MARKETING IN THE PHILIPPINE ISLANDS.....	Wm. Ellsworth Braun	41
BUSINESS BOOKS REVIEWED		46

Calendar of Coming Events

May 18-20—Annual Convention National Association of Manufacturers of the United States of America, New York City.

May 19-20—Second National Convention Tobacco Merchants' Association of America, New Hotel Willard, Washington, D. C.

May 19-21—Annual Convention, Industrial Relations Association of America, Chicago.

May 24-27—Thirty-first Annual Convention of the Heating and Piping Contractors National Association, Cleveland.

May 25-27—National Confectioners' Association of the United States, Annual Convention, St. Paul, Minn.

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.

June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.

June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.

June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.

June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.

June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.

July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

George Warren Wilder

Continued from page 37

the state medical authorities to be the best obtainable. This farm, begun with three cows and a bull, now numbers one hundred and twenty-five head and is valued at more than a quarter of a million dollars.

Such is the personality of this remarkable man that when an accident of fortune obliged him to spend several months of the year in California, they told him of fruits that could not be raised outside of Africa and certain districts of Florida—but he proved otherwise; they talked about calories, cattle and pure milk, he finished by knowing about all of them. They sometimes tell him in business of seemingly impossible things, but this only spurs him on to greater achievements. He sells himself to his ambitions, and his ambitions embrace the universe as the field for the operations of the Butterick Publishing Company.

Manufacturers Urge Sales Tax

Manufacturers attending the twenty-fifth convention of the National Association of Manufacturers in New York this week urged that a tax of 1 per cent on gross sales be substituted for the present excess profits tax. The manufacturers gave as their reasons:

"We believe this gross sales tax would be a just, certain and adequate source of revenue.

"It will be fairly distributed over a great mass and through the year so as to be scarcely noticeable.

"It will reach many who should pay taxes, but who now escape them.

"It would be definite and easily ascertainable.

"It could be collected monthly or quarterly.

"Excess profits tax is unproductive during a depression, while the gross sales tax is certain at all times.

"Competition will automatically safeguard the consumer against tax profiteering.

"It would not be discriminatory; it would be fair to all businesses.

"It will tempt free capital now driven into non-taxable securities to liberal investment in productive industry."

Such a tax on all turnovers of goods, it was said, would produce an approximate annual revenue of \$6,720,000,000.

Stanley Companies Consolidate

R. H. Young, advertising manager of the Stanley Works, New Britain, Conn., announces that his concern has absorbed the plants and properties of the Stanley Rule and Bevel Company.

Buzby-Raughley Co. in New Offices

The Buzby-Raughley Co., Philadelphia advertising agency, formerly at 1214 Arch street, has opened offices in the Bulletin Building.

Whaddeyu mean—a real business convention?

THERE will be the same serious, “get down to business” atmosphere at the Indianapolis Convention of the Associated Advertising Clubs of the World, that you find at the A. N. P. A. meetings.

The world's advertising convention will be a brass tacks convention. “Advertising —

Now and How” is the theme of the program and that theme will certainly be held to very closely. It will pay every newspaper publisher, every newspaper business manager, every newspaper advertising manager or salesman in the country to come to Indianapolis for these five days of serious business discussion.

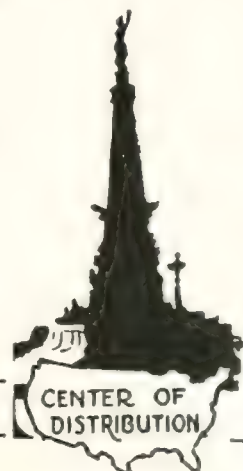
THE Newspaper Department sessions will be built around the idea of “selling the Newspapers as the National Advertising Media.” More than 700 newspaper men are expected at Indianapolis. It will pay you to come. Get in touch with the On-to-Indianapolis chairman of your advertising club for hotel reservations. If you haven't an advertising club in your city write at once to

CONVENTION BOARD

Advertising Club of Indianapolis

CHAMBER OF COMMERCE BUILDING.

INDIANAPOLIS



The advertising agency of today is the direct result of the need of expert ability by business houses who require intensive co-operative efforts to create and maintain sales.

The membership of the National Outdoor Advertising Bureau comprises a large number of these modern advertising agencies.

In every sales plan, there is a need for Outdoor Advertising, and members of the National Outdoor Advertising Bureau are in a position to advise you as to its use.

Our function is to co-operate with both Bureau member and advertiser, that prompt and efficient service be rendered, assuring a maximum advertising value.

Thos. Cusack Co.

Chicago

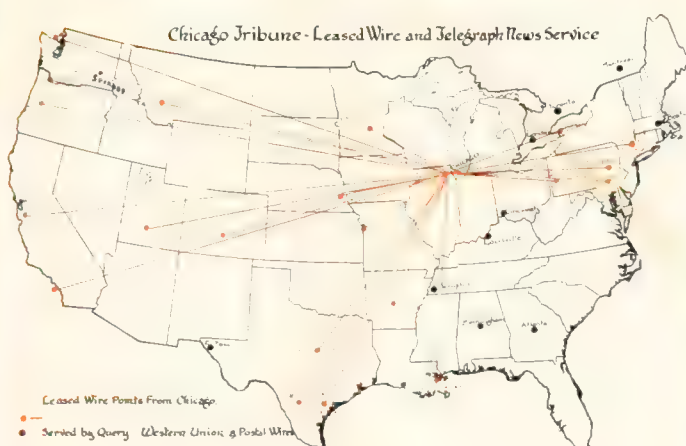
New York

Advertising & Selling

Public Library,
Kansas City, Mo.

MAY 29, 1920

THE "W. G. N."



The above map illustrates one of the reasons why The Chicago Tribune is called "the world's greatest newspaper."

So efficient has its news-gathering organization become that papers in 30 or more cities buy The Tribune's exclusive news, although they already have the service of the Associated Press, United Press, etc.

The papers connected with Chicago by red lines on the map above maintain leased wires direct into the Tribune office, over which they obtain a full Tribune report each night, paying as much as a thousand dollars a month for the privilege. The papers in the other cities shown pay The Tribune space rates for news and pay telegraph companies so much per word for carrying it to them.

Even European newspapers are buying the telegraphic report of The Chicago Tribune Foreign News Service. More than once, Tribune reporters in the capitals of Europe have scooped the newspapers of these capitals on big events occurring at their very doors.



Here's a Great Idea —this Display Letter

"Speaking of visualization! This letter *makes* you appreciate the distinctive features of the product it explains. Why, it's an illustrated sales talk. And there's no chance of the illustrations losing themselves—or coming late "under separate cover."

FOR remarkable results in "follow-up" print your letter head on a four page display letter. Use the first page for your specific, typewritten message; and the other three pages for printed descriptive matter and illustrations. Visualize!

Let us send you a portfolio of display letter suggestions. You'll find some valuable, proven sales-helps among them.

Its specially prepared surface makes Foldwell Coated Writing an excellent paper for this purpose. And its unmatched strength preserves the freshness of such letters even under severe handling.

Foldwell Coated Papers are made in Book, Cover and Writing

CHICAGO PAPER CO., Manufacturers
834 S. WELLS ST., CHICAGO, ILL.

Nationally Distributed

Foldwell
TRADE MARK
COATED WRITING

Highly Concentrated City Circulation In New Orleans

The leading commercial center of the South—the second port of the U. S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation—advertise in the States. You will get more profitable returns at a lower cost.

Want more information?
We'll gladly furnish it.

WRITE

J. L. King
ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your Direct Advertising for analysis—give your sales message added power

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois



PAPER AS A FACTOR IN FOREIGN TRADE

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

29th Year

MAY 29, 1920

Number 49

What of the Future of Advertising?

**Influencing Thought on Commercial Lines
Will Be But One Function of This Vital
Force Which is Filling Our Consciousness**

By HERBERT F. DEBOWER

Vice-President of the Alexander Hamilton Institute

BEFORE THE BUSY AGE of bought-and-paid-for-advertising the honest craftsman bartered for his raw material, produced his goods and sold the product of his skill, content to prosper a little from his labor and depended for his modest share of prosperity on the goodness of his handiwork and the word of mouth approval of his friendly patrons.

The story of his work and the facts about his trade were presented only to those possible consumers whose attentive ears came within range of the town crier's voice.

But time has dealt swiftly with those who make goods and sell them. We have passed beyond the days of commercial modesty with rapid strides.

First came the advertisement promoting the sale of manufactured products. Fifteen years ago any other kind of printed selling would have been frowned upon. But now, we call on advertising to create good will, or to establish a coined word that names our product. It sells patriotism as well as automobiles; it rents houses and it elects public officers.

Advertising has grown to be an economic factor that must have a large share in the conduct of any business that is to be successful.

It is hard to conceive of what advertising will be called upon to do in the future. We must realize its great power but we realize also that the methods by which that power is put to use are almost experimental. The developments ahead should be remarkable.

Even at this early stage of the development of advertising we have certain proven principles to guide our further efforts. We have come

to accept advertising fundamentals as we accept the fundamentals of banking or of personal selling and other more standardized phases of business.

WHAT WE EXPECT OF ADVERTISING

We are at least far enough advanced to know what we may expect of good advertising today. In its conventional function as a promoter and developer of commerce, advertising attempts to accomplish the following results:

1. To establish the name of the house and its trade mark;
2. To fix the product firmly in the mind of the buying public, and to keep it there;
3. To make people want to possess the product;
4. To direct public preference in the selection of such a product;
5. To move the goods, either directly, or through jobbers or dealers.

In short, advertising's common purpose is to influence public thought along commercial lines.

But advertising is not entirely confined to strictly commercial promotion.

In the next few years advertising is going to go right after you and me and make us change our bad habits for good ones and revise our opinions about a great many things. It has already started to do that but the possibilities have been barely touched. We have seen many excellent attempts recently to mould public opinion by the Railroad Executives' Association, by the labor unions, by the Dairymen's League and other similar organizations. Politicians have discovered that ideas can be sold through advertising as well as by way of the stump and now they have more or less dis-

carded the forensic exhortation of the oratorical platform and have turned to selling their ideas through dignified, convincing advertising. The advertising for and against the League of Nations is a good example of this form and if political leaders can see their opportunities as clearly as we must give them credit for being able to see, the League of Nations and all other pertinent political questions will dominate the campaigns this fall through well-directed advertising.

THE DESIRE FOR INFORMATION

People are hungry for information and education. They should, and they must, be told about, and be educated up to, new legislation, and all the social developments that vitally affect us all.

The world war and the readjustments it is bringing about will develop many unheard-of conditions in this world. Many of the tremendous complexities which stir unrest among the populace can be interpreted by intelligent publicity. Some of it has been attempted by various organizations. There is much more to be done along similar lines.

A great deal of thought is being given to the problem of labor unrest and the difference between labor and capital. No matter how hard an organization is trying to play fair with its employes, the only way to curb the agitators in the plants and combat their insurgency is by advertising to the men in the organization, constantly giving them the vital facts about the status of business. We find an example of this in a recent advertisement signed by the Stillwater Worsted Mills published to combat a

news item which told about the possibility of many Rhode Island Woolen Mills closing down. The news item said that such action would be taken in case further demands were made on the mills by employees. The Stillwater Mills bought space several days later to refute the story that they were included in any such movement and they took occasion to tell the public and their own people that they would keep their own factories moving regardless of what other employers would do.

Scarcely less interesting, to revert to the commercial functions of advertising, are the indirect results of which even the most experienced advertisers are not always aware. These indirect, and usually quite unanticipated, results are sometimes even more beneficial than the direct. To illustrate, I will take the liberty of referring to observations our own company has made in its advertising experience.

ADVERTISING THAT BENEFITS

Aside from the part that advertising has played in our sales, and the direct returns we have received from it, one of the greatest benefits is the inspirational effect that it has on the personnel of our own organization.

We have devoted quite a little time and attention to the problem of making our employees take a real interest in our campaigns. Whenever a piece of a copy is to appear in any important national publication, an advance notice is sent to every employe of the institute telling all there is to know about that particular insertion.

The result is that a larger majority of our employes than you might imagine make it a point to check up our advertising. All through the organization, employees are taking real pride in seeing their own product "talked" about.

This tends continually to resell them their jobs and adds to the confidence and respect they hold for their own company.

The nature of our product requires that we must be in very close touch with a great many men of national reputation who prepare material for us from time to time. We find that it becomes easier each year to approach such men with our suggestion that they furnish lectures and articles for our Modern Business Course. In some cases it is possible to trace their respective moods directly to the confidence that our advertising has built up for us.

We find that our subscribers, also,

take an active interest in our advertising; and it is a fact that the reading of some new piece of copy by a subscriber who has neglected his reading will often so thoroughly resell him on the Course he already owns, that he will immediately resume his reading.

HERBERT F. DEBOWER

MR. DEBOWER was born in Wisconsin, and his parents were among the pioneer settlers. He was educated at the University of Wisconsin and graduated with the degree of LL.B. While at the university, he was one of the few men selected to stump the State in a political campaign.

Even during his school and university days Mr. deBower was engaged in selling, beginning with the low-priced specialties which student salesmen usually handle, and gradually advancing to more difficult propositions.

After graduation, Mr. deBower, as he has himself expressed it, "indulged in the luxury of practicing law." After two years he determined to drop practicing law for the time being and entered business. His first experience was the selling of books for an eastern publishing house.

Later he organized the publishing firm of the deBower-Elliott Company in Chicago of which he became president. After that business was fully developed, Mr. deBower resigned the active management to promote an idea that he had been considering for several years, and, as a result of his efforts, the Alexander-Hamilton Institute was founded. Mr. deBower believed that there was a big opportunity for spreading a real knowledge of sound business principles among business men and young men anxious to climb the ladder of success and believed that such work would not only be successful financially, but would be of big value to the business world of America. Aside from being chairman of the Executive Committee of the Institute, Mr. deBower is interested in a number of other business enterprises both in New York and Chicago and is recognized as one of the leading authorities in the organization and development of big business of the country. During the war, Mr. deBower was one of the first men to volunteer his services, and among the very first to be sent to France, where he served as captain in general headquarters of the air force throughout the war.

Mr. deBower is now being mentioned prominently as the type of business man who would make a desirable president of the Associated Advertising Clubs of the World, and with his organization training and experience and the fact that he is a national advertiser, many advertising men feel that as president he would be a big asset to the clubs.

Another benefit derived from our advertising is that it strengthens the good will of the organization, with all of its attendant benefits. This good will, for example, is important in creating and developing a wholesome respect for the institute among other national organizations. This may often prove a valuable factor in establishing sound credit relations.

One of the other important advantages is that our advertising serves as an introduction of the Institute to the business men who are its logical prospects. This saves considerable time of our field representatives by making unnecessary the missionary work which would be required of them if our advertising did not assume that function. Now the advertising spreads broadcast our message, and our representatives' most important

work is to help each prospect decide whether he can profit from using the services of the Institute.

These benefits may be called an indirect result of our advertising; nevertheless they are very real and, I believe, to a greater or lesser extent similar benefits accrue to all advertisers.

CONFERRING A GENERAL GOOD

When an advertiser carefully studies out his proposition and his possible market and plans scientifically how the advertising can best serve his interest, he is working constructively in the interests not only of his own business, but of industry in general, of advertising in general.

But nothing is more harmful to industry and advertising than the advertising that is done without clear and honest intentions. I am thinking of the few concerns that spend money in advertising in order to save taxes. That is a dishonest practice from which no possible good can come. It is a reflection on honest advertisers and on the publications which carry such advertising.

One of the greatest troubles, particularly in the last two or three years, has been that advertisers have developed an orgy of spending, simply following the crowd. Because their competitors are delving into large space at large expenditures, they feel that they must do likewise in order to be in the swim, regardless of the fact that they may not be ready to do that; notwithstanding that they may not have the proper distribution, or even that they may not have the facilities to meet the demand created by the advertising. And so keeping up with the crowd becomes the policy for every advertising extravagance, the alibi of every advertising mishap.

I once heard a somewhat crude but telling temperance talk that bore on this point. A sailor from one of our naval vessels became intoxicated on shore leave, and was locked up over night by the local authorities. He was brought next morning to the American consul. You can imagine the interview—discredit to the uniform, indulgence of the local police, but the stern necessity of reporting all the facts to the commanding officer.

There was an American army officer present in the office who, as the jackie turned to go, said to him:

"Look here, my friend, don't you see that it would have been a heap wiser to have left the last two or

three glasses alone?"

"Well, Captain," the sailor explained, "you see I was out with the bunch."

"Stop right there," said the Captain, "drinking with the bunch never got a man into trouble. It's drinking ahead of the bunch that puts him in the guard house."

There was a frank admiration in the sailor's eyes as he said, "Gee, Captain, I see you've been there."

NEEDS CAREFUL ATTENTION

Advertising has become so great an economic force in our present business relations that it must be guided carefully and thoughtfully along the right lines. Perhaps we may compare it to the locomotive which is capable of being a great power when it is on its own track but weak and destructive off it.

This economic force will gain considerable strength and power as time goes on, and it should be the strongest pillar upholding the structure of business in the perilous times which economists tell us are bound to come in the next few years.

It will only maintain its strength, however, if the advertisers and agents and publishers constantly work toward knitting advertising closer to the sales end of the business.

You may have heard of the investigation conducted by a business man some time ago in which he sent out a letter to 119 motor car manufacturers asking them for information about their cars.

Only 97 of the 119 bothered to reply. Sixty-seven of the 97 who replied wrote one letter and then quit. Four sent catalogs and no letter. Thirty sent one follow-up letter and stopped. Five sent two follow-up letters and only one live-wire sent four.

THE BROKEN LINK

Twenty-eight distributors to whom the inquiry was referred by the manufacturer failed to write to the customer. In all, the prospect received 138 letters of which 67 said practically nothing of the merits of the car they were trying to sell. Three tried to make a dealer of the inquirer, and one offered him the state agency.

Such a poor link-up between the sales division and an advertising effort in which these manufactures had spent, and were spending, a great deal of money in nation-wide publicity, simply indicates that the law of the survival of the fittest will operate in the case of automobile advertisers as in all others.



HERBERT F. DEBOWER

The present abnormal conditions will no doubt abate, and when that times comes only sound and constructive sales and advertising policies that are properly linked-up will bring profitable results.

There is much to be done by proper advertising and publicity work. There are over 4,000 changes each business day in the United States. Firms suspend business, change hands, consolidate, move; individuals die, women marry, young people enter business. Surely no

advertiser can be satisfied with resting on his laurels feeling that his business is sufficient unto itself and dropping advertising in the belief that his product is sufficiently well known.

I believe that advertising, while it has done a great deal, has a great deal more still to accomplish and it will do its rightful share and its proper work only if directed along constructive lines by the business men who give real time and real thought to it.

Thompson Still Wants to Swat Advertising

Despite the fact that there is a slight chance that the bill proposing to tax advertising will ever be exhumed from its grave in the committee pigeonhole, and despite the many protests against it which House Ways and Means Committee, Representative Thompson, its sponsor, still continues to defend his proposal. Thompson argues that many business houses prefer to sink their excess profits in advertising rather than paying the excess profits tax, and that his bill would benefit the government. He also contends that it would bring additional revenue to the post office. These points, he thinks, counterbalance the deadening influence which

his bill would exert on the country's business initiative.

Manufacturers, chambers of commerce, boards of trade, department stores, trade publications, newspapers and a great number of individual merchants in all lines of business, in their wires to Congress, are proving conclusively that, nevertheless, the bill is a blow at the very heart of business.

New York "Globe" Now Three Cents

The New York *Globe* raised its price per copy last week to three cents, explaining the rise to its readers; the *Globe* says that the pennies of its readers pay for considerably less than two-thirds the cost of the paper used, advertising paying the balance and all other costs.

Price Slashing, Wage Cutting--And What?

The Flurry Over Merchandising Conditions and the Production Situation Brings Out the Opinion That the Consumer is "Unsold" on His True Position

By BRUCE MAC GREGOR

WITH the daily news and advertising columns full of announcements of reductions in some cases reaching sensational figures on retail stocks; with banks exerting increasing pressure upon merchandisers and with the public mind about half made up that something is due to break besides prices, a situation has arisen in the last week or two which is of vital interest to advertisers.

The impression seems to have gone abroad, not perhaps so generally among executives as among the masses who are at once the makers and the consumers of the nation's products, that a period of industrial let-down and commercial breaks is just in the offing.

"These good times cannot go on," has been heard for more than a year, a most remarkable year in advertising and selling circles. Within the recent past those who have been enjoying "good times" as a speculative or temporary matter, and who are not accustomed to much prosperity, have experienced a feeling of insecurity. They have begun to count their "small change." The first thrills of the "new rich" sensation all having passed off, the average consumer had become resigned to the paradoxical pleasure of earning much and paying it all for a living. The effect of this was reflected in the great volume of merchandising transacted as well as in the large sums invested in advertising. The purchasing power of the individual, which a few years ago astonished him beyond measure, decreased so rapidly during the war, with ascending prices of everything, that he had begun to accept high prices as a matter of course. He bought luxuries at first for the mere delight of causing the eyes of salespeople to bulge at the display of a roll of bank notes and later for the pleasures to be derived from their possession. He bought, in fact, everything in the market, until a great condition of undersupply was created. He is still buying but it is safe to say that except in cases and localities where, during the last fortnight, there have been such seemingly unprecedented price reductions, he bought with an eye to cutting the

A Forward Policy

THE task—or duty—of "selling the consumer" in America on the proposition of readjusting his views as to what he must do to retain the high wage standard which has been his during the last five years, is touched upon in this article, in view of the recent merchandising trend which would seem to herald softening of prices.

The writer believes that wages can be kept up, in the face of lowering prices, only if production is increased—production per individual.

Production per individual means "Responsibility per individual," something which has not existed in America during the recent past. This opens up a subject so vital to those who are engaged in advertising and selling as to call for wide discussion. It is probable that our readers are having experiences just now which would be highly illuminating.

—THE EDITOR.

corners; began to exercise real thrift.

Today, the writer who twelve months ago typed off 6,000 words about the workingman who "sport-ed" in the same domicile a player piano, a talking machine, a vacuum sweeper and a new perambulator, is busily wondering if the "panic ahead" signal really should be hoisted or if this readjustment in our economic affairs is going to come about without a crash—by a gradual, sensible, letting-down.

BANKERS TO THE FORE

To the economically wise who are in the most cases the conservatives in any community (and often to be found in the banking houses) it ought to be apparent that no form of panic is necessary at this time. Nevertheless it is evident from the trend of events that the bankers are in a measure forcing the issue of readjustment by lessening the credit allowed to certain enterprises. Business is beginning to turn from conversation to conservation. National leaders in industry who are, of course, the great national advertisers, are beginning to see a way through their production troubles because of this turn in the tide of thought. It is an encouraging sign to this class that the average man nowadays takes the trouble to count his cash on

hand and Mrs. Average Purchaser is beginning to ask salespeople the price of this or that article. This need not be taken as a discouraging sign in business. It is in fact highly significant of a solid, helpful condition.

It means simply that common sense is ascending the great American throne.

The crux of the entire proposition is, simply, that the people in general never had been "sold" on the idea of getting back to normal. They had been "fed up" on luxury, to an unprecedented degree, as if luxury were the most commonplace thing in the world, against their inner feelings that such a degree of prosperity as they were enjoying was enough to have made them gasp ten years ago.

The psychology of the proposition became that with wages high, with prices high and with persons talking in millions and billions, (although the sums generally were debts, not earnings) ideas flew high also, for ideas are hard to chain to earth.

Nevertheless a comprehensive "selling" campaign, at any time, would have turned the trend of thought, either downward, or horizontally along steady lines. At many times, particularly during the great drives for war funds and welfare work, it was inadvisable to discuss thrift, except in the sense of saving and turning it over for war purposes. Luckily those days are past. There is some suggestion in the air now, of instituting "less" days, as a remedy for the existing condition of under-production. It is not advisable to do any such thing. Such a program, instituted now, would have the effect intended so far as restriction of the purchase and consumption of "extras" is concerned, but it would serve still further to greatly restrict merchandising, and the result of this would be to hamper manufacturing, to curtail dealer activities, and to disorganize the avenues and systems of distribution painfully built up during the days following the armistice, at what cost and effort only those executives who directed the work may understand.

"After every war—a panic," you have heard pessimistic persons declare. Impossible. But if there is to be a panic after the great war of 1914-1918 it will be because the average man in business has proven himself a "bonehead" of the most interesting type and it is wholly up to him to decide whether he entertains for the next year, or immediately thereafter, an honest-to-goodness financial stringency, or continued prosperity. The prosperity we have known for the last four or five years may pass. If it does, better to be thankful for a "joy ride" with no fatal consequences. But it is bound to be succeeded by a new prosperity which will be of a better sort, embracing more satisfying, substantial things.

THE NEW PRODUCTION IDEA

Prosperity, henceforth, is to be a state of mind. If the average consumer, instead of fearing a panic, will reflect to himself and herself that today's earnings represent an immensity of prosperity never before finding a parallel, and revert to a little of the war time philosophy with which the working person received his large increase of income, there will be a simple way through the most trying days of the readjustment period. The viewpoint of the average person must be:

"I have done well—amazingly well, considering what I have delivered in service. Henceforth, in order to maintain my present income, I must steadily increase the volume of the service I render. I must make it evident to my employer that it would be inadvisable to reduce my pay regardless of where prices carry the market."

The situation is just this—that in the last few years, while the American dollar has not been a dollar but scarcely more than half that sum in purchasing power, the American working man has not been much nearer the "gold standard" than has the value of the coin.

It is notorious that under-production has been due in a large measure to individual "slacking" in industry. There has been a condition of initiative minus, of ambition minus; there has been altogether too little desire to render service. This has been blamed upon the cheapness of money. Money has had no genuine value to the worker. It has come so easily that he did not respect it and, failing to respect what he received for his toil, he found it very easy to lose respect for toil itself. Toil was

only respectable when it was evident to the toiler that he must be sincere, he must work hard, he must produce to provide the comforts of life for himself and his family. In other words, prosperity has demoralized those unaccustomed to it.

Just what form of message will reach the mind of the American worker and carry to him the truth, is not so easy to analyze. It is most difficult to preach economic sermons to those who need them most. But if under-production, if price-cutting, if the desirability for speeding up, fail to impress him, a sufficiently comprehensive publicity propaganda may accomplish that end. It is safe to say that the employer, the captain of industry, does not desire to reduce wages and salaries. When he does this he lessens the amount of currency in circulation and restricts his own market. Therefore it would seem desirable to maintain high wages. It may not be that the wage scale will have to stay where it is, but there must be a sufficient span between what a worker earns and what his living costs him, to provide a margin of safety. It is easy to see, along this line of thought, that prices must come down considerably further than wages. There is a double reason why this should be.

Give the average family (nineteenth of the consumers of the nation in their total) this margin of safety and they form an intelligent element in American life. Their very independence stabilizes them. It banishes their worries, brings contentment to them, urges them to increased effort and builds their self respect. Having property, they respect property.

Beyond the message of "work hard to hold what you have" there is a sequel given in the picture just presented.

Many communities have passed through periods of great unrest. Strikes have engendered ill-feeling, the ill-feeling of classism, a feeling decidedly foreign to American life. It is in such communities doubtlessly that panic talk, and the prospect of unemployment not of the choosing of the worker, would have its most marked effect. Something comprehensive, something more intelligent, then, must be said to the worker than that which will be said by agitators, pessimists and calamity howlers. The rank and file of industry must be "sold" on the idea of our industrial stability. And this job of selling must be done by persons who know how to sell. It is just as important to get over

this idea of stability, to workers, as it is to convey the impression of reliability concerning your product. The discussion of how this is to be done is extending into all lines of work.

VIEWS OF SOME LEADERS

Louis K. Liggett, President of the United Drug Co., upon his return from Europe a few days ago said:

"If the American people will stop talking panic and go to work they will forget about the panic that some of them imagine they see coming. Our allies in Europe are recovering rapidly financially and industrially and there is no justification for panic talk in the United States. I have traveled extensively through England, France and Italy and found the people cheerful and everywhere hard at work.

"Agricultural classes are especially optimistic."

Everett B. Terhune, Manager of the *Boot and Shoe Recorder*, in an editorial which he heads "Which Way Are the 'Trade Winds' Really Blowing?" says:

"So far as I know, or can find out, no business depression in the United States ever occurred in or immediately following a period in which money was anywhere nearly as plentiful as it is today and has been for two years, with a record-breaking gold balance to justify and even necessitate it.

"So far as I know, or can find out, no commercial cataclysm in this country of ours has ever come at a time of conspicuous under-production of necessities. Over-production has been a contributing cause of business lethargy."

"And so far as I know, or can find out, no real business paralysis has ever accompanied or immediately succeeded a time when the working man—or the farmer—was anywhere nearly so much the master of his financial destiny as he admittedly is today, and is admittedly going to continue to be for many years to come."

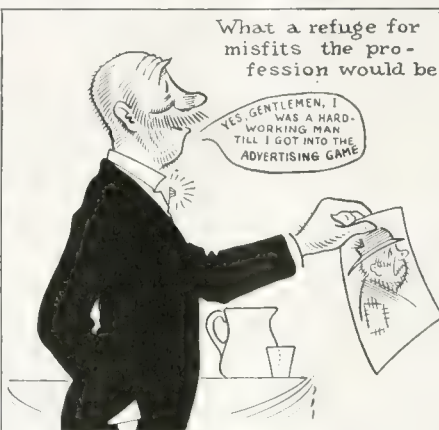
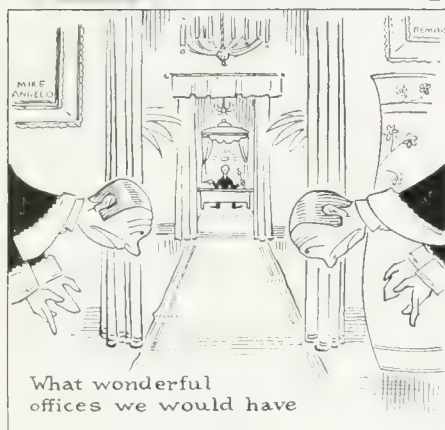
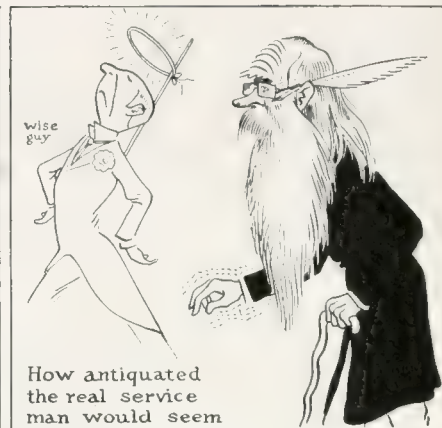
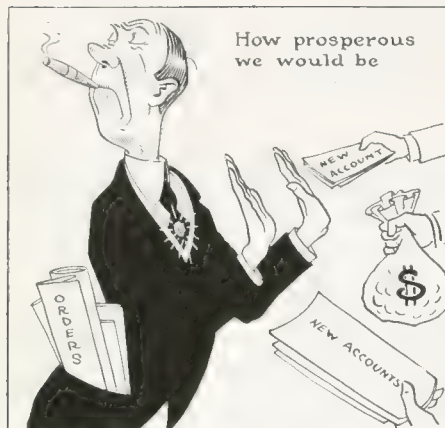
"Truly, I think the well-known volatile temper of the American business man has never been more strikingly demonstrated than in this silly inclination on the part of a few of him to mistake the probably approaching readjustment of commercial matters for a stagnation."

A VERY HEALTHY CONDITION

This is simply horse sense and the kind of constructive propaganda to which every person concerned should lend an ear.

The report of the Bureau of For-

If The "Game" Were As Easy As It Looks



Some Impressions of Artist Stanley of ADVERTISING & SELLING Staff on What Might Be

eign and Domestic Trade as given in a circular issued by the Guarantee Trust Company shows that during the month of March, with an increase of from \$603,141,000 to \$819,858,000 in imports over March of 1919, the chief sources of supply, in the order named, and the value of our purchases were: Cuba, \$74,848,000; United Kingdom, \$60,044,000; Japan, \$46,871,000; Canada, \$41,321,000; China, \$46,460,000; Egypt, \$23,049,000; Brazil, \$22,777,000; Argentina, \$19,189,000; France, \$16,939,000. Our chief purchasers, also in the order named, and with the values involved, were: United Kingdom, \$221,002,000; Canada, \$80,417,000; Japan, \$74,063,000; France, \$70,916,000; Italy, \$37,209,000; Cuba, \$33,669,000; Belgium, \$22,247,000; Germany, \$20,940,000; Netherlands, \$18,265,000. Our sales to Germany, which were nil in March, 1919, amounted to \$138,157,000 during the nine months ended with March, 1920.

Dun's Review of current issue, in reporting general business conditions finds, it is true, a variety of news not all of which is on the upward trend but ascribes the unsettlement to the unexpected events of the last few weeks in banking and

merchandising quarters, in the transportation congestion and in labor unrest. In the Eastern states the fact of an increase in building is taken as an encouraging sign. A notable increase in the supply of fruit and vegetables with prospect of excellent tobacco crops is another harbinger of continued prosperity. Similar satisfactory conditions prevail in the West. The filling of back orders, long overdue, is being reported. This in itself indicates that somewhere for some reason, production has begun to catch up with demand.

H. A. Saks, President of the Retail Dry Goods Association, of New York City, is quoted:

"It is evident that we are coming back to earth. This (the trend of prices) is a sane and normal movement toward sane and normal conditions. The general reductions in prices represent approximately the amount of the inflation in certain lines. Prices are not going to come down simply because the people want them to. The real remedy lies in more production. Honest work, and consequently more production, will result in a permanent softening

of prices which may amount to an average of 15 per cent."

James S. Alexander, President of the National Bank of Commerce, New York City, characterizing the present as a "time for steadiness, not for alarm," continues:

"I feel confident that we are definitely running into the inevitable and desirable readjustment, away from the unnatural business and financial conditions produced by the war and in its aftermath. This readjustment will be drastic in some respects, but it will bring us to a more safe, stable and satisfactory business basis for all concerned. To be fundamental the readjustment involves a revision of our price structure, a more conservative use of our credit resources and a careful realignment of the various elements in our whole business life in coordination with each other."

William Fellowes Morgan, who is President of the New York Merchants' Association, said the general decline in prices of luxuries was an "inevitable process of deflation in the progress of the country's trade toward normal conditions."

Advertising That Follows the Salesmen After the Dealer Is Sold on the Product

How the "Wids" Rubber Heel Campaign Is Reversing the Usual Process In a National Campaign Conducted on a Regional Basis

EVER HEAR OF WIDS?

If you have, you live in a favored community.

WIDS aren't being advertised everywhere.

And you won't hear of WIDS until the company of WIDS thinks it quite safe—for you and for the company—to let you.

Wids is a new rubber heel that is being advertised in a new way. The name per heel is "Wids," there being no s-less "Wid." "Wids" comes from the four selling points stamped on each heel.

Wears even.

Interchangeable.

Doubly durable.

Snaps on.

Those points tell the story, the title of which is "Double Wear From Every Pair"—the slogan for the new campaign. Wids wear even and are interchangeable and doubly durable because they snap on. For a dollar your cobbler will attach a metallic device to your heels and snap on the Wids, after which you may change them from heel to heel yourself every week, or every time they begin to wear down—on the outside if you are bow-legged and on the inside if you are knock-kneed. Of course, you won't admit that you are either, but "everybody do," however infinitesimally. This means, say the manufacturers, the Fiber Products Company of Boston, that you can get double wear from every pair, and that run-over heels will be relegated to the list of antiquities.

I said: "For a dollar, a cobbler will attach a metallic device to your heels and snap on the Wids." He will, if you can find the cobbler. That brings us to the unique point of the Wids advertising and selling campaign.

Wids advertising is following the salesman instead of vice versa. It has followed him to date into Boston, Hartford, Newark and a few other New Jersey towns—no further. It has followed him after he has placed his orders.

Here is the system. A Fiber Products Company salesman, armed with sample case, an abundant knowledge of how to sell cobblers on the new heel, and ability to train the cobbler into attaching it cor-

rectly goes into a new neighborhood. He looks over the cobblers in that neighborhood, talks Wids to them, shows them how to attach Wids and forms an estimate of their ability to attach Wids. Where that estimate is high enough he negotiates a sale of heels. When he has completed his "good cobbler list" for the neighborhood, he sends it in to his company. The company then sends out to the leading newspapers

of that neighborhood Wids advertising, a feature of which is a list of authorized Wids shops. It reads something like this:

THESE GOOD COBBLERS SELL
WIDS RUBBER HEELS.

The sale of Wids is restricted to good cobblers—the kind we can recommend to give you good service in repair work. The cobblers listed below are authorized Wids shops—we know their main object is to give you a good job and prompt delivery.



A real interchangeable heel

A Shoe-Saver—A Money-Saver

Few people wear their heels evenly—most people run-over their heels and run-over heels mark the beginning of the end of the shoes.

Heels kept square give double wear and the shoe keeps its shape longer. Wids heels being interchangeable prevent the over-run condition that spoils the shoe.

A good cobbler will attach a pair of wids for one dollar and this dollar will insure all the dollars your shoes cost.

You can then interchange Wids yourself in a jiffy at the first sign of wear interchange them, heel to heel. Wids are worth the little extra cost because in the end they save your shoes and save you money.

The sale of Wids is restricted to good cobblers. Write us for the name of the authorized Wids shop in your neighborhood.

FIBER PRODUCTS COMPANY. Manufacturers, BOSTON, MASS.

WIDS
INTERCHANGEABLE
Rubber Heels



Guaranteeing the Heels and the Cobbler in This Piece of Consumer Copy

The authorized list follows.

Why all this pother? Are Wids heels difficult to attach? Not particularly so. But the idea is new. The Wids heels is different. It costs the consumer more than the average rubber heel. Under these handicaps, where the cobbler and consumer must be educated up to the proposition, one inefficient cobbler in a neighborhood who botches a job of attaching Wids can do damage that it is going to take a tremendous amount of advertising to overcome. The Fiber Products Company is campaigning on the theory that rubber heels have come to stay, that the selling of the public on the idea of putting rubber cushions under its feet to soften the spine-shaking jars of locomotion over city pavements has been completed, and has begun to sell it on the idea of interchanging those cushions on the first sign of their running over so as to get long and economical service out of them. It cannot afford to have the educative process put back by the lack of skill or probity of inefficient or inimical cobblers.

FIRST RESULTS

An experimental campaign was tried out in Hartford, Conn., before the Christmas holidays and it was found that, as a result of this policy of restricting its customer list, sixteen cobblers in a town could give the company as much business as sixty would under ordinary conditions. Since that time, the sales plan has proceeded elsewhere on the same system. New Jersey was chosen first because the company happened to have that state well covered by its distributing lines. In only one city in that state was the standardized sales method departed from. That was in Newark where the cobbler list was not restricted. It is significant that results obtained in Newark have only reinforced the company's conviction the Hartford method was the correct one and it is announced that in the future the Newark experience will not be repeated.

The advertising—designed, remember, not to sell consumers on the idea of rubber heels but on the idea of most economy from rubber heels—tied up well with the well-known h. c. of l. or, more specifically, with the h. c. of s. (high cost of shoes).

"Here's one way to even up with the high cost of shoes," reads the copy that stares from a white box splashed against a big black background, "help them to wear longer."

How? Keep your heels from running

double wear from every pair

HERE'S one way to even up with the high cost of shoes—help them to wear longer.

How? Keep your heels from running over to the right or left—keep them square and you will not only lengthen the life of your shoes but you will help the shoes keep their shape longer.

Wids are the interchangeable heels that enable you to get double wear from a pair. Interchange them from heel to heel and let them wear evenly.

Wids cost a dollar a pair attached and they are worth it because they not only give you the utmost value as heels but they protect your shoes—keep them shapely—make them last longer.

The sale of Wids is restricted to good cobblers. Write us for the name of the authorized Wids shop in your neighborhood.

WIDS INTERCHANGEABLE Rubber Heels

Featuring Economy in the Face of Higher Cost

over to the right or left—keep them square and you will not only lengthen the life of your shoes, but you will help the shoes keep their shape longer.

Wids are the interchangeable heels that enable you to get double wear from every pair. Interchange them from heel to heel and let them wear evenly.

Wids cost a dollar a pair attached and they are worth it because they not only give you the utmost value as heels, but they protect your shoes—keep them shapely—make them last longer.

"Double Wear from Every Pair" stands out in white from the black background above this box, and the name and a cut of the heel, with its

Get more wear out of your shoes—these new interchangeable heels will save you shoe money

HAVE a pair of Wids attached to your shoes and you will get not only long-wearing rubber heels, but heels that can be kept square by interchanging them yourself in a jiffy.

What's the advantage? Heels kept square lengthen the life of your shoes—they keep their shape longer. Then, too, Wids give you double wear because by interchanging them you wear them evenly, not run-over on one side where you get only half the wear possible. As rubber heels Wids will give you excellent service, as interchangeable heels they save you shoe money.

Wids cost a dollar a pair attached, a little more than old style heels, but they will pay for them several times over.

The sale of Wids is restricted to good cobblers. Write us for the name of the authorized Wids shop in your neighborhood.

WIDS INTERCHANGEABLE Rubber Heels

The Method of Attaching and the "Wears Even," Shown Here

four selling points stamped on, shows in white relief below it.

MORE EFFECTIVE COPY

Another effective advertisement in the same color scheme carries the

caption, "A Shoe-Saver—A Money-Saver," and shows a diagram cut of the heel and the shoe with its metallic attachment to which a hand is about to snap the rubber section.

A good picture story is told in one of the Wids advertisements that shows two shoes, one run down on the side with the legend, "Other rubber heels wear this way"; and the other planted firmly and evenly on the edge of a carpenter's square with the legend, "WIDS wear evenly. Keep your heels square."

The copy sums up some of the strongest Wids selling points. Headed by the caption: "Get more wear out of your shoes—these new interchangeable heels will save you money," it reads:

Have a pair of Wids attached to your shoes and you will not only get long-wearing rubber heels, but heels that can be kept square by interchanging them yourself in a jiffy.

What's the advantage? Heels, kept square, lengthen the life of your shoes—they keep their shape longer. Then, too, Wids give you double wear because by interchanging them you wear them evenly, not run-over on one side where you get only half the wear possible. As rubber heels Wids will give you excellent service, as interchangeable heels they save you shoe money.

Wids cost a dollar a pair attached, a little more than old style heels, but they will pay for themselves several times over.

The sale of Wids is restricted to good cobblers. Write us for the name of the authorized Wids shop in your neighborhood.

GETTING UNDER WAY

One new point that the Fiber Products Company is making that is not generally realized by shoe users is that the strain of a run-over heel is brought on the shoe as well as on the leg muscles, that it stretches and warps the upper and forces the whole shoe into discard long before it should go.

Wids selling started experimentally, as I have already explained, just before the Christmas holidays. The real campaign did not open up until this Spring and Wids advertising followed in early April.

It is to be noted that original sales do not complete the Wids selling process. The Wids metallic base is permanent, but the rubber heel itself must eventually wear out as all rubber heels do. Then the customer, because Wids methods have made him a good customer, is expected to come back for a replacement heel, which sells at seventy-five cents.

By the time he does come back, say officials of the H. E. Lesan Agency, of New York, which is handling the campaign, Wids advertising will be covering the country.

The Principles of Color Preference

How Comparisons and Tests May Be Worked Out to Determine the Appropriate Uses of Shades and Tints Scientifically

By M. LUCKIESH

THERE are various strategic points from which to invade the vast, unexplored wilderness of the psychology of color by means of experimental research. Obviously, it would appear possible to obtain a measure of the ranks of colors in their order of preference. In fact, by conducting the experiments in an approved manner very definite data has been obtained. One of these more extensive investigations will be reported upon more or less in detail and the results will be supplemented by those of other researches.

Six pure colors, namely, red, orange, yellow, green, blue and violet were first chosen for the work. The violet was in reality a bluish purple as most violet colors are in actual practice. Then six medium shades and six medium tints of these respective colors were chosen. This series of eighteen colors was then presented to the subjects by the approved method of "paired comparisons;" that is, each color was compared with each of the remaining seventeen colors. There are 153 combinations of eighteen colors taken two at a time. The order of presentation of the 153 pairs was determined by chance beforehand and was very haphazard, thus eliminating memory factors. Furthermore, the greatest precautions were made to prevent the slightest suggestion. The subjects were instructed to forget everything else and live in a world of the color they were viewing. The aim was to eliminate association as much as possible and to obtain a measure by means of the preferential method of the innate appeal of the various colors. The results are those of "absolute" preference of colors in so far as possible.

The subjects were first and second-year college students; 115 males and 121 females. The level of intelligence of the subjects in this investigation is of less importance because the fundamental preference is to be obtained as free as possible from the influences of association, and therefore of intelligence and culture.

The investigation involved more than 35,000 individual records of the preferred color of a pair of colors. Some of the readings were thrown

The Uses of Color in Advertising

M. LUCKIESH, author of the accompanying article on color phenomenon, which is one of a series he has written for ADVERTISING & SELLING, here takes up the subject of preferences, in a manner calculated to be helpful to advertisers.

No attempt is made by Mr. Luckiesh to popularize the tone of his article, because of the nature of the subject and the desire to preclude any possibility of a misunderstanding of the meaning of what he wishes to state.

A further article on the general topic of color and its uses in advertising will appear in a forthcoming number of ADVERTISING & SELLING.—THE EDITOR.

out owing to illegibility or very obvious errors. The colors were numbered and were referred to entirely by number.

In order to give an idea of the magnitude of the investigation and to show the relative preference of the subjects for tints, shades, and pure colors the following table is presented.

Table No. 1

	Total favorable choices		
	115 males	121 females	Both
Pure colors	7,399	6,836	14,235
Tints	4,906	5,977	10,883
Shades	5,004	5,378	10,442
	Average favorable choices		
	115 males	121 females	Both
Pure colors	64.2	56.5	60.4
Tints	42.7	49.3	46.0
Shades	44.0	44.5	44.3

This indicates conclusively that for this group of subjects pure colors are much preferred; that is, when considering colors for color's sake, the pure colors are more preferred than tints and shades. The same results have been obtained for infants and savages, and evidences of this preference for the purer colors are available on every hand among primitive beings. From the viewpoint of absolute color preference, it appears that we are all savages regardless of age, nationality, creed, intelligence, or culture.

COLOR FOR ADVERTISING

The interpretation of these results for use in advertising indicates that at least wherever color is used purely

for color's sake, pure colors should be chosen. That is, where the color has no bearing upon the advertised product or its use, it should be pure or saturated. This is an important point in choosing a color for a trademark, for a package, or for any purpose where the color does not involve esthetics, harmony, or anything measured by intelligence or culture. This does not mean that pure colors should not be used in other cases. This general preference for pure colors indicates that attention will be gained by their use and therefore they should be used in every case where other considerations do not rule against them. Furthermore, it is well to choose colors which possess the most powerful innate appeal; that is, colors ranking high in the preference order of pure colors. This further step is discussed later.

At this point it is well to dwell upon the difference between absolute and relative color preference. There are sufficient data to prove that savage, infant, and civilized man are similar in their absolute color preference. That is, when colors are chosen for color's sake, entirely divorced from associations such as artistic usage, pure colors are predominantly preferred. Primitive races display their taste for pure colors in their dress and in their primitive art. Their languages contain words for only the conspicuous colors. Names for red appear in nearly all primitive languages; yellow in most of them; green in comparatively few; and blue is rather rare. There still exists among civilized beings a tendency to confuse bluish green, blue-green, and greenish-blue.

Intelligence and culture are the results of associations. Taste, for example, is a development of civilization or culture. The infant of civilization possesses few associational ties. He is like a primitive man in this respect. In fact, he is a primitive man in many ways. As the infant of civilized parents grows older he is taught and thus accumulates associations which combined are in reality what is termed education. Intelligence, taste, culture, etc., conspire toward complexity. The infant of uncivilized parents, as

he grows older, does not progress far from his original mental state, as compared with the first infant.

In studying the environments amid which civilized beings choose to live, it is obvious that the pure colors are no longer preferred. Tints and shades of pure colors and shades of tints predominate. Thus absolute preference gives way to taste. For the sake of a name as opposed to absolute preference, the term relative preference is used here to indicate the preference, as indicated by normal civilized subjects in which associations and all the complexities of civilized life play parts. However, the data already presented is of real value to the advertiser if he will use it with judgment based upon a broad view of the complex psychology involved.

The data obtained in the investigation under consideration will be analyzed further. Owing to the confusion arising from the large figures representing the actual number of choices, the data has been reduced to percentages and preference orders. In Table 2 the results of the total preferences for each of the eighteen colors have been reduced to percentages of the average. For example, the sum of the figures in one column is approximately 1,800, and there being 18 colors, the average number of choices would be 100 for each color. The actual numbers represent the percentage of preference attributed to the respective colors by the averaged group. The mean values are presented to the nearest whole number.

Table No. 2

Color	Percentage of average preference		
	Mean of 115 males	Mean of 121 females	Mean of 236 subjects
Red			
pure	148	141	145
tint	104	80	92
shade	97	99	98
Orange			
pure	112	103	108
tint	56	89	73
shade	71	65	68
Yellow			
pure	93	91	92
tint	68	97	83
shade	55	44	50
Green			
pure	121	105	113
tint	70	94	82
shade	84	101	93
Blue			
pure	164	120	142
tint	117	112	114
shade	109	111	110
Violet			
pure	128	116	122
tint	74	119	107
shade	108	113	111

It is seen in Table 2 that the pure color is always more preferred than the other two of the same group with the exception of one case. Even in this case there is little difference

between the rank of the "pure" yellow and the "tint." In general, the colors near the ends of the spectrum (violet, blue, red) and purple are generally more preferred than the colors near the middle of the spectrum, namely, green, yellow and orange.

In another experiment in which twelve pure colors were used, but only fifteen observers of both sexes the order of preference for the colors was: deep blue, deep red, red-purple, blue, green, orange-red, yellow-green, orange, yellow-orange, yellow, lemon yellow. These results are not as dependable as those under consideration because of the fewer observers, nevertheless they check the conclusion that the colors near the ends of the spectrum and purple are more preferred than the other. This apparently is an established fact and speculation upon the reason for these results will not alter the facts. However, it appears that the preference order is quite the reverse of the order of preference, as indicated by our surroundings such as wall-coverings and furnishings. It appears that with the freedom from the ties of taste the novelty of the rarer pure colors, blue, violet, and red, appeal to us in our "savage" state. Surely where color may be chosen in advertising without regard for anything else, the foregoing is a guide which, if followed, will result in the choice of colors of superior initial appeal and consequent attention value.

In Table 3 the colors have been listed according to their order of preference. This permits of a quick survey, but the reader is cautioned that Table 2 contains the fundamental data. In Table 3 a whole step in rank is not of equal value in every case as will be seen in referring to the actual data in Table 2. In Table 3 it will be noted that the pure colors predominate at the top and the tints and shades of mid-spectrum hues predominate toward the bottom. The pure color is indicated by the name, and tints and shades by the addition of *T* and *S*, respectively. A pure color, though preferred to its tint or shade, may be so low in the preference scale as to rank far down in the order of preference of the 18 colors. This is true of yellow, for example.

In Table 4 the pure colors, tints, and shades have been separated and the preference order for each group is given. It is seen that the admixture of white (a tint) and the admix-

ture of black (a shade) in some cases greatly displaces the color from the position of the pure color in the preference order of pure color, nevertheless, the ranks are surprisingly consistent.

A similar investigation though not as extensive was conducted with the aim of obtaining definite data pertaining to preference for combinations of pairs of colors. Fifteen different colors were laid on a table and the subject was asked to choose the pair which he most preferred. Almost invariably this was a pair of closely complimentary colors. After recording these colors they were separated and placed again among the scattered group. Another pair was then chosen by the subject, any color

Table No. 3

Rank	Order of preference of 18 colors		
	Male	Female	Both
1	Blue	Red	Red
2	Red	Blue	Blue
3	Violet	Violet T	Violet
4	Green	Violet	Blue T
5	Blue T	Violet S	Green
6	Orange	Blue T	Violet S
7	Blue S	Blue S	Blue S
8	Violet S	Green	Orange
9	Red T	Orange	Violet T
10	Red S	Green S	Red S
11	Violet T	Red S	Green S
12	Yellow	Yellow T	Yellow
13	Green S	Green T	Red T
14	Orange S	Yellow	Yellow T
15	Green T	Orange T	Green T
16	Yellow T	Red T	Orange T
17	Orange T	Orange S	Orange S
18	Yellow S	Yellow S	Yellow S

being used as often as desired. This pair was recorded and again placed amid the group. This was continued until ten pairs were recorded. At least one-half of the pair chosen were approximately complimentary colors and rarely were combinations chosen which were close together in the spectrum or "color-circle." The color-circle is an arrangement of the circumference of a circle. The order of the spectral colors is violet, blue, green, yellow, orange, red. The two ends are joined by a sequence of purples beginning with red-purple at the red end of the spectrum and joining the violet end with a violet-purple.

Area exerts an influence on preference and there is some indication that as the area increases, that is, as the space which the color occupies in the visual field increases, there is a tendency to prefer less saturated colors. This point is unestablished and has little value in considering color in advertising because advertisements occupy such a small portion of the visual field.

Certain sex differences are to be noted. For example, the female group preferred the pure red above

all the colors with blue second. The order is reversed for the male group, blue ranking first and the red second in the order of preference. This has been firmly established by other experiments. In fact, all the points emphasized in the foregoing have been corroborated by other investigations so that the general conclusions may be considered as thoroughly established.

Table No. 4

	Order of Preferences for Hues, Tints and Shades								
	MALE			FEMALE			BOTH		
	Pure	Tint	Shade	Pure	Tint	Shade	Pure	Tint	Shade
Red	2	2	3	1	0	4	1	3	3
Orange	5	0	5	5	5	5	5	0	5
Yellow	0	5	0	0	3	0	0	4	0
Green	4	4	4	4	4	3	4	5	4
Blue	1	1	2	2	2	2	2	1	2
Violet	3	3	1	3	1	1	3	2	1

SUMMARY ON ABSOLUTE COLOR PREFERENCE

The following are general conclusions pertaining to color preference when the colors are chosen for color's sake alone, that is, apart from any other consideration.

Pure or saturated colors are more preferred than tints and shades when colors are considered apart from anything else; that is, when colors are judged for color's sake alone.

Civilized man, infant, and savage exhibit in general the same absolute color preference.

The innate appeal of pure colors is generally much more powerful, at least, initially, than tints and shades.

Pure colors possessing hues near the ends of the spectrum are more preferred than those of mid-spectrum hues. That is, red, blue and violet and their tints and shades (also purple) have a stronger innate appeal than green, yellow and orange, and their modifications.

These absolute color preferences are quite opposed to those resulting from taste. That is, when colors are judged in connection with their use and combinations, in other words, when the elements of taste and culture enter, the tints and shades are chosen which are least preferred under the other condition or basis of judgment.

There are various possible reasons for this preference for pure colors such as blue, violet and red, but the simplest and apparently the strongest is that of novelty. These colors are relatively rare amid everyday environments. When they do occur they usually occupy very small areas or very small portions of the visual field.

In advertising, wherever color is

used merely for color's sake without any relation to taste or harmony or to the description or application of the advertised product, the choice of colors should rest largely upon the foregoing absolute color preferences. This would be true in such cases where a spot or border of color on a page is used solely to attract attention; in the case of a color for a package, symbol or trade-mark; and

in many other applications of color in advertising.

The most generally preferred pairs of colors consist of complimentary colors. Pairs of colors possessing hues close together rank low in the scale of absolute color preference.

Blue is more strongly preferred than other pure colors by men with a red a close second. Red is more strongly preferred by women with violet and blue closely following.

RELATIVE COLOR PREFERENCE

Color preference of the relative type may be studied upon every hand. The use of color as influenced by taste, habit, intelligence, environment, etc., is evidenced in decorations and furnishings of interiors, in dress, in painting, etc. The choice of color in advertising may be safely based upon the artistic sensibility or the taste of the individual if he is certain that his sensibility and taste are representative of the group to which his advertising is intended to appeal. Scientific investigation is of little value in this field. Daily observation and studies of taste and harmony of color and appropriateness will yield the data necessary.

Manufacturers Re-elect Mason President

Stephen C. Mason, of Pittsburgh, president of the National Association of Manufacturers, which organization composes some 6,000 manufacturers employing 6,000,000 people, was chosen again as president by the board of directors.

Other officers named are: Henry Abbott, New York, treasurer; J. Philip Bird, New York, assistant treasurer and general manager; secretary, George S. Boudinot, New York.

The new board of directors consists of Stephen C. Mason, Pennsylvania; Henry Abbott, New York; W. B. Baker, Georgia; Joseph Bancroft, Delaware; S. F. Bowser, Indiana; J. E. Edgerton, Tennessee; J. H. Frantz, Ohio; N. J. Gould,

New York; A. L. Humphrey, Pennsylvania; John Kirby, jr., Ohio; E. B. Leigh, Illinois; W. K. Leonard, Ohio; A. J. Lindenmann, Wisconsin; George L. Markland, jr., Pennsylvania; Constant Meese, California; A. H. Mulliken, Illinois; Enos Paullin, New Jersey; Charles L. Taylor, Connecticut; John Trix, Michigan; H. S. Wardner, New York; William P. White, Massachusetts; George H. Wilson, Rhode Island. The new members of the board are Messrs. Baker, Bowser and Mulliken.

What the New York "Times" Thinks About Advertising

In an editorial protesting against Government regulation of newspapers in the newsprint crisis, and against the excessive and discriminatory postal rates, the New York Times has this to say about advertising:

"Advertising is news; if it does not convey information, it has not been intelligently prepared. Advertising is the first and chief help to business; it has become so by custom and experience. It is the very life of competition. It promotes the sale and exchange of commodities, it helps and builds up trade, it enlarges the sales and increases the prosperity of the merchants, it adds to the national wealth. It enlarges the income of individuals, firms and corporations, and so swells the yield of income taxes collected by the Government. Is it a wise or intelligible policy for the Government to lay a special tax upon an instrument of trade that operates powerfully to swell its own revenue?"

"World's Work" to Have Spanish Edition

Herbert S. Houston, vice-president of Doubleday, Page & Co., after spending a month investigating conditions in Spain, writes enthusiastically regarding the friendliness of Spanish people toward the United States, and of their very evident desire for closer business relations with this country. While our trade with Spain has not been large when compared with many other countries (in 1919 it approximated \$150,000,000), American goods and American ideas are becoming more and more popular and, properly handled, our trade there promises a big future.

While in Madrid, Mr. Houston perfected arrangements for a Madrid edition of *La Revista del Mundo* (the Spanish edition of *World's Work*) to be produced partly in New York and partly in Madrid, following the same general plan as with *La Nacion* (Buenos Aires) edition of that publication. The announcement of this arrangement was greeted with much enthusiasm in Madrid and promises of co-operation were received from King Alfonso, the American Ambassador and many other persons of note, who hailed the plan as a strong force for building a better understanding between the two countries.

Summer Campaign for Great Northern

In a summer campaign which includes large space in the *Literary Digest*, *Courier's*, *Life*, *Leslie's Outlook*, *Independent*, *Town Topics*, the *Wall Street Journal*, and other newspapers, the Great Northern Railroad through the McJunkin Advertising Company, will feature Glacier National Park

Advertising America to the World

It Isn't Being Done Properly Because We Are Talking
and Writing Too Much to Ourselves About Ourselves

By THOMAS L. MASSON

Americans, as a whole, know how to advertise better than any other nation in the world—to advertise everybody but themselves. When we try to advertise ourselves, we make a mess of it.

We have two chronic ailments—braggadocia and self-abasement. The worst of it is that we not only inflict these things upon ourselves, but on everybody else.

Englishmen fight among themselves, but you don't hear them running down their country to others. If you say anything derogatory of Great Britain to an Englishman, he shrugs his shoulders and assumes an offensive silence.

When an American goes abroad and brags about America, he makes himself ridiculous. When anybody else says anything against America to him, he not only admits it, but expatiates upon it. He seems to feel that it is necessary to show the outsider that things are really much worse with us than the outsider had previously suspected.

According to an American we are these things:

The greatest country on the face of the globe.

So crude that when anybody whispers "art" or "literature" or "music" it is our business to step over in the corner and hide our heads.

Our system of government has every other in the world beaten off the map.

It is so corrupt, that we hate to whisper about it.

And so on.

We pride ourselves upon our efficiency methods, yet we do not apply these methods to advertising our own country. We pride ourselves on being up to date, on that kind of business radicalism that accommodates itself to new circumstances, yet in our methods of doing business with outsiders, our conservatism is coated with cobwebs. We are behind the rest of the world. As world salesmen, we simply haven't caught up. The fact is that underneath the surface we are set in our ways. We are not nearly so adaptable as we seem to ourselves. We've been spoiled by our own natural resources. Another reason? It is quite plain.

"Tom" Masson's Island

DURING a recent address before the New York Advertising Club, Thomas L. Masson, one of the editors of *LIFE*, said, "We are human beings surrounded by human nature."

William C. Freeman paraphrased this expression "Human beings entirely surrounded by human beings," thus reporting an island discovered by Mr. Masson. "We should think more about this island idea of Tom Masson's than anything else in the world, and if we do think more about it we'll be more human, more tolerant, more unselfish and very much bigger and better men."

Mr. Masson here advances a straightforward idea of how to make that portion of our island which is America better known and better liked, and its products more desired by the rest of the world.—THE EDITOR

It is because of our hitherto geographical isolation. The isolation has given us a feeling of security so far as outsiders are concerned; while at the same time it has stimulated our internal methods so far as we ourselves are concerned. We are more or less expert at competing among ourselves, but we are tenderfeet on the outside. The American advertiser, on his own ground, is a wonder. But his attitude toward the rest of the world is unconsciously influenced by this feeling of isolation. We must get over this.

For it is now a fundamental proposition that America is just as dependent upon the rest of the world as the rest of the world is dependent upon America. This is a comparatively new idea; it is just beginning to get home; the sooner we get it into the back of our heads the better.

If we are going to advertise ourselves properly, we must learn to know ourselves. It has been hard hitherto to learn how to know ourselves. We have been too young, too fortunate; too full of growing pains. Our voice has been changing. It has been set either too low, or has been a screech.

In these mixed emotions, we have not always been bold enough to tell ourselves the exact truth. For instance, we have said in a loud voice that America won the war, just because we have been afraid to say

anything less, for fear certain voting elements among us would object. Of course, we won the war—along with Great Britain and France. Why not?

There is nothing so much the matter with America except that America doesn't quite know what is the matter with herself.

If you are going to advertise an article, you must know all about it. The man who half knows his product, is the man who half fails. If you are selling bicycles, you must first learn how to ride one. It is very much more important that you should know the faults of the other man.

IMPORTANT TO INDIVIDUALS

Advertising America is the most important thing that every American has to do. You cannot do this unless you know America. If you want to know America you must study America. You have got to study its history; its topography; its people; everything about it. You can't know too much. That is one thing the matter with our public schools. They have no adequate system of teaching pupils about their own country. The appalling ignorance about this country on the part of every pupil graduated from our public schools is a national disgrace.

The most inspiring thing in the world for any man is to know his own country. The history of America is the most inspiring thing in the world. It is the greatest experiment in human nature and well being ever undertaken. Upon its ultimate success depends the knowledge of it on the part of each one of us.

No matter what you are selling and advertising—remember, you cannot know too much about it.

What is the reason that the other countries on the globe have such a confused notion of America? Because we gave it to them.

Consider this: The best things that have been written about America have been written by outsiders. De Tocqueville wrote the best book on our institutions. Bryce followed him up in another generation and wrote the best book on our government. Only recently we have Drinkwater, an Englishman, giving the best inter-

Statistical Comparisons

No. 3

Eastern States

Population - 24,910,446

Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Middle Western States

Population - 28,433,047

Area (sq. miles) 450,935

Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri.

	Eastern States	Middle West States
Bank Clearings (year Sept. 30, 1919)-----	\$202,480,000,000	\$56,172,000,000
*Individual Deposits (all banks) Nov., 1919-----	\$13,228,248,000	\$8,257,692,000
*No. Depositors in National Banks-----	5,040,210	5,305,771
Liberty and Victory Loan Subscriptions-----	\$9,656,091,150	\$8,394,208,750
†Value Manufactured Products, 1914-----	\$8,516,406,000	\$7,894,317,000
†Value Crop and Live Stock, 1919-----	\$1,904,915,000	\$8,716,580,000
†Number of Farms, 1919-----	527,000	1,868,000
†Farm Acreage, 1918-----	19,854,000	114,242,000
No. Personal Income Tax Returns, 1917-----	1,050,942	1,063,494
Net Income Shown on Returns, 1917-----	\$4,313,278,222	\$2,926,988,762
Tax Paid, Income Tax, 1917-----	\$378,131,268	\$127,384,455
Number of Families, 1910-----	4,626,789	5,894,599
Number of Illiterates, 1910-----	937,384	625,628
Number of Automobiles, 1919-----	1,379,000	2,672,000
Expenditures for Better Roads, 1918-----	\$49,308,307	\$89,911,848
Expenditures Public Schools, 1915-----	\$166,852,734	\$209,876,000
No. Morning Newspapers-----	104	108
No. Evening Newspapers-----	298	585
Average Circulation Daily Newspapers-----	8,646,981	9,435,095
Combined 5,000-Line Rate Daily Newspapers---	\$20.12	\$18.75

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000
A Day

*Report Comptroller of the Currency.....†Department of Agriculture.

pretation of Abraham Lincoln, while Percy Mackaye, an American, has apparently failed to interpret Washington. And so it goes.

Let us understand this whole problem.

It is quite simple to an understanding that works simply. It is, of course, hard for our understandings to work simply because we are blinded by so much machinery. We cannot even think simply about dollars and cents, because there is the whole vast machinery of exchange, of banking, of all our hideous network of finance, to obscure us. Yet when we come to examine it, it all resolves itself into a few simple facts.

Here is a simple fact: If we make more of anything than we can use, then we must either dispose of it, or cut down on our output. If we cut down our output, a certain proportion of us shall be thrown out of work. If we are thrown out of work, then we begin to suffer.

If we make less of anything than we can use, then the demand increases, prices go up and a few benefit at the expense of the others.

CAN'T "GO IT ALONE"

America cannot go it alone any longer. We must link up properly with the rest of the world. We must have markets in as many outside places as possible in order to control our destiny. We cannot stabilize ourselves unless we stabilize our relationship with the rest of the world.

Our relationship with South America is a case in point. We thought we could do business with their merchants first on our own terms, second by alternately insulting them and fawning upon them, and by sending men to treat with them who themselves did not understand their own country. We haven't yet learned even to speak their language. We have learned something from South America. We need to learn a great deal more.

For instance, the Latin temperament is almost the opposite from the Anglo-Saxon temperament. We incline to be supercilious and superior with the Latins because they are different from us. But this is no way to progress. The only way to progress is to help. If we are actually superior to certain others in certain respects, then we should help them to equal us in these respects. But we should also endeavor to ascertain where they are superior to us, and get them to help us to equal them. We should not forget that in certain

respects they are superior to us. For one thing they have better manners.

The nation that first understands this idea of international unity, of common concessions and tolerance, is the one that will lead the world.

A MARKET FOR EVERYTHING

There is not a single thing made in this country that may not be sold outside of it. Practically nothing is sold without some sort of advertising. It, therefore, follows that every advertising man in this country has a personal responsibility to see that his country—America—is put on the map properly.

It is not necessary to worry about the rate of exchange or all the seeming financial complications that make certain people throw fits from time to time. It is not necessary to burn up your brains predicting direful panics and wondering what awful thing is going to happen next.

The same laws apply to business that apply to everything else. You cannot run a business unless you put

soul into it any more than you can write good poetry. Business is not a mere juggling of dollars over a counter, but it's that plus a lot of human things you cannot see—plus character, honor, personality, form.

It's background that counts.

You don't buy a motor car from a man who spent his life in dealing faro.

Everything that you say about an article when you are advertising it is important, because you are building up its record. And it's record that counts.

If a stranger says to you—

"Bah! America is no good, look at the way you tried to grab Mexico in '47." You will reply to him:

"Look at the way we didn't grab Cuba in 1899." Then you will tell him about the real America—it's steady development in national character, it's aspirations. You will not gloss over the faults of America, but you will show him what every true American feels in his heart; and you will ask him to help.

Goes with General Motors Export Corporation

Paul C. Hunter, formerly in the advertising department of the Chicago Pneumatic Tool Company, has become connected with the publicity department of the General Motors Export Corporation. Hunter was previously assistant advertising manager of the National X-ray Reflector Company, Chicago.

Data Service to Open in New York

The Standard Rate & Data Service, Detroit, Mich., will open a New York office shortly with Albert H. Moss, formerly in charge of the Chicago office, as manager.

"Industrial Power"

With the policy of allowing only one copy to each power plant, *Industrial Power*, an attractive monthly publication, 5x7 inches in size, has been started in Chicago by A. R. Maujer, formerly Chicago manager of *Power*. I. L. Knetish-Rankin, formerly of *Electrical Review*, is editor, and Glenn H. Eddy, formerly advertising manager for the Green Engineering Company, East Chicago, Ind., is business manager.

Michaels Adds Accounts and to Staff

The Harry C. Michaels Company, advertising, New York, has added to its list the following accounts: Henry W. Peabody & Co., manufacturers of Domes of Silence; American Gas Accumulator Company, makers of highway signals and oxy-acetylene apparatus; Associated Pharmacists, Inc., Brooklyn, manufacturers of pharmaceuticals and drug sundries and the Physical Vitalizer Corporation, manufacturers of health appliances. W. D. Horne, Jr., formerly with the Locomobile Company, and A. R. Grinnell, of the Malted Cereals Company, have joined the staff of the Michaels agency.

"Iron Age" Publishers Export Catalogue

The Iron Age Publishing Co. has just brought out the "Iron Age Catalogue of American Exports." This contains the catalogues of leading American manufacturers of engineering, railway, foundry and electrical equipment and supplies, iron and steel, machinery and tools, hardware and cutlery. It is designed to give foreign manufacturers, engineers and buyers a compendium of really understandable data of the product manufactured in this country and is published in the five control languages of the world, English, Spanish, French, Portuguese and Russian.

"A. & S.' Surely Most Helpful"

Editor, ADVERTISING & SELLING:—"I want to compliment you on the magazine that you are getting out. It is surely most helpful."—J. D. Bates, J. D. Bates Advertising Agency, Springfield, Mass.

Wesley Sisson Starts for Himself

Wesley Sisson, of the executive staff of the Lesan Advertising Agency, and handling the business of the Postal Life Insurance Company and the New International Encyclopædia, has resigned from the agency as of June 1, but will continue, for a time at least, to prepare the copy for the advertisers mentioned.

Frank Seaman, Inc., Elect Officers

The annual election of officers of Frank Seaman, Inc., New York, is as follows: Frank Seaman, president and Walter R. Hine, vice-president and general manager; Floyd V. Keeler, Charles F. Pietsch, and Edward M. Pratt, are vice-presidents. Julian Seaman is treasurer; Frank A. Arnold, secretary, and James E. D. Benedict, assistant secretary, and Charles McCormack, assistant treasurer.

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada



Ride a Bicycle

The Cycle Trades of America, Inc., are using Collier's as the backbone of the national campaign to popularize the Ride-a-Bicycle idea.

Watch Collier's

Writing Foreign Advertising Copy

How American Copy Should Be Adapted to Foreign Conditions—Elimination of American Slang and Idioms—Terms to Be Used in British Dominions

By FRANK V. BIRCH

SOME time ago, one of the largest manufacturers of spark plugs in the United States undertook to advertise his product in Cuba and Porto Rico. One of the outstanding points in the company's domestic advertising was the emphasis laid upon its enormous production of spark plugs. "One hundred thousand spark plugs a day—a million spark plugs every ten working days" had been the slogan in this country.

But that kind of talk was wholly unsuited to Latin-American advertising. Why? Because the Latin-American could not conceive of such stupendous production figures. "A million spark plugs—that was impossible; surely the advertising must be insincere," thought the incredulous Cuban and Porto Rican. Those figures did not impress the Latin-American, because they were too big for him. Authentic as they undoubtedly were, he considered them an American "exaggeration" simply because he was not accustomed to dealing in sums of six figures or more.

The spark plug company found that it was much more effective to say "Four out of every five spark plugs in the world are . . . spark plugs." The Latin-American could believe that, because he could comprehend what "four out of five" meant, whereas 100,000 and 1,000,000 were beyond him.

For a number of years a well-known American manufacturer of corsets had stressed "Health, Comfort and Style" in his copy. The advertising was powerfully effective in the United States. It was almost equally successful in England, Australia, New Zealand, and other English-speaking countries.

But what did this advertiser find when he undertook to sell to the corset-buying "Senora" and Senorita" of South America, Central America and the West Indies? He discovered that the Latin-American woman is interested more in *style* and personal beauty than she apparently is in *health* and *comfort*. It mattered not to her if her corset was to make her uncomfortable. She didn't care whether or not her corset "exerted undue pressure on the abdomi-

nal organs." She wanted to look *stylish* and *youthful*. So the copy was changed to suit her, and more corsets were sold as a result of the change.

THE IDENTIFYING PICTURE

An exporter of paints and varnishes had been selling a certain kind of paint in South America under the same trade-name as was used to denote that kind of paint in the United States. It happened that on each container of this paint was stamped a reproduction of an elephant, which might have been the trademark of the company. Imagine the exporter's surprise when his South American dealers informed him that nine times out of ten the paint-buying natives asked for that kind of paint by the name "Elephante." The American trade-name meant nothing to them—the chances are that they did not even know how to pronounce it. But the picture of the elephant identified the paint to everyone who happened to see one of its containers. It didn't take that exporter long to advertise his product as "Elephante" paint after that. And his increased sales have justified the change of name in every Spanish-Speaking country of South America.

The manufacturer who contemplates building up a large export business through advertising abroad cannot expect immediate results. He must educate the buyers of foreign lands concerning the details of his product, the reliability of his organization and the advantages of his particular commodity over similar commodities. In fact, it may be said that for a whole year there will be no appreciable tangible results from his advertising investment. It takes time and patience and persistence to build up new markets. The buying habits of nations are not to be changed over night.

VALUE OF "INSTITUTIONAL" ADVERTISING

Take the case of one of the largest manufacturers of automobile tires and other rubber goods. Almost every American advertising reader has read that the tires of this particular company are "good" tires. By constant repetition, it has become

almost an accepted fact concerning those tires. A few years ago this manufacturer started an advertising campaign in Australia, New Zealand and the Far East. Did he start right out by telling the people of those countries that ". . . Tires Are Good Tires?" Not by a long shot! The Australian, the New Zealander and the Far Easterner had probably never heard of that particular rubber company. Why should they believe that its tires were "good" tires just because it said so in the *Sydney Bulletin* or in *The Far Eastern Review*.

Very wisely, this rubber company conducted a campaign of "institutional" advertising. For a long time the advertisements told about the strength of organization of the company; about the prestige and far-reaching scope of its holdings. They told about the thousands of acres of rubber trees that the company owned in Sumatra; about the reputation for quality and square dealing that had characterized its business relations everywhere. Not a word was said about *tires*. The next step was to tell the people of those countries how tires were made; how rubber quality had been stabilized by constant tests and experiments; how the crude rubber sheets that were the basis of good tires were transformed into the finished product, step by step.

BEGINNING AT THE BASE

After such an "institutional" and educational campaign, the readers of advertising in these far-off countries were ready for the real tire-selling campaign. They had become accustomed to reading the ads of this company; they had become familiar with the name of the company and its trademark; they had acquired somewhat of a confidence in what the advertising had to say. After that the advertising sold tires—sold them by the thousands and tens of thousands and is still selling them in ever-increasing numbers. The results have been worth many times over the expenditure of time, money, patience and persistence that has characterized this campaign.

What was true of that rubber company in Australia and the Far East

(Continued on page 22)

"THE HOUSE OF TRANSPORTATION"

Chapter Three

IN the preceding chapters, we told about the launching of our "Shipbuilding Unit," a close companion to our "Railway Unit" and consisting of two publications devoted to the marine field—the "Shipbuilding Cyclopedia" and "Marine Engineering."

Now, boilers have much to do with transportation on both land and sea; so that "The House of Transportation" shall be more comprehensive, we have bought and will continue to publish "The Boiler Maker."

The paper is not new. For eighteen years, it has been recognized as an authority on boiler making and maintenance. It is our purpose to add to its own editorial staff, the knowledge and experience of those editors who are behind the "Railway Mechanical Engineer"—a paper which while devoted entirely to railway mechanical department subjects, has always dealt with locomotive boilers as a part of its regular work.

Together, and in combination with the editorial forces of the "Shipbuilding Cyclopedia" and "Marine Engineering," it is not hard to appreciate what "The Boiler Maker" will mean to advertisers who want to reach those who have to do with designing, building, testing, maintenance and repairing of boilers of all types.

"The Boiler Maker" is a member of the Audit Bureau of Circulations. Write for advertising rates.



SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO
Transportation Bldg.

CLEVELAND
The Arcade

CINCINNATI
First Nat'l Bank Bldg.

WASHINGTON
Home Life Bldg.

LONDON
34 Victoria St.

Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer--the "Railway Service Unit"--all members of the A.B.C. and A.B.P.

Helping the



Farm Life

is not a woman's publication, but as a general publication covering the interests of all those who live and make their living on the farms, devotes a due share of attention to the farmer's wife.

It helps her in matters of dress, in equipping the farm home, in developing those diversions that keep her children happy and healthy and satisfied.

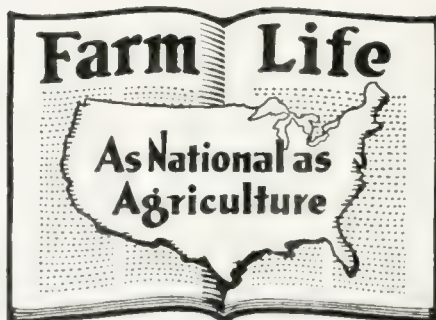
During the past six months Farm Life sold patterns to farmers' wives as follows: Oct. 4645, Nov. 4331, Dec. 2244, January 2847, Feb. 5636,

Middle States

Farms 36% of Total in United States
Farm Life 32% of Total Circulation

Western States

Farms 6% of Total in United States
Farm Life 6% of Total Circulation



Eastern States

Farms 12% of Total in United States
Farm Life 17% of Total Circulation

Southern States

Farms 46% of Total in United States
Farm Life 45% of Total Circulation

Farmers Wife

March 7061, a total of 26,764 for the six months. Thousands wrote asking for advice on questions related to dressmaking, and other matters of domestic interest.

And at the same time the masculine branch of the great number of families served by FARM LIFE made greater demands for advice and help.

FARM LIFE is an ideal publication for soap, toilet articles, household equipment and everything else that women in comfortable circumstances buy.

FARM LIFE is the most national of national farm papers, with 650,000 subscribers evenly distributed in every agricultural section of the country.

THE FARM LIFE PUBLISHING COMPANY

Advertising Representatives

THE JOHN M. BRANHAM COMPANY

New York

Chicago

Detroit

St. Louis

Atlanta

SPENCER, IND.

FarmLife

Foreign Advertising

(Continued from page 18)

is true of scores of others in every foreign country where export trade has been established. A firm foundation must underlie foreign merchandising. If the basic advertising structure is sound and the product good, it is hard to fail. Suppose the manufacturer of . . . 's Best Flour were to start an advertising campaign in some foreign country where that flour had never been sold before. The natives of that country have never heard of . . . 's Best Flour. It might just as well be Smith's Best Flour, or Johnson's, or Brown's, for all they know about. Just because a trade-name, slogan or manufacturer's name has become almost a household term in our own country, we must not suppose for a minute that our South American, Australian or Far Eastern brother knows all about it.

In preparing copy for a large rubber exporter I hit upon the headline "Royal Cord Tires Are Royal Tires" for a South American ad. In a few days I was informed by the Spanish department of our organization that the ad was worthless because the effect of the play on words was entirely lost when translated into Spanish. I had forgotten for the moment that upon translation the name "Royal Cord" remained in English, while the adjective "royal" became "regal."

The use of words and phrases that are strictly "American" should be avoided in export advertising copy. Motors in foreign lands do not possess "pep." Neither do they "take the hills on high." The term "Mileage Hogs" as applied to tires would be quite meaningless to most people in foreign lands. Never use words like "top-notch," "dilly-dally" and "stunt." And remember, please, that "dollars" and "cents" mean about as much to foreigners as "taels" or "farthings" do to us.

WHERE ENGLISH IS SPOKEN

In preparing copy for foreign lands where English is spoken it must be borne in mind that many common words are spelled slightly different in those countries than in America. For instance, tires are "tyres"; pajamas are "pyjamas," and color, labor, favor and honor are "colour," "labour," "favour" and "honour." The Britisher, Australian, New Zealander or South African never speaks of an automobile. It is always "motor car." And in-

stead of truck, it is "lorry" or "motor lorry." Gasoline is practically unknown abroad, since the word "petrol" is used almost entirely. Neither does the Britisher say airplane, but "aeroplane." These slight differences of vocabulary might impress one at first as being trifling, but consider your reaction to the words "lorry," "petrol" or "iron-monger," should you come across them in your daily perusal of local advertising.

Advertising that compliments English habits, customs or institutions has been found to be very successful in England, Australia and other parts of the British Empire. One of the most successful advertisements published in Australia and New Zealand was one that advertised the locks and night-latches of one of the largest American lock and builders' hardware manufacturers. The illustration used was a drawing of the British fleet steaming into a harbor, the majestic vessels in single file from the "close-up" to the horizon. The headline used was "The Watchdog of Five Million Homes," and the copy went on to say: "As the super-dreadnaught is the watchdog of the seven seas, so is the . . . Cylinder Night Latch the watchdog of five million homes—protector against unwelcome invader, pilferer and thief."

The Englishman is proud of his fleet and it is not hard to understand why this particular advertisement appealed to him favorably. But care must be exercised not to make the praise too lavish or the compliment too obvious. Don't "lay it on" too thick, or the comparison may be ridiculous and even offensive to the reader.

The English are great observers of "ancestry." They admire things that "grow on family trees." Prove to a Britisher that an article is a "thoroughbred" or is "pedigreed" and the sales is half made. An American manufacturer of pipes and smokers' supplies recently conducted a highly successful advertising campaign in Australia. The copy that "pulled" the best read as follows under the heading "Pedigreed":

"Entirely apart from the pleasing comfort that comes from a genuine French Briar pipe, made clean, sweet and mellow by a special process of seasoning—entirely apart from this is the added satisfaction of smoking a thoroughbred pipe—a pipe that for fifty years has been proud to own . . . 's as its name.

"The . . . Pipe is made by the

world's largest pipe manufacturers, who have spared neither pains nor money to build a really thoroughbred pipe.

"You will appreciate the difference."

The illustration of this ad was that of an Australian army officer (the ad was published before the war was over) smoking a pipe and bouncing a "pedigreed" English bull-terrier on his knee. A half-tone of the pipe and the company's trademark were shown prominently, as were the Australian dealer's name and the name of the manufacturer.

THE USE OF ILLUSTRATION

What about illustrations of advertisements designed for use in foreign countries?

In English-speaking lands there is no great difference from the methods of illustration now in vogue in the United States. Close-ups of the product predominate. Avoid the showy, overwhelming and "tricky" illustration. A good half-tone of the product you are trying to sell; a clear, straightforward description of what it is and what it will do for the buyer, and explicit instructions as to where and how to obtain the product—those are the things a prospective buyer wants to see in an advertisement.

In Latin-America, however, there is a different in the manner of illustrating. A great many foreign advertising writers and artists seem to think that all that is necessary to make copy a masterpiece for publication in South America is to decorate it with palms and banana trees. What would you think of an ad published in one of *our* popular advertising media by some enterprising Brazilian who was trying to sell us a select brand of coffee if it were only embellished with pictures of American Indians and buffalo? Of course, Indians and buffalo are truly American, but why "rub them in?" By the same token, then, why should our South American friends be forced to gaze upon exaggerated pictures of palm trees and ox carts every time they read copy that has been "made in America?"

Good photographs are always preferable—in South America or in any country. Pictures are the universal language, as readily understood by the "peon" of the tropics as by the most educated aristocrat of royal households.

Advertising copy that is written for publication in Cuba, Porto Rico, Central America or South America should be as short as possible—for

two reasons. In the first place, it will be found that the copy is from 25 to 40 per cent longer after it is translated from English into Spanish. Copy that just nicely fills the space in English phraseology will overcrowd the same sized space when put into Spanish. Many a good ad has been spoiled because it was necessary to run it in six point on account of "too much copy" after translation.

BRIEF ADVERTISEMENTS THE BEST

The second reason for brevity is accounted for by the temperament of the Latin American. I hesitate to say that the Latin American is lazy. I would rather give him the benefit of the doubt and say that he hasn't time to read ads that are not brief. But it is a fact that the most successful ads published in South American countries are those of but few words—ads that attract attention with a good illustration and headline, and having been noticed favorably,

inform the reader with only a short paragraph of copy. The Latin-American will not stop to read lengthy descriptions. Even if the advertisement is of more than passing interest to him he won't read it if it is going to require an effort on his part.

In the countries of the Far East, particularly in Japan, colors should be used in advertising whenever possible. The Japanese appreciate ads that are brilliant with two or three colors—the brighter the better. However, most of the best publications of the Far East are printed in black only (except for the covers), so that the use of color in advertisements is not generally feasible.

So, after all, the preparation of effective advertising for foreign countries is merely the same old question of "knowing whom you are talking to." There are no hard and fast rules that can be set down. I don't know of any text-books that have been written on the subject of

"foreign advertising." It is something that must be learned by observation—by experience. There is no reason why any man who knows how to write good copy for domestic use cannot learn to write copy for foreign advertising.

But it is not wise for American advertisers to turn over their foreign advertising appropriations to novices and to men who "think they know the foreign markets." Practice costs money, and, although foreign space rates are lower generally than domestic rates, it does not pay to "amuse" the natives of foreign lands with advertising that will not sell goods.

The only safe, sure way to success is to place your advertising in the hands of those who are trained in the business of selling American-made commodities to the peoples of other countries—via foreign advertising. If your product is right and your patience abundant you cannot fail.—*The American Exporter.*

Helping the Illustrators to Advertise You

The Artists Do Not Conjure from Their Imaginations All That Goes Into Today's Excellent Story and Advertising Pictures

By A. ROWDEN KING

UNDOUBTEDLY the casual reader of the magazines—and for once we are referring to those pages in the magazines over which the editorial departments watch instead of the advertising departments—does not realize the vast amount of effort which the mere gathering of authoritative material to be used in connection with the illustrations for stories and other articles represents.

We know of illustrators of big repute who consider that most of their work is done in connection with illustrating a story when they have succeeded in getting together the necessary data. They do not pretend to carry in their heads, to know from memory, every last detail of the uniform of a soldier, the superstructure arrangement of a submarine, the fender of a high class automobile, the appearance of a bough of apple blossoms and the thousand and one other unrelated details which any story may demand of them. Some of them have data files which are more or less elaborate. Some of them systematically borrow such data from fellow artists. Some of them go to the li-

braries, though their number is relatively few.

"Say, Bill, you haven't a picture of the fin of a whale, have you?" is the sort of question you will hear continually around studio buildings where the clever-fingered gentry foregather who make a business of painting the "awe" into "stories."

With a knowledge of these facts in mind, an illustration which we chanced upon in connection with a story in the January issue of the *Woman's World* just naturally suggested an advertising idea.

The illustration, while a good one, was not particularly extraordinary except for this: that it showed a young man throwing the light from a pocket electric flashlight he was carrying full upon a young woman who stands opposite him in the darkness, a revolver in her hand.

Just as it stands, it is not a bad advertisement for the Ever-Ready Daylo. But just suppose that Warrant Pryor, the artist who drew it, had at his elbow in his data file a printed folder showing the details of the various models of the Day-

lo. In that event, it is to be presumed that the story illustration referred to would have said "Daylo" even more distinctly and the manufacturer of the latter would have been plentifully rewarded for his efforts in sending out several hundred such Daylo folders to leading illustrators. The illustration would have carried to the readers the educational message: "Carry the Daylo with you when you go out nights" quite as well as an expensive advertisement.

THE SELECTION OF ARTISTS

There are many manufacturers of goods, as to the use of which they are endeavoring to educate the public, who would do well to take this hint to heart. Such manufacturers would go to the trouble of getting the names and addresses of men and women who are continually producing illustrations for publication in connection with stories and articles in magazines—and in books, too, for that matter. And to them they would send data explaining the appearance and uses of that which they manufacture and to the use of which it may be presumed the public is taking kindly.

It must not be forgotten that the illustrators to whom we have referred are continually striving to make their illustrations as correct and up-to-date as possible. This is the day of smart things. Smartness means up-to-dateness as much as anything else.

Time was when almost any sort of picture, dashed off while the illustrator had nothing better to do, would pass muster in the magazines. But today the competition is keener than ever before. Never was there such a demand for excellence. And that little added authoritativeness which the possession of the right data would supply may mean all the difference between excellence and mediocrity.

If the heroine is discovered while she is vacuum-cleaning the room, as she is easily apt to do in this day of modern writing, it behooves a lone bachelor illustrator to know what a vacuum cleaner looks like instead of attempting to guess at it, as he is very apt to do. If the mother in the story is to be shown feeding her baby from a bottle as Climax One develops, and if that mother is described by the author as being progressive and very much up with the times, it is well that the illustrator have quickly available a picture of a modern sanitary open-mouth nursing bottle.

AS TO "ADVANCED" STYLES

Then there is the matter of feminine styles. When the cloak and suit trade is going to no end of expense, including fashion shows and the like, it maybe presumes that it would be well worth the price to do the little that would be necessary through the mails to let the illustrators know whether, six months hence, skirts will be long or short, loose or tight at the hem and the dozens of other similar feminine details which, if makers knew it, concern the illustrator who is conscientious far more than they ever suspect.

The advertisers of today frown upon the activities of the press agent with his free reading notices and the like. But here is a form of indirect advertising available to advertisers whose products are still in the educational stages which, though "free," can in no sense be looked upon as objectionable.

The advertising central organizations, such for example as the Association of National Advertisers, might do well to be prepared to supply lists of the names and addresses of these illustrators to whom such data material might be

sent. And the plan might be followed, as far as practical, to send out such material in a standard page size to facilitate filing—say 8 by 11, to fit a regulation vertical letter file drawer.

Business Paper Editors Will Prepare a "News Creed"

Business paper editors, gathered at a luncheon of the New York Editorial Conference, on Thursday of last week, decided unanimously to issue a "creed" which would make clear for advertising managers and others the type of material which will be accepted as news. The action was taken as a result of talks made by Fred R. Low, editor of *Power*, and John W. Stephenson, editor of *Upholsterer and Interior*

Decorator. R. M. Feiker, of the McGraw-Hill Co., presided.

Former Otis Advertising Head Directs Studio

John R. Reid, formerly advertising manager of the Otis Elevator Co., has become business manager of Reid, Fletcher & Hart, Inc., advertising artists. Mr. Reid, who was with the Otis Elevator Co. for six years, was previously assistant art director of the American Bank Note Co.

Sutton Is Denby Advertising Manager

E. T. Sutton, for three years district sales manager for the Denby Truck Co., Detroit, Mich., has been promoted to the position of advertising manager.

New Copy Appeal Double Sales

—In Six Weeks Time, With
Two-thirds the Space

A CERTAIN successful user of newspaper space, with thorough distribution, experienced a falling off in sales a few months ago.

Investigation showed that the goods were not moving from the dealers' shelves as they should and it was felt that this must be due to the copy. We were consulted, and a new appeal was worked out.

Because the largest selling season was passing, and for other reasons, we recommended a schedule costing only two-thirds of that being used.

There was no break in the advertising. The old copy ran until the day our new campaign started.

Within ten days after the appearance of the new advertising, sales started to increase and have steadily climbed until they were twice as heavy as when our new copy started about six weeks before. And this happened in spite of the fact that the peak of the season for this class of merchandise had passed, and

Rice Millers to Invest \$2,500,000 in Advertising

To convince America that rice is not "something to be eaten only with gravy," \$2,500,000 will be spent within the next five years in advertising by the Rice Millers' Association, New Orleans, La.

The big publicity program was adopted by the millers in session at New Orleans, following the election of Frank A. Godchaux, president of the Louisiana State Rice Milling Co., who originated the advertising plan, to the presidency of the organization. Ninety per cent of the rice sellers of Louisiana, Texas and Arkansas are represented in the association, and 90 per cent of the membership have agreed to give five cents a barrel for every 162-pound barrel of rice milled toward the campaign. This, it is estimated, will amount to at least \$500,000 a year, and

since the agreement is for five years, the total investment in advertising will exceed \$2,500,000. The campaign is expected to be ready within 90 days.

Chicago Agency Changes Name

Cross & Simmons, Inc., Chicago, announces a change in corporate name to the Simmons Associates, Inc. The personnel is unchanged, except that John H. Cross, formerly president, becomes vice-president, while H. H. Simmons, formerly secretary and treasurer, becomes president. Three other of the principals of the organization have acquired ownership in the company, and have been elected officers. They are: A. E. Warner, vice-president; Harold L. Brown, secretary, and Paul A. Florian, Jr., treasurer.

Mr. Cross resigned as president to devote a portion of his time to the newly

organized company of Cross, Neal & Co., which will serve manufacturers in business organization and management.

Newby Made Bethlehem Sales Manager

C. R. Newby, of the sales department of the Bethlehem Motors' Corporation, Allentown, Pa., has been advanced to the post of sales manager.

Will Direct Sales of New Battery

G. M. Guild, formerly with the Willard Storage Battery Co., has been appointed sales manager of the Westinghouse Union Battery Co. This company, representing Westinghouse interests, was recently formed to enter the automotive battery field in an active way.

Rhoades Will Manage Wheel Sales

D. M. Rhoades, formerly of the General Motors' Corporation organization, has been appointed sales manager of the Lack Mfg. Co., makers of the multi-disk aluminum wheel in Paducah, Ky.

Stewart Sales Manager Promoted

Charles C. Craig, general sales manager of the Stewart Motor Corporation, Buffalo, N. Y., has been promoted to be assistant to the president. Edward K. Roberts, who was with the Hush Mfg. Co., for several years, and previous to that with the Locomobile Co., has succeeded Mr. Craig.

Will Direct Talking Machine Advertising

A. L. Addison, of the Wm. H. Rankin Company, has been appointed advertising manager of the Empire Talking Machine Company.

Munro Goes with Brooke, Smith & French

Walter J. Munro, formerly with Green, Fulton, Cunningham Company, has been associated with Brooke, Smith & French, Detroit advertising agency, as head of merchandising department. Mr. Munro was for three years connected with the Curtis Publishing Company at Philadelphia, later advertising manager of the S. S. White Dental Manufacturing Company before coming to Detroit in 1915 to join Green, Fulton, Cunningham Company.

Morse, Advertising Manager Hare's Motors

Charles B. Morse has been made general advertising manager for Hare's Motors, Inc., New York, to succeed John A. Kingman, who resigned. Morse was formerly advertising manager for the Packard Motor Car Company of New York.

Pittsburgh Ad Club Elects Officers

W. L. Schaeffer, advertising manager of the National Tube Co., at the annual election of officers, was chosen president of the Pittsburgh Advertising Club. F. P. Damon, of the Joseph Horne Co., was elected vice-president, W. G. Evans, Harris Pump & Supply Co., secretary, and C. A. Riddell, Chatfield & Woods Co., treasurer.

H. V. Jamison, advertising manager of the American Sheet & Tin Plate Co., is now editor of *Adverts*.

in spite of the fact that we are running only two-thirds as much space as was formerly used.

This is simply one more straw to show the vast difference in sales which can result from one type of copy as compared with another, and one more link in the chain which shows that tested appeals which have made good on mail order advertising may be used with equal effectiveness for selling goods through dealers.

The mail order advertiser, because of his definite check on each individual advertisement, knows the appeals that will work and those which will not. And he has known that for one appeal to sell ten times the amount of goods of another is not at all unusual.

We are using this knowledge of appeals and copy, which we have gained in handling a large volume of mail order advertising, in selling goods through dealers. The instance cited above is merely one of a number which show what may be accomplished.

Our little book "The Tested Appeal in Advertising" goes into this subject in a way which has interested many executives. We will gladly send you a copy on request.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING
404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

The Wholesaler's Place in the Manufacturer's Advertising Campaign

The Jobber Makes a Serious Blunder When He Fails to Participate With All the Means at His Disposal

By D. ARTHUR JOHNS

Advertising Manager, J. I. Prentiss Company

IT HAS BEEN SAID by one prominent student of affairs that we are living in an age of co-operation. Co-operative efforts are, in a measure, supplanting competitive efforts, with results that are beneficial to all. This idea is so strong in some quarters that "trade secrets" have been divested of their sacredness. These are now placed on the

table. It is in this spirit that I am relating our experience in taking up the slack in advertising campaigns engaged in by manufacturers.

A manufacturer selling through wholesalers may plan an extensive and, apparently, strong campaign. His copy may possess every conceivable sales-building element known to the advertising craft. The choice of media may be beyond criticism. Let's call it a complete and well-nigh perfect campaign—backed by a product of genuine merit. And then we stumble upon the weak link, the man who should be most vitally concerned, the wholesaler or distributor.

Some years ago I concluded that a wholesaler's advertising department was not functioning properly by merely interesting itself in its own publicity. I mean by that, in featuring exclusively its own private brands. Yes, it is contended by many wholesalers that the promulgating of a nationally advertised product belongs solely to the sales department. And it is right here that the jobber makes a serious *profit-losing* blunder. It is not enough for the wholesaler, when placing nationally advertised goods with his sales staff to casually refer to the "big advertising campaign now running." No! For by that attitude he throws the selling responsibility entirely upon the salesman—the fellow who must bring home the bacon *even if he is improperly outfitted*.

This policy of merchandising was alright in the old days, when the retailer's *first and only concern was the profit* an article carried. To-day the retailer wants to know something about the possible demand for the product. His mind runs along the channel of "turnovers." The advertising plans of the manufacturer are of vital interest to him. What is more natural than that the wholesaler's salesmen should be fully posted on the publicity work in progress on ALL the lines he carries. It is one of his biggest selling arguments.

So in the manufacturer's advertising campaign the wholesaler is the CENTER LINK. Well, even a schoolboy knows the importance of the center link, so it stands to reason that red-blooded manufacturers and wholesalers must understand the value of it, also.

It was a realization of this that influenced me in starting what, for the need of a better name we christened the "Ad-Gallery." One section of our salesmen's conference room is devoted to displaying current advertising copy of food products handled by our house. And wherever sufficient reprints of these advertisements are obtainable from the manufacturers, these are placed in our salesmen's sample cases as constant reminders of what Mr. Manufacturer is doing to assist them in making sales.

One of our most successful "co-operative campaigns" was just concluded. After a thorough analysis of the product, its possibilities for sale and profit; advertising plans of the manufacturer and what we might expect in the way of co-operation from him, I outlined our plans and the campaign was on.

One of the discoveries we made was that the periodicals carrying this manufacturer's advertising reached 82 per cent of the population in our area. What an opportunity! Here we were right in the harvest field, and barely touching the grain. A punch—a real punch—was injected into the campaign and enthusiasm ran high. Space forbids elaboration, but suffice to say that our efforts brought about a sales increase of approximately 700 per cent in three months. Incontrovertible proof that a wholesaler is doing something worth while by interesting himself in ALL factors of sales-building.

Every wholesaler should maintain an aggressive advertising department and utilize it to the limit. To the argument that his profit will not permit such an organization, my only answer is not to forget the most es-

Keeping Up With The Times

A FACT A WEEK

WORKERS in the service of Uncle Sam have few rights, other than those of publicity and petition. It is difficult for them to take their cause before an employer as intangible as the United States Government.

It has, therefore, fallen to the lot of such publications as *The Washington Times* to champion the cause of the Federal employe before Congress.

The Washington Times,
WASHINGTON, D. C.

sent element of any and every business. **TURNOVER.**

Here is the most successful advertising and selling chain—the manufacturer—the wholesaler—the retailer.

And the center link is by no means the least of these.

Michigan Newspapers Fix Rates for National Advertising

The Michigan Newspaper Publishers Association, meeting in Detroit, Mich., recently held a thorough discussion of advertising rates, circulation rates and newsprint conditions, and positive action was taken by the delegates on each.

A resolution was unanimously passed placing the association on record as considering these line rates, the lowest at which national advertising should be sold in any quantity:

	Cents
Papers of 1,000 to 2,000.....	1½
2,500 to 4,500	2
5,000 to 7,000	3
8,000 to 10,000	3½
11,000 to 14,000	4
15,000 to 19,000	5
20,000 to 24,000	6
25,000 to 29,000	7
30,000 to 35,000	8

Joseph Hayes Dies

Joseph Hayes, manager of the typographic and advertising departments of the Lanston Monotype Machine Co., Philadelphia, died of pneumonia at his home in that city on Tuesday of last week.

Albert Frank & Co. Elects Officers

Albert Frank & Co., advertising agents, now located in their own building at 14 Stone Street, New York, announce the election of E. W. Kimmelberg, vice-president in charge of sales, M. R. Herman, vice-president, research and plans; J. H. Schwarting, jr., vice-president in charge of financial service; Lloyd B. Myers, vice-president in charge of service, and George Borst, assistant secretary in charge of transportation advertising.

Frank James Rascovar is president, Harry Rascovar, vice-president and treasurer, W. N. Record, vice-president in charge of Chicago office, and Mark Ash, secretary.

Stokes Becomes Eastern Sales Manager for Thomas Cusack

William T. Stokes, of the sales organization of the Thomas Cusack Company, has just been made eastern sales manager for Mr. Cusack. Mr. Stokes recently returned to this country from a three months' business trip to England where he had the opportunity to look over the outdoor advertising field and to compare English methods with our own. Prior to going with the Thomas Cusack Company in 1919, Mr. Stokes was New England sales manager for the General Motors Corporation. At an earlier date he was connected with the New York office of the old Taylor-Critchfield agency.

Remington Arms Will Make Cutlery

The first step in the reorganization of the Remington Arms-Union Metallic Cartridge Co., which is part of a expansion program, took part this week when the Remington Arms Co. was incorporated under the laws of Delaware,

with a capital of \$110,000,000. Plans are said to have been perfected for the manufacture of cutlery, and advertising for the products will appear during the year.

Joins New York "Tribune"

Charles Doris, who has twenty years experience in the metropolitan newspaper field, has become associated with the New York Tribune in the charge of "Want" advertising.

Miss Elizabeth White Dies

Miss Elizabeth White, for many years secretary of the National Association of Advertising Specialty Manufacturers, died last week at her home in Chicago, after illness of more than

a year. Miss White, who did much to further the work of the organization, and won popularity in the field she served.

"Wall Street Journal" Will Raise Price

After June 1, the *Wall Street Journal* will advance its price per copy from 5 to 7 cents.

Toledo Prohibits Bill Boards

Toledo's common council has passed an ordinance practically killing the billboard business there. It prohibits billboards in the residential sections without the consent of half of the property owners on the block in which the board is located. The legislation was several months before the councilmen.

To get your product into the half
a million homes in the

Philadelphia

market, you should use the
dominant newspaper

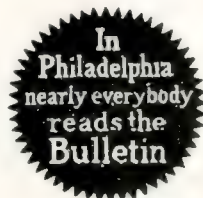
The Bulletin

The Bulletin's circulation reaches far
beyond the highest point ever attained by
a daily newspaper in the State of Pennsylvania, and is one of the largest in the
United States.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in
the newspaper "nearly everybody" reads—

The Bulletin



Net paid average circulation for six
months ending April 1, 1920, as per
U. S. Post office report

466,732 copies
a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Perry-Dame & Co. Merges with Standard Mail Order Company

Perry-Dame & Co., New York mail order house, has merged with the Standard Mail Order Company, the chain stores of Frank & Seder, and the interests of R. Sadowsky in a new company, to be known as Perry-Dame & Co., the Standard Mail Order House of America.

Perry-Dame & Co. will specialize in women's wear and the Standard Mail Order Company in men's wear and piece goods. I. Seder will head the new firm.

The advertising department of Perry-Dame & Co., headed by D. Douglas, will direct the advertising of the new firm, taking over the work of L. A. Cowan, advertising manager of the Standard Mail Order Company, and his staff. Headquarters of the new concern will be at 425 West 55th street, Perry-Dame & Co. moving into the Standard's Building.

Urges Retailers to Advertise

Speaking before a Business Builders' Conference held at Chicago by the *Dry Goods Reporter*, Fred P. Mann, of Mann's Department Store, Devils Lake, N. D., urged retailers to advertise. He said in part:

"We did a business last year of over \$600,000 and we spent 2 per cent for advertising. We should have spent more. I want to urge upon all of you to try and get in stronger on the advertising game, for that is where the mail order people are getting their business.

"If you had visited 2,000 retail stores and over as I have during the past two years, you probably would know why, because I find that 75 per cent of all the retailers over all the northwestern states that I have visited, don't understand modern methods of merchandising and advertising. That is why the customer is dissatisfied. That is why the farmers up in our state and over in Nebraska and Minnesota are forming these unions and different organizations. They are dissatisfied with the manner we have been doing business. They are going to show us how to do it."

Business Paper Editors to Meet in Chicago

The National Conference of Business Paper Editors is scheduled to hold its annual convention at the Congress Hotel, Chicago, on Friday, June 4.

Makes Survey of Canadian Market

A survey of the Canadian market is being made by C. H. Rouze, sales promotion manager of the General Motors Truck Company, Detroit.

Becomes Automatic Light Sales Head

I. C. Lamb, formerly on the sales staff of the General Electric Company, has become sales manager of the Automatic Light Company, Ludington, Mich.

An Appreciation of "A. & S."

Editor, ADVERTISING & SELLING:

We wish to express our appreciation of the way you have put the story of school book advertising before your readers. I know you will wish to state that the circulation figures should be "from 10,000 to 25,000,000." You see that is one of the impressive features of the proposition. George D. Bryson, secretary, The Educational Advertising Company, New York

Unique British Advertising Plan

The Federation of British Industries has devised a unique scheme for advertising home manufactures in all parts of the world. A new steamship, to be called the *Federation*, is to be constructed by some of the leading firms of the country as an exhibit of British marine engineering. The cargo of the ship will consist of various articles of British manufacture. Representatives of the firms interested will make the voyage for the purpose of showing their goods and interviewing foreign buyers. It is believed that a splendid opening will thus be afforded for extending British commerce in foreign countries.

The first voyage will probably be made to the various ports of South America, and subsequent voyages will be to the

Mediterranean, Scandinavia, Baltic ports, the Far East, and Australia. Among the exhibits will be airplanes and airplane parts, and there will also be motion-picture apparatus on board for the purpose of showing British films.

Farrar Is Made Regional Advertising Director

Frederick Arnold Farrar, advertising manager of the Adams & Elting Co., Chicago, has been appointed regional director of advertising for several Chicago companies, including the Adams & Elting Company, Heath & Milligan Co., Twin City Paint and Varnish Co., and the Nubian Varnish Co. He will make his headquarters at the Adams & Elting Co., with which concern he has been for the last fourteen years.

NEBRASKA

"The Billion Dollar State"
A Leader in Buying Power



The NEBRASKA FARM JOURNAL

115,000 Subscribers

A Leader in Selling Power

Heads Canadian Periodical Association
Acton Burrows, of the *Canadian Railway & Marine World* has been elected President of the Canadian National Newspapers and Periodicals Association.

Cooperage Industries to Increase Advertising

In order to provide an efficient inspection bureau and a means of increasing their advertising appropriation to about \$150,000, the Associated Cooperage Industries of America, at their fifth annual meeting, held in St. Louis, advanced annual dues by 25 per cent. The inspection service was started in order to prevent production of poor stock, which would nullify the work of their advertising campaign, and to see that all products are up to standard before the association's trade mark is placed upon them.

Will Advertise Electric Motors Nationally

After opening its campaign in trade papers, the Domestic Electric Co., manufacturer of household motors in Cleveland, which has placed its account with Brooke, Smith & French, Detroit, will inaugurate a national advertising campaign.

Avram Directs Utilities Corporation

M. H. Avram & Co., Inc., have assumed the management and development of the business of the Simplex Utilities Corporation, manufacturer of farm lighting and power units.

"Welding Engineer" with The A. B. P.

The Associated Business Papers, Inc., announces the admission to membership of the *Welding Engineer*, 608 South Dearborn street, Chicago.

Jackson, Mich., "Evening News" Suspends

Due to mounting costs of paper, James Frank, publisher, has merged the Jackson, Mich., *Evening News*, with the *Morning News*. The Jackson *Citizen-Patriot*, a Booth paper, is now the only evening publication.

Houston Becomes Long-Bell Advertising and Sales Head

George A. Houston has been appointed advertising and sales manager of the Long-Bell Lumber Co. to succeed Wm. H. Beebe, who has become president and treasurer of the Burton-Beebe Lumber Co., Seattle.

Adams Joins Edison Storage Battery Co.

Vernon H. Adams, of the advertising staff of the New York *Tribune*, has resigned to become assistant advertising manager of the Edison Storage Co., Orange, N. J.

Riggs Joins Federal Agency

H. E. Riggs, formerly assistant advertising manager for the Strathmore Paper Co., has become a member of the service department of the Federal Advertising Agency.

"Hardware Age" Appoints Western Editor

Hubert C. Teller, for two years director of advertising and publicity for the Edwards & Chamberlin Hardware Company, Kalamazoo, Mich., has been appointed western editor of *Hardware Age*, with offices in Chicago.

National Biscuit Advertising Head Sails

Accompanied by Robert J. Danby, of the Ivan B. Nordhem Co., poster specialists, A. C. Mace, Jr., advertising manager of the National Biscuit Co., sailed for Europe on the S. S. Baltic on May 22. Mr. Mace will spend several months in Great Britain, Ireland, and on the Continent in the interests of his company.

Mennen Advertising Manager Resigns

W. A. McDermid, for the past six years sales and advertising manager of the Mennen Co., Newark, N. J., has resigned, effective June 1, and after a brief vacation will leave for Europe on a business trip. On his return he will announce his new connection in the drug specialties field and the address of the New York office of the company.

"Mudge" Scores Heavily in "A. & S."

Editor, ADVERTISING & SELLING:—Will you please shoot this letter to the man who signs himself "Mudge," who wrote "Helps for the House Organ Grinder," on page 8 of the May 15 issue?

We've had an internal house organ for the past several years. We've hoped it could be made to do all the things he claims a factory magazine should accomplish. In spots we've worked out the things he suggests, in others we're miles away.

We'd like to see samples of his house organ. If it's one-half as good as the stuff in his article, we'll very likely flatter him unmercifully, to the extent of copying him.—W. S. Ashby, advertising manager, Western Clock Co., La Salle, Ill.

—ONE BILLION DOLLARS was received from agricultural pursuits by 129,000 Nebraska farmers in 1919—an average income of nearly \$8,000 for each farmer.

And they are spending this wealth for labor-saving machinery, electric light plants, automobiles, home comforts and conveniences, for anything and everything that makes for better farming and better living conditions on the farm.

The NEBRASKA FARM JOURNAL is looked upon as one of the family in farm homes thruout this rich marketing territory.

It has 9,000 more ready-money customers for your product than the second Nebraska farm paper.

Now is the opportune time for you to place your product before these farm folks who are rapidly attaining and eager for all the comforts and conveniences so long enjoyed by their city cousins.

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

SECTIONS

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

Marriage a Sentence of Death or Blessing— Watch Your Step: Go Slow

**Salesmen, Who, Thinking Only of the Curves
and Not of What's Beneath Them, Thoughtlessly
Rush Into It, Are Lucky If They Escape Alive**

By SAUNDERS NORVELL

MORE good salesmen have been wrecked on the shoals of matrimony than on any rock in the uncharted sea of life. Which isn't saying that matrimony is altogether a bad thing, for we know from experience that if used with intelligence, judgment and discrimination—if we have a little luck—it is one of the greatest blessings of the world. But a lot of young salesmen jump into it too quickly, without an understanding of what they are doing, whither they are wending or how they are going to get through—the pretty face, the curving lines, the soulful eye, the warm, pulsing breath and the soft stuff, befuddle their heads.

Impulse, not judgment, is their guide, and impulse often has no sense, so for a lifetime and a day they are under a perpetual sentence of death—if they escape alive they're fortunate.

In the first place put it down that all this talk about two persons being able to live as cheaply as one is "piffle." It can't be done. A good formula is to multiply one by three and you will arrive nearer to the correct figure.

Never conclude that because a girl has never worn anything but calico or that she works in a shop, she will be of the economical variety when she has landed you. As a matter of fact, the rule works the other way. Some of the calico girls have long been fostering an appetite for fine silks, and when they get you on the list as the family provider, look out for your monthly bills!

In a Western city I knew two brothers who inherited their father's business. One brother married young and had a large family of children. His family was so large that it kept his nose pretty close to the grindstone, so he could not build up a surplus. The other brother late in life married a very poor girl. (A customer will often talk very confidentially to a salesman.) This brother used to tell me with tears in his eyes of his young wife's extravagance. Her monthly bills gave him

palpitation of the heart. On account of her extravagance he took out \$100,000 life insurance. Now, this is what happened: He died and the poor girl not only had his half-interest in the business but she also had \$100,000 in cash. The possession of money often makes people economical. Only the poor can afford to be extravagant. Soon afterwards it happened, on account of bad times, that the business became "hard up," so the widow loaned the business some of her cash. As times continued to be hard, the remaining brother in the business with the large family could not pay her back, so she finally secured practically all the stock in the business. The remaining brother died, and the "poor girl" then took entire charge of the business, putting a relative of hers as manager. The other wife and her children went to work to earn their own living. It is a strange twist of fate that being extravagant should have made this lady her fortune. Times changed for the better, and her business is now very prosperous.

My advice to young salesmen is to think twice before rushing into matrimony. In years gone by I used to read the letters of the head of the house before they were sent out. If there was any doubt about the advisability of any letter, I was expected to hold it over until the next day. In one of his letters to a salesman the head of the house wrote: "It is easy to get married, but it is hard to keep house!" I held this letter over, and when I brought it into his private office the next morning, he said: "What is the matter with that letter?" "Nothing," I said, "except that this particular salesman got a divorce from his wife last week." "I guess," he said, with a twinkle of the eye, "I had better change that sentence. It does not always pay to tell too much truth."

IT SOMETIMES INTERFERES

Being married not only seriously interferes with the accumulation of working capital, but it also takes up a lot of valuable time, which may be usefully employed for the young

salesman's future good. Every young man should view life as a whole. Would it not be better, for instance, for him to postpone getting married until he was in his thirties and get a good start with money in the bank, than to get married in his early twenties and devote most of the early years of his life to fighting the wolf away from the front door?

When we are in our thirties, we think clearer, have more ballast, more self-control, and can judge better what we need. Youth looks only at the pretty face and the curves—at exteriors, real and camouflaged. Manhood studies character, heart, mind and the spiritual sense. Expecting to live with the woman when the bloom has vanished from the face, the curves have broadened, the 28 bust has become 47, and the limpid, soulful eye has changed to flashing fire, the man of thirty and over delves behind the screen of physical loveliness and examines what's beneath, for beauty is only skin deep, and it is what's beneath the skin that will make or break us.

We are all of different types and temperaments, and the wise man knows that if marriage is to supply the happiness he seeks, compensate him for the sacrifices he is willing to make to secure it, and prove a permanent benefit to his life, his only hope is the selection of a woman in harmony with his own temperamental type. Picking a woman blindly out of a grab bag because she has a pretty face and figure is folly, and the records show we take an awful chance. We're lucky if we get the girl we need—a lot do not.

"How can any adversity come to him who hath a wife," said Chaucer; but we now know Chaucer didn't mean it. He was just short of change and wrote this to stimulate sales and to please the ladies who bought his poetic love tabasco. "Only God is fit to be loved," said Franz Lizst to George Sand, the French authoress, taking the other extreme, and between these two poles lies the truth—it all depends on the man and the woman in the case.

At twenty-six Napoleon married Josephine, who was thirty-two, and he was unhappy, in marriage and out of it, for we have it from his own lips. When the tide of fortune had turned against him, he said, "I have never had a day's good luck since I left Josephine," and the historic records show this to be correct, for we date his downfall from the day he handed Josephine her dismissal.

Abraham Lincoln was thirty-two when he married Mary Todd, and James Madison forty-one when he married Dolly Payne, the pretty Quaker widow, who as Dolly Madison, mistress of the White House, made the world happier by her smiles and quips.

At nineteen William Shakespeare married Anne Hathaway, aged twenty-eight, and it was a battle royal from the altar to the grave, with the honors gravitating all to William, and there are some who assure us that in this the conjugal misalliance was constructively good, for it made the playwright work all the harder to help him forget his troubles, thus insuring to the world its greatest drama.

Admitting that the kind of girl a man marries has a whole lot to do with the results, here we strike the two horns of the dilemma. If a man marries a girl who is willing to do all the cooking and the household drudgery and help him save money, she can not do this and cultivate her mind nor develop the charms and attractions that are supposed to be a part of the successful man's home surroundings. It is not in human nature to expect her to be a good cook and a successful entertainer at the same time. Now, the trouble is if you have a good cook, when your fortunes rise, you are likely to be ashamed of her in later years, while on the other hand, if she is not a good cook, but is extravagant and expensive, the first few years of your married life the chances are you will never have a spare dollar to invest, and after a few years she will decide that you are not a good producer and she will be ashamed of you.

Now, my dear fellow, I am not a bit cynical, but I am just calling your attention to a few cold facts about life as they exist. If you do not find the urge to get married too strong, I suggest that you go a little slowly and carefully, not to say deliberately, about the matter. If, however, you must get married, and if you are poor, then let me urge upon you to



SAUNDERS NORVELL

marry a girl who is of a superior station in life to yourself. Good cooks, of course, have their value, but in these days it is only necessary to "heat up and serve," and you may grow up and develop yourself to be a companion for an intelligent and charming woman. Notwithstanding what Elinor Glyn may have to say about the American business man, you will find that on the average the successful men who rise from the lower walks of life develop mentally above their wives. She has been busy in the narrow circle of her household duties and with her children while her successful husband has been developed intellectually by his business battles with men of energy and intelligence. How pitiful it is to see a successful man dragging around a loyal, faithful wife with him who is entirely inadequate to fill the position he has made for her in the world, and who decorates

her conversation with such phrases as "I would have went," "I seen," and "I done." Poor fellows! They have worked hard and long for their success, but when it comes, they find it dead ashes in their hands. Have we not seen such wives sitting silent and uncomfortable at the feast, entirely out of touch with their surroundings? A successful man under such conditions has but two choices open to him: One is to live his life independent of his family, and the other is to sacrifice himself, give up hope, and in his spare moments listen to the petty details of a narrow domestic life.

Married life is usually a very long-drawn-out affair. It seems that the punishment that is meted out for hasty and ill-considered marriages is out of all proportion to the crime. You have, of course, heard the old saying: "Marry in haste and repent at leisure"—but very few peo-

people realize how short is the haste and how long is the leisure.

Life does not stand still. Life is evolution. No two people ever develop alike, either spiritually, mentally or physically. If you expect to develop, if you are determined to rise in the world, then it is certainly only the part of common sense when you consider getting married to select a mate who will develop with you. How can you tell this? I do not think it is very hard if you forget her physical charms for a moment and think about her character and her mind. Has she tact and good judgment? Is she of a cheerful disposition or has she moods? Is she conceited and extravagant? All these characteristics are shown in a hundred ways. If she is conceited, she will be exceedingly fond of flattery. If she is extravagant, she will be very careless as to how you spend your money on her. If she is selfish, she will show it in many ways. To illustrate—how she treats her mother. If she has bad judgment and is of a somewhat weak character, if she happens to have been well-educated, the chances are she will be ashamed of her parents. Is it asking too much to suggest that a young man consider these things before making an alliance that probably may last on the most intimate basis for fifty or sixty years?

Now in writing this, I fully appreciate the fact that no man can pick

a suitable wife for another. Many have tried this only to fail. Lord Byron, the unhappy author of "Childe Harold," has told us that he left it to Tom Moore and some of his other friends to pick him a wife, and the poet drank himself to death at thirty-eight in an effort to efface the recollections of it—the lady learned to hate her lord just for hate's sake. When we ourselves have trouble picking the right mate, it is hopeless for another to pick for us. But we older folks can give a few hints from the life book of experience which may help, and experience is our only teacher.

A young man should avoid as a general thing marrying a woman older than himself, keeping in mind that aside from the question of age that the physical development of a woman is many years ahead of the man, and that a woman who is older in physical development than her partner is not apt to look up to him as her protector and mainspring in the works. Of course, there are notable exceptions to this dictum, but as a usual thing I think, if a man is ten years older than the woman, the poetic unities are likely to be better preserved and their life happier.

To my mind it makes no difference whether the girl is rich or poor, if the girl herself is all right. A man who marries the daughter of rich parents, thinking he is going to get in soft, gets left, for if the

parents have the money, the daughter won't get it until they die. Meanwhile the money-marrying man must hustle for himself, and the benefits he expected do not mature until he ceases to need them. On the other hand, if the woman herself has the money, he is tempted to become a parasite on the woman, and all individual initiative is destroyed, and when initiative, the desire to work and achieve is taken from a man, he is a dead one, whether he knows it or not.

The charge is frequently made that a man who wants to be happy ought never marry an only daughter—that it is safer to marry a girl who is one of several in a family, the theory being that where there is only one girl in a household, she is petted and spoiled and inevitably becomes selfish, irritable, conceited, and self-centered. I do not agree with this—it all depends upon whether she has sensible or foolish parents and how they bring her up. The claim is also made that a widow makes the most companionable wife. Having sown her wild oats with her first husband and been sandpapered down, and in the cradle of tears and sorrow found that happiness comes in marriage only to those who give happiness, she is disposed to be docile and tractable to the bit and saddle of husband No. 2, thus making amends for her record with No. 1. This is a delicate question that I hesitate to discuss and must pass up, although we know that George Washington, Thomas Jefferson, Benjamin Franklin, James Madison, Aaron Burr, Julius Caesar, Napoleon Bonaparte, Admiral Nelson, and other of the world's greatest men married widows, and through them found much happiness.

ALL FOR THE SALESMEN

Understand, I am writing all this from the standpoint of the salesman. I am not looking at it from her side. Remember that people practically never change. Intelligent persons may modify or conceal their disagreeable characteristics, but most of us intellectually and at heart are the same from the cradle to the grave. Modifications may be caused by environment, and a natural criminal may not do wrong because he is never sufficiently tempted, but the criminal at heart is a criminal just the same, and if he does not rob a bank, he may get away with petty dishonesties. The point I am making is that exactly the same spirit animates those who are dishonest in

SECOND OF A SERIES

Use Newspaper Advertising
on a Three-Year Basis

Let's Get Down to Actual Facts!

THERE is hardly an advertising agency in the country that has not had the refreshing experience of being advised by The Indianapolis News to withhold advertising. Lack of distribution, faulty methods or wrong local conditions are usually the reasons.

The merchandising service work is based on facts. If you want to come into this market you can have the facts. Just write

THE INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

small ways as those who commit the more important crimes. You may be sure that the girl who is careful not to exaggerate, to be exact in all of her statements about herself and her friends, will not deceive you later in important matters.

I fully realize this is a very delicate subject, and some of my remarks will meet with serious disapproval from some sources. No man, however, who has been interested in young men and has studied the career of hundreds of young men, but knows, if he tells the truth, how many splendid young fellows with brilliant prospects have been shipwrecked on the rocks of an ill-considered and hasty marriage.

I am writing these articles not with a view to increasing my own personal popularity nor to be praised, but in the simple hope that some of the young fellows who read them may be benefited. I sympathize profoundly with poor young men trying to get a start in life. They are so human, so ignorant. They can so easily make innocent mistakes that may cause them unhappiness for their entire lives that I am constrained to write this article on getting married as one of the most serious steps in their lives, and if they are in doubt about the wisdom of a match it is far better for them not to take chances. Many young men are drawn into marriage not only by the girl but by the girl's family. They make him think he is a seven-day wonder. Finally, when he is landed, he is thrown off with the girl upon his own resources, and when he is in trouble, the old gentleman will say: "Well, young fellow, when I married I was able to take care of my wife. I did not call on anybody for help, and I guess you had better do the same thing."

In Europe I think they handle these things better. They are more practical. When a girl marries, her father does not consider that he has gotten rid of a burden, as one father expressed it to me. In France a "dot" goes with the girl. In almost all foreign countries arrangements are made to look after the young couple, but in this country you marry at your own risk, and it is not surprising under our conditions that there are so many divorces.

If an analytical study were made in this country of the effect of marriage upon both men and women, not in a standard of money, but in a standard of real happiness, develop-

ment and joy of living, I believe if the truth could be reached, the results to say the least would be surprising—I mean in unhappiness and suffering, but it is our social custom to throw around marriage a glamor of romance, and after the nuptial knot is tied, a single word of complaint either on the part of the man or the woman is taboo. They have made their bed and they must sleep in it. That is the verdict of society. If the man or the woman complains of anything in connection with marriage afterwards, it is supposed there is something wrong with them. They are either not a good husband or a good wife or they are irreligious.

The whole theory of marriage is that two people should live together absolutely as one. It does not make any difference how different your ideas and taste may be. Regardless of your temperament, of your peculiarities, of your prejudices, you two must amalgamate, and if you do not, then the honorable thing for you to do is to be unhappy in silence the rest of your lives. If later in life it is impossible for you to go ahead, then select suicide or social ostracism. These things are absolutely true, and I only repeat them so you will give them consideration before you take the plunge.

(Continued on page 44)

FRANK SEAMAN

INCORPORATED

Announces

The Annual Election of Officers as follows:

FRANK SEAMAN, *President*

WALTER R. HINE, *Vice-President and General Manager*

FLOYD Y. KEELER, - - - *Vice-President*

CHARLES F. PIETSCH, - - - *Vice-President*

EDWARD M. PRATT, - - - *Vice-President*

JULIAN SEAMAN, - - - *Treasurer*

FRANK A. ARNOLD, - - - *Secretary*

JAMES E. D. BENEDICT, - - - *Asst. Secretary*

CHARLES McCORMACK, - - - *Asst. Treasurer*



470 Fourth Avenue, New York City
Monroe Building, Chicago

How Eighty House Organs Were Surveyed to Plot One Organist's Task

The Editor of Non-Skid Applies Laboratory Methods to Study of Other Employes' Magazine

By RALPH BEVIN SMITH

THE PLACE, preeminently, in which to concoct a house organ is the laboratory. The modern house organ is a fusion of known elements in known quantities to accomplish definite, measurable results. The science whereby that fusion is effected is a kind of psychological chemistry—which is another name for journalism.

Last week, at an alumni dinner of the Columbia School of Journalism at Columbia University in New York City I heard a professor, who is also a practical, hard-headed journalist, make a ringing plea for a fund of \$250,000—one quarter of a million—to equip the school with a laboratory wherein newspapers and periodicals might be dissected and put together again as the mechanical-minded small boy dissects and puts together an old watch. The end sought was to be the discovery and the analysis of the forces, and of the methods of applying the forces, that make the wheels of the modern newspaper and periodical go. That is the modern method of studying journalism.

THE LABORATORY TEST

The up-to-date, efficient house organ editor is approaching his problem in the same way. He is taking existing house organs by batches into the laboratory and bringing out a recipe for the efficient house organ and a "don't list" to paste over his desk.

Musicians tell me that you can reduce a sonata to a mathematical formula and construct other sonatas according to the quantitative relations expressed in that formula, but the result will be just as if a biological chemist attempted to construct human bodies of the chemical elements that go into the average human body. They wouldn't have life, movement, soul.

The same situation exists in the case of the laboratory-made house organ: the same danger. The editor must add to the recipes he brings out from the test tubes life, movement, soul—which are the provision of his own genius.

Have you ever seen the Firestone "Non-Skid," the employes' maga-

zine of the Firestone Tire and Rubber Company, of Akron, Ohio? There's life there alright. It is a paper that bubbles over with spirit; eight pages without a suspicion of an underlying structure of cut and dried rules; a fat, jolly paper with as little indication of a theoretical skeleton as a fat, jolly man shows of his osseous one. Yet the skeleton is there and the editor of the "Non-Skid" finds it just as essential as the aforesaid fat man does his.

The Firestone "Non-Skid" cannot be said exactly to have been mixed in the test tubes. It was not born in a laboratory. It IS kept healthy by the operation of a laboratory whence the editor brings from time to time tonics that make good bone and that keep good bone solid. Its theoretical basis is maintained on laboratory methods.

That statement requires illustration and since we are dealing with a very practical subject it is time that we get down to practical details anyhow.

THE "NON-SKID" SURVEY

Last January C. A. Reece, editor of the "Non-Skid" sent out to about 175 other editors of internal house organs a letter asking each editor eight specific questions about his magazine. To his inquiries eighty answers were received. Those eighty answers constituted the raw experimental material that went into the test tubes. Let me, to illustrate what came out to go into the service of the editorial staff of the "Non-Skid," quote from Mr. Reece's letter to these same house organ editors a month later. He wrote:

"A somewhat crude summarization of the replies accompanies this letter. It is divided into three parts, each with a self-explanatory heading.

"As far as the Firestone 'Non-Skid' is concerned, our creed is indicated in Part Two. We try to do most of the things mentioned there and intend to attempt the rest.

"The bulk of the compilation, however, is not original. Its value is rather that which comes from au-

thority and experience. To be specific, there is a peculiar comfort in being able to say, not only that the paper which you and I are sending out into the world at intervals should accomplish certain ends, or may be expected to bring about certain results, but actually has produced certain known effects and is producing them in many instances.

"Possibly then, the following report may help us, as Hamlet bade his friend Horatio, to 'represent our cause aright to the unsatisfied.' It may also cheer us 'internal house organ editors' by bringing to us the assured knowledge that an employes' magazine is an indispensable in the well differentiated present-day industrial organization."

HELPING THE OTHER FELLOW

"A somewhat crude summary of the replies" that document may be but it is red meat to the prospective house organ publisher and it provides a marvellously satisfying diet of steady staples to the editor who has been issuing on the old hit-or-miss method without the aid of an experimental laboratory such as Mr. Reece has enlisted in his work.

This "meat" is contained in "Part Two" referred to in the letter. Part One simply recounts the fact that, of the eighty editors replying, 62 said emphatically that the house organ paid; eight said that they favored the house organ, without giving away to quite so much enthusiasm as the first 62; six declared that they "didn't know" whether it paid or not (to which Mr. Reece appends the remark: "Can anybody form a judgment based upon dollars and cents? That's about all that any member of the 'Know-nothing-Party' means"); one said he was not strongly in favor of the house organ; and three had discontinued their publications for several reasons.

In contemplating these expressions of opinion and judgment one wishes a little that Mr. Reece had gone to the chief executives of the companies he queried as well as to their house organ editors. The house organ editor is unquestionably

the man in the best position to formulate an opinion on the effectiveness of his publication; but I am not questioning the validity of his judgment in saying that he is also the man in the best position to be over-sold on the success of his work. He is under the handicap of paternal pride and enthusiasm. If he happened to take a cynical view of his job, on the other hand, as perhaps some of the six "don't know" respondents did, why then his opinion isn't worth considering, anyhow. Knowing how strongly America's big industrial executives are sold on their house organs I should have liked to have seen added to this list some typical endorsements from them.

VISUALIZING THE FIELD

Part Two of Mr. Reece's survey presents the best expressed, best backed-up summary of the ends which the house organ should serve that has come to my notice. It is good because it was compiled by laboratory methods. It is not an expression *ex cathedra*.

"There is a peculiar comfort in being able to say, not only that the paper which you and I are sending out into the world at intervals should accomplish certain ends, or may be expected to bring about certain results, BUT ACTUALLY HAS PRODUCED certain known effects, and is producing them in many instances."

Following the laboratory method, Mr. Reece sorted out his material, expressions of opinion, etc., and constructed upon them a formula to cover the house organ field. He visualized the service of the house organ and the groups whom it is destined to reach. He justified the inclusion of each term of his formula by appealing to the opinions featured in those sixty-two replies. This survey, in full, will be given in due time.

I said a while back that the typical house organ editor was liable to be under the handicap of enthusiasm in expressing an opinion as to the value of his work. Let me qualify that by saying that his enthusiasm is more apt to be an enthusiasm based upon far-sighted conviction than upon traced results. How difficult it is to justify that enthusiasm and to inoculate a bystander with it, every house organ editor knows. Just as Mr. Reece asked: "Can anybody form a judgment based on dollars and cents?" he might have asked, "Can any house organ editor express the results of his service in dollars and cents gained or saved to his com-

pany?" No, the benefits are not as direct as that. The dollars and cents are both gained and saved for every company that runs an efficient house organ but the line between cause and effect is a tortuous one that it takes the vision of the modern expert in industrial relations to see. Included in Mr. Reece's survey under the head of "Morale Promotion," is this, apropos comment of the editor of the employees' magazine of the General Chemical Company:

HOW THE HOUSE ORGAN PAYS

"We may readily assume that on a payroll of \$....., a one per cent increase in efficiency arising from a particular element promoting industrial justice would be imperceptible in the individual and unnoticed in figuring costs, and yet it would repay in money and expenses up to \$..... I believe it is safe to make the assumption that a properly conducted publication for employees will produce such feelings of unity throughout the organization that the willingness of the worker in whatever station will produce a much greater efficiency than a mere 1 per cent."

"Morale Promotion," then, is one of the points heavily stressed in the "Non-Skid" survey. This department is divided into two sections, the promotion of individual morale and the promotion of collective morale through promotion of understanding between the company and the men and among the men themselves. The first section is covered in the reference to the work of the house organ in publishing the names and suggestions of those receiving periodical awards for suggestions adopted by the company, in noting for the attention of his fellows a man's promotion, in "writing up" old employees and in featuring sales and production records in the effort to arouse the spirit of emulation and competition among employees.

Of special significance is the space that the survey gives to the subject of Inter-relations—the understanding between the company and the men and the acquaintance of the men with one another. Note this contribution from the Jeffry Manufacturing Company anent its house organ:

TO PREVENT MISUNDERSTANDINGS

"It has helped in a very large manner to get members of our big family acquainted with each other, and you also realize that folks who are acquainted with each other seldom have difficulties. We are just

beginning to realize that most of our troubles are just misunderstandings, and if employees and employers know and understand each other, this difficulty is reduced to a minimum."

Development of comprehension of the relation which each man's job bears to the whole organization, stimulation of pride in the plant's product, reduction in labor turnover and promotion of better cohesion between the parent plant and its branches are further services which Mr. Reece classifies under the general head of Morale Promotion in summarizing the points emphasized in the replies to his inquiries.

Explanation of company policies is another function of the efficient house organ, the survey tells us. Those policies to which reference is made have to do with safety (accident prevention), health (company medical and dental work), welfare, and recreation work. Bearing on the power of the house organ through the emphasis it can lay, in news items and editorial, on safety first methods, the house organ editor of the American Can Company says:

"It pays. There is no question about it. Of course, as in other work of this type, there is no way of measuring results directly. In its influence towards the prevention of accidents alone, it pays."

AS A LOYALTY BUILDER

Another point brought out in this section, which the house organist occasionally overlooks is the part his publication can play, in an inferential way, to teach employees to put a proper value on the things done for them by the company. The effect of this awakened appreciation of what may have been before accepted as matter-of-course is measurable in time in terms of loyalty. Suppose I build a gymnasium for my working force. Of course, they appreciate it. But suppose I have a house organ to tell of the gymnasium in prospect and of the gymnasium in operation, to record additions in equipment as they are made, to bring to the worker's family the story of what benefits he can get from use of the gymnasium, to recount, as they are "hung up," the records made in the "gym" by individual employees or by teams. By the psychology of print, that gymnasium and the generosity of the donor of that gymnasium is going to bulk in the worker's eyes "umpteen" times as big as it would have without the

publicity. There are other little company services—safety devices, for example—that the employe would never think of as services if they were not brought before him as such in the house organ. This sort of publicity calls for tact, of course, but it is invaluable when rightly used.

The employe must be sold on his employer's concern for his well-being and for the improvement of his living and working conditions. Therein is the be-all and end-all of the house organ—the selling of the worker on the organization. It

is the link between man and man and "man" means no less employer than employe.

"We feel that the greatest percentage of labor unrest in the past and today has been caused by the ignorance of the worker or employe as to what the employer has in mind when certain orders are issued arbitrarily. We, therefore, strive to 'sell our organization' by an explanation of the various matters pertaining to operation and manufacture, eliminating, as far as possible, 'lack of explanation.' It is the writer's opinion that any amount of money spent in gaining the confidence and the cooperation of our employes in keeping them satisfied and on the job is an investment."

EXPLAINING COMPANY POLICIES

That declaration of the house organ editor of the Greenfield Tap and Die Corporation of Greenfield, Mass., contains the essence of the main argument for the house organ. Mr. Reece has incorporated it in his survey under Section IV, Part II, which refers to the influence of the house organ on social conditions, touching on thrift, food conservation, sanitation and similar problems; on community conditions, touching on elections, bond issues, and the like; and on industrial conditions, touching on radicalism within the plant, etc. At another point, the New Departure Manufacturing Company's house organ editor expresses a very similar thought with concise dignity.

"We have established policies and promote a favorable opinion of those policies and a confidence in them on the part of the employe."

But the house organ must be something more than an educational pamphlet, or an official employer's bulletin. It can, indeed, be these things only in addition to being the plant newspaper. It sells itself on its effectiveness as the plant newspaper. Its backbone, whereby it attains standing in the employee's eye is the humble, despised—but despised only at peril of failure—news item. Appreciation of this fact is shown in Part V of Mr. Reece's survey. Under the general head of "Family Appeal," he has been led to write, briefly but significantly:

1. Women—recipes, patterns, etc.
2. Next generation—babies, etc. (One wonders about that "etc.")
3. Print news that puts paper on living room table.
4. Good place to work.

Appended is the information received from the house organ

editor of the firm of James B. Clow & Sons, Newcomerstown, O., that his first effort is "to make the paper 'personal' enough to interest the men, and then we have a chance to give them a full understanding of the company's efforts in their behalf."

THE EDITOR'S BROAD RESPONSIBILITY

"Women, recipes, patterns, next generation, babies, etc.," the "etc." in this case covering all of the hundred-odd other departments of employe interest that Mr. Reece covers in his survey—they make the house organist's responsibility heavy enough. Yet, all too many house organ editors fail to realize the full extent of their responsibility or to appreciate the dignity of their job. Too many operating on the hit-or-miss method lack an adequate vision of their field. Too few have the laboratory attitude toward their problems. It is just this attitude that Mr. Reece's work expresses and that is the best reason why it should be placed before those interested, directly or indirectly, in house organs, as ADVERTISING & SELLING is doing it. Mr. Reece's investigation enabled him to take the "Non-Skid" into the laboratory and there to test it in the light that his survey throws on the field and service of the really efficient house organ. "We try to do most of the things mentioned there," he writes, "AND INTEND TO DO THE REST."

The survey is recommended to those who try to do most of the things mentioned there and intend to do the rest.


EDITOR'S NOTE.—The text of the survey, which is too lengthy to be given here, will be printed next week, or as soon as practicable thereafter.

Motor Firms Change Advertising Managers

With the merger of the advertising and the sales promotion departments of the Packard Motor Car Company of New York, William Elliot, of the latter department, has become the Packard's advertising and sales promotion manager. C. B. Morse, former advertising manager, has left the Packard Company to take the position of general advertising manager of the Hare's Motors, Inc., operating the Locomobile, Mercer and Simplex companies.

Sales Manager Made Vice-President

Vance McCarthy, general sales manager of Edward R. Ladew Co., manufacturers of leather belting at Glen Cove, N. Y., has been made vice-president of the firm. Russell B. Reid, for twenty years in the belt business, has been appointed assistant general sales manager.




THE MOST PROGRESSIVE HOUSE IN THE CITY

The Life of a Halftone

A Sterling plate or set of plates when handled properly on the press is good for 200,000 runs. On such runs, however, electrotypes are made, not to save the wear of the original but to cut down the time and cost of the run. It is pre-requisite in the making of good electros that the original plate be deeply etched and perfectly flat topped; flawless pre-requisites. Call Beckman 2000 for the downtown office or Long Acre 820 for the uptown office when your copy is ready.

The STERLING ENGRAVING COMPANY

UPTOWN-10TH AV. & 36TH ST.
DOWNTOWN-200 WILLIAM ST.
NEW YORK



"Auditing Agencies" Discussion Goes On

THE ENTIRE friendliness which has characterized the attitude of advertising agents toward the proposition to "audit" advertising agencies, indicated in the great number of communications received by ADVERTISING & SELLING during the several weeks that have elapsed since April 17, when the subject was opened, has been one of the decidedly encouraging signs of the entire matter.

It seems to be apparent from the communications which have been printed that the publishers, certainly, and many of the advertisers, would favor some form of agency "audit." And the agencies themselves have expressed hearty accord with the idea insofar as they have been able to see its practicability.

Following are some of the more recent expressions received in this interesting discussion:

By EDWARD C. CAMPBELL,
The Miller Rubber Co., Akron, O.:

You are touching upon a matter on which I hesitate to give much of an opinion. First, I am not in the agency business. I am simply a buyer of their service. And when selecting one, I look to the best possible investment for my Company's money.

It is true there are many and varied concerns in the agency field to choose from. The size of our advertising appropriation, however, automatically prohibits any irresponsible agencies from handling it.

I have personally investigated some of the best agencies in this country. I have a general idea as to whom we would select should we desire to change.

The A. B. C. for publishers was founded mainly upon the fact that circulation reports never agreed with the truth. Some standardized form of auditing was positively necessary to preserve the advertising business. In those days even the public resented advertising. Today all classes read it. And most national writings are believable. It would seem to me unnecessary to impose such a check on some agencies.

I would not relish a thought of having some independent checking bureau, requested to audit our management or methods of operation. If the impulse to do clean business is not within the individuals who themselves become a part of an

EINSON LITHO INCORPORATED

has added to its staff a group of men of recognized leadership in merchandizing, advertising, art creation and production. Its organization brings to the production of efficient window display advertising, abilities and experience in advertising hitherto associated solely with other forms of advertising.

ARTHUR FREEMAN, President	Merchandising
MORRIS M. EINSON, Sec'y & Treas.	General Manager
HERBERT EVERETT, Vice-Pres.	Plans & Merchandising
A. W. HUTAF, Vice-Pres.	Art Production
JOSEPH ELLNER	Director Dealer Service
WILLIAM HILL	Art Director
JAMES ROSTHAL	Executive Manager
LEO EINSON	Sales Promotion
CHAS. M. VEAZEY	Western Sales Manager
CARL PERCY	Special Representative
HERMAN J. WIBEL	Special Representative
EMILE CAESAR	Plant Production
JOHN J. SCHEPP	Plant Superintendent
PAUL WYTENBACH	Litho Art Director

Each of these executives is backed up by an organization of highly skilled producers.

Executive Offices	Production Plant
and Art Studios	Bush Building
Masonic Building	327 East 29th Street
71 W. 23rd St., N. Y.	New York City, N. Y.

Chicago Offices
540 McCormick Bldg.
332 S. Michigan Ave.

Window Displays are based on sound merchandising principles, created as an integral part of the national advertising campaign, and designed to concentrate the full force of the advertising effort at the point where the goods are for sale.

agency or of their own Company, conditions would not be improved upon very much.

Business men today are looking for achievements. Men whom they employ directly or indirectly should receive a fair profit for the services rendered. The service depends upon the brains of the men in charge. Then the buyer must always know what he wants and when he is not being fairly treated. That will always affect advertising agencies.

By L. W. C. TUTHILL, President, Tuthill Advertising Agency, New York:

Frankly, we believe this one of the most healthy moves towards better service, alike for customer and magazines, that has been proposed, since the adoption of the "Truth" motto by the Association of Advertisers of the World.

What can possibly be said *against* it?

What can't be said *for* it?

Considering the fact that advertising is in a position to make or break many a concern, especially in its kick-off period, it seems as logical that Agencies should have some surveillance, as a bank should submit to periodical examinations.



—and 2,944 of them sent in their subscriptions.

A BIG group of America's leading Manufacturers and executives were told what

The RED CROSS MAGAZINE

is accomplishing for "Better Americanism" with its Capital and Labor get-together stories and articles.

Straightway 2,944 of these busy men sent in their subscriptions for this magazine of Better Americanism.

Men of vision, the big men of American industry are reading The Red Cross Magazine for its constructive ideas on stabilizing industrial relationships.

The RED CROSS MAGAZINE

Owned and Published Exclusively by
The American Red Cross

1107 BROADWAY, NEW YORK CITY

Chicago

San Francisco

Boston

As far as our Little Attic Copy Shop is concerned, any movement in the direction for better things, receives our hearty, 100 per cent endorsement.

By CHARLES CHABOT, jr.,
Hammermill Paper Company, Erie, Pa.:

Rudyard Kipling once wrote a poem in which the following lines occur:

"Still we let our business slide
As we dropped the half-dressed hide
To show a fellow savage how to work."

This applies beautifully to the present day. The world at large seems possessed of a mania for meddling and what is still more dangerous a delusion that faults as old as human nature may be corrected by artificial remedies. We are to be legislated into virtue, audited into honesty and crooks cured with questionnaires.

First—There are enough good agencies above question as to honesty and neither the advertiser nor the publisher is forced to deal with those under suspicion.

Second—If any auditing is to be done it better be done by the agents themselves. In the event of rate cutting they are the worst sufferers from this form of unfair competition. If the agencies want to audit themselves, by all means let them do so and after they get their audit I would respectfully like to propound Mr. Goldberg's famous question: "Now that you have got it what are you going to do with it?"

If this habit of showing our fellow savage how to work goes much further I will expect to see the Scarlet Letter in use again or a distribution of medals, or a system of marking such as the old lady used for her pies, "T. M.—'Tis Mince"; "T. M.—'Tain't Mince."

Far be it from me to speak sarcastically of any real reform, but the sooner we all quit trying to steal a ride on the stars and get down to earth and mind our own business the better it will be for everyone.

We regard the agency that handles our advertising as part of our own business and we have never had occasion to even think of questioning their bills or their business methods. I will be glad to give the name to any publisher whose soul is troubled or to any advertiser who doubts.

By W. T. MULLALLY, president, Maclay & Mullally, Inc., New York:

You cite three alternative methods

or plans which have been suggested for an audit of advertising agencies: first, that the A. B. C. undertake it; second, that the A. A. A. handle the matter; third, that the individual publisher do it.

From the standpoint of the agency it would seem that these three plans might better have been resolved into two distinct classifications, namely (a) regulation from without, and (b) regulation from within.

On the desirability of regulation *per se*, there can be no clear cut dispute. If, however, the regulation—auditing, investigation, rating, call it what you will—is to come from without, is to be entrusted to outside organizations or individuals, of whatsoever nature, A. B. C. individual publisher or coterie of publishers, then that regulation will inevitably fail of its ethical ideals and purpose, will strain at the gnat and swallow the camel, will serve but to pander to the lust for petty authority and to the well-meaning but misdirected and uncomprehending fatuousness which has always characterized such movements.

It will be but another manifestation of the prevalent craze for the regulation of this and the prohibition of that, for the imposition of the will of the vociferous fanatic few upon the affairs of those who, not understanding, they therefore condemn. It will be a giant stride in the direction of State regulation of all mundane concerns, with its attendant throttling of initiative and ambition which is the outstanding curse of modern business in this country.

On the other hand, consider the proposition of regulation from within. Here we find developing out of chaos a set of standards of practice at which none can cavil. We find the machinery for the enforcement of these standards not merely projected, but functioning efficiently and purposefully. It has been evolved from within by the leaders in the profession. Understandingly, with full comprehension of the evils they have to combat, they have striven and they have accomplished.

When an agency has been accepted to membership in the American Association of Advertising Agencies it has thereby demonstrated that it has the requisite brains, finances and mechanical production. It has agreed to maintain the high ideals for which the A. A. A. stands or to forfeit that membership. Surely this is the better—the more resultful method!

Membership in the A. A. A. A.

presents many features analogous to that in the New York Stock Exchange. Once a firm has been accepted by the governing board of the Exchange, its offerings and transactions are accepted by everyone, practically without question. If any suspicion is cast upon an individual's methods, the same governing board is eager to take up the case and will expel the offender if the charge be proven. As the A. A. A. has co-operated in every way possible with the publishers, ever fighting in the forefront of the battle to eliminate unethical practices and abuses, is it

not fair to assume that the publishers would grant a courtesy to the members of this association, on a plane similar to that of the Stock Exchange, that the fact of membership is an assurance of fair dealing and probity?

It is my firm belief that if this matter be left in the hands of the governors of the American Association of Advertising Agencies it will be handled to the best advantage of publisher, advertiser and advertising agent alike.

EDITOR'S NOTE.—The discussion of auditing advertising agencies will be continued in the next issue of ADVERTISING & SELLING.

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



THERE are many jobs on which a paper of pleasing color is desired. In addition to the whitest white, SYSTEMS BOND is made in these attractive colors—pink, blue, green, canary, buff, goldenrod.

Whatever color you choose, you can always depend on the **character** of this paper.

A request will bring samples.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

The Men and Women Who Make Our Mediums

B. C. FORBES

Publisher of *Forbes Magazine*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By SHERWIN CODY

FROM my first acquaintance with B. C. Forbes, founder and editor of *Forbes Magazine*, I wanted to ask him this question:

"How was it, Mr. Forbes, that you, born and bred in Scotland, were able to come to New York and win the confidence of America's biggest business men, so that you have become their foremost biographer and interpreter?"

When the editor of ADVERTISING & SELLING invited me to write this article I had my chance to ask that question, and Mr. Forbes gave me the complete and truthful answer to it by telling me in his deliciously pleasant, boyish, humorous manner, the story of his editorial career. His work for the day was done, he had told his secretary to lock the door, and he said:

"You can't print all I'm going to tell you, but to answer your question I'm going to sketch for you what really happened, and you can write it up according to your best judgment."

He assured me in the course of this interview that he had made his successes in journalism by telling the truth just as it was, and, as I have made whatever literary success I have had by the same method, I am going to tell you some of those intimate personal facts of the man's life which, after all, are the most significant thing you can know if you want to understand why and how he succeeded.

"The fact is," he began, "I had had one of those personal disappointments which seem so tragic to a young man of twenty-one. Soon after I wrote a short story entitled, 'The World Emptied,' which exactly expressed my personal feeling. I was sub-editor of a daily newspaper in the city of Dundee, Scotland, and getting what was considered a good salary. In two successive years, at sixteen and seventeen, I had won a local prize for shorthand, I had good testimonials, including two from prominent London newspapers, and the elderly gentleman who was

editor of my own paper wanted to keep me where I was, as I had tried to make myself useful to him by taking over some of his duties. But I made up my mind that I shouldn't stay in Scotland any longer and that I would go to South Africa, where I heard a live young fellow could earn as much as a pound a day—twice what I was then making. The Boer War was then in progress and the spirit of adventure lured me. I bought my steamship ticket before I said anything to my superior, as I was afraid he might try to persuade me to stay. When he saw how it was with me—I had just received a big increase in salary—he said, 'Young man, you have the spirit of a rover.'

HUNTING BIG GAME IN SOUTH AFRICA

"When I reached Cape Town I went around to the newspaper offices, to which I had previously mailed copies of my testimonials, and asked for a job, but the war had driven in all the correspondents from up-country and the papers were over-staffed. One veteran editor had been impressed by my testimonials, however, and said he would help me to find a job. After I had had some eventful experiences he recommended me to a friend of his as a stenographer in a railroad office, and a few weeks later called my attention to an advertisement for a reporter in Port Elizabeth. The paper was a dead one, but I did my liveliest to put a little pep into it. Next I got a job in Durban, Natal, the *piece de resistance* in my new paper, each day being a very heavy editorial that had to run over a column. I was offered five dollars extra for each editorial considered acceptable, and after I had been there two weeks I was called in and told I would be given a chance to 'win my spurs' by writing those editorials while the editorial writer got a vacation, the first one in five years.

"Six months later the Boer War ended, and the brilliant writer, Edgar Wallace, with good capital behind

him, started a big daily paper at Johannesburg. I wrote for a job, was offered \$125 a month, tried to stand out for \$150, but got two lines in reply to my letter saying, 'The pay is twenty-five pounds—take it or leave it.' I took it. This gave me a chance to do things, to show some enterprise, to inject a sort of new note into South African journalism.

"As chief political reporter I started a novel column called, 'Notes from the Gallery.' This being the first British Parliament held in the Transvaal, its proceedings aroused intense interest. As those big men made their speeches I made frank, intimate comments, telling the plain truth about them. If a man made a dull, rotten speech, I said so; if he made a brilliant speech, I told that, too. I was absolutely truthful and absolutely fair."

"Didn't it make some of those fellows mad?" I asked.

"Yes, at first it did, but they knew I was always truthful and fair, and the members of parliament and the public as well took to reading that column to see what impression each politician was making.

"Soon the cabinet officers and big politicians—anxious, I suppose, to make friends with the fellow whose stuff was being read—began to give me important, exclusive news. I got scoop after scoop, so much so that the rival papers finally had a sort of detective reportorial force follow me around, and whenever they saw me talking to a big politician they immediately went up to him and asked him what he had said to me.

THE GREAT OPPORTUNITY

"The feature of this paper was a signed article by Edgar Wallace, the founder of the paper. But he was popular and occasionally spent an evening socially. Then one day the news came that General Sir Hector Macdonald, the great hero and idol of the Boer War, had committed suicide, though at that time we had only vague rumors that he had gotten into a nasty scandal. I knew his Scottish country very well and how the Highlanders felt about him, and I felt I could write a personal-impression article on his personality. Just after I started Mr. Wallace came in and said, 'Couldn't you write something about Macdonald? He's got to be our feature article tomorrow, but I don't feel like writing it—I'm going out this evening. Here's a little book that will give you the facts about his life.

"The article appeared next morn-

ing with my name, in the column usually filled by Wallace. I didn't think anything of it, but on my way to the office in the morning the financial editor stopped me and shook my hand. 'The Stock Exchange is ringing about it,' he said. I couldn't imagine what he was talking about. Half a dozen others congratulated me before I got to the office.

"If you would grow a mustache I would give you five pounds a month more," said Wallace, 'and make you chief reporter.' I was very boyish-looking, and there were grey-haired old men among the reportorial staff who wouldn't have stood for having an infant like me at their head. But I got what was just as good, a commission as sort of special correspondent to write up pretty much anything I chose to. I also wrote short fiction stories. I was making about sixty dollars a week and usually working only a few hours a day."

"How did you happen to give up a good thing like that and come to New York?" I asked.

LOOKING FOR HARDER WORK

"The truth is, it was too easy. I just said to myself, 'This is no life for a young man of twenty-four who wants to make his mark in the world. This is too darned easy.' All over the world New York has the reputation of being the hardest newspaper field there is. The big, clever reporters are supposed to be there, geniuses who get news that nobody else can get. I said to myself, 'That's the place for a young man to go if he wants to test his mettle and run up against fellows abler than himself.' I wanted more hard knocks than I was getting in Johannesburg."

"So you have been a chaser of hard jobs?" I commented.

"Yes, I've always had the feeling that I wanted to make my job, whatever it was, count for more than it ever counted for before. Though I had to support my mother in Scotland (and did this from the time I was seventeen), I had always been a good earner and a good saver, and I had money for a five months' trip round the world and to keep me in New York while I was making a start."

"Did you find New York a hard nut to crack?"

"Why, for weeks," he said, "I couldn't even get past the office boys to see a single editor. At last the *Journal of Commerce*, to my great joy, consented to let me work there for nothing to see if I would be



B. C. FORBES

worth anything to them. They appraised my value at \$15 a week, which was probably more than I was worth to them. They put me on as assistant to the dry goods market reporter. I didn't even know what 'dry goods' meant; the term isn't used on the other side.

"Of all the monotonous and hateful jobs I ever tackled, that was the worst. Twice a week, for example, we had to have an article on the linen market, and in those days there wasn't any change in price to amount to anything, or anything you could get out of merchants except that business was good or bad. Every day, too, we had to have an article about the jobbers' market, though there were then only three sizable jobbing houses left in New York. There had once been an important jobbers' market, and the habit had been formed of having an article about it every day; but though the market had grad-

ually vanished the habit of having the daily article remained.

"My first problem was to get those big importers and wholesale merchants to talk—to say something real. So, as I had traveled a great deal and was familiar with European politics and finance, I tried to slip in some remark that would be likely to interest them—to give them a quid pro quo for what I wanted them to tell me. They weren't so very busy in that trade, and my plan for getting them to bother talking to me worked. Then I tried to feature personal news items about those in the trade and to write short interviews—those men liked to see their activities reported. At last I felt strong enough to begin quoting truthful prices. Usually we got all our information about prices of the day from the big importers, the sellers. They would say and it would be so printed—that the price of a certain grade of raw silk

was \$5.25 to \$5.50 a pound. Then they would say to customers, 'I am going to make a special, lower price to you. To you it will be \$5 though, as you see by the *Journal of Commerce*, the market is \$5.25 to \$5.50.' I got the prices from the buyers as well from the sellers, and when the real selling prices were \$4.75 to \$5 I said so."

"What did they say to that?"

"Some of the importers called me in and said: 'You didn't give the right prices in the paper this morning. We told you the price was \$5.25 to \$5.50, and you have it here \$4.75 to \$5.' 'Isn't that the actual selling price?' I asked. 'I want to print the truth.' The editor of the paper was appealed to, but he stood by me, and as soon as it was noised around that the real prices were being printed the reports were awaited and read as they had never been read before. In time even the original objectors became my best sources of news."

"Then one day I got a letter from the Johannesburg paper asking if I would go to London as their London correspondent, with a salary of \$2,000 to start, working up to \$3,000."

AGAIN THE CRISIS

"When I mentioned this proposal (it wasn't actually an offer) to the editor of my paper he at once said: 'You don't want to leave New York. This is a better place for you than London. What position on the paper would you like?' I said I would think it over. I decided that the best place was that of Washington correspondent. The editor said: 'All right, you can be Washington correspondent.' So I got my introductions to Cabinet officers, and my heart as well as my trunk was prepared for Washington, when the editor called me in and, with due apologies, told me that Parker Willis, who had left them to found a chair in Washington University, had written that he was tired of being a professor and would like to resume being Washington correspondent, as he had heard a change was to be made. The editor explained that they wished to favor their old men whenever they could, and he wanted to know if I would not be satisfied with some other position on the paper. I was disappointed, but as I knew the financial editorship carried a relatively good salary, and as, being a Scot, I had a natural interest in money, I said I should like to be financial editor. They said, 'All right, you can be financial editor. Of course, you

will have to start as assistant; but as soon as you learn the game you can take over the department.'

"In those days big financial men used to hang out evenings at the Waldorf-Astoria. As I looked very young, I knew they would look up on me as they would one of their fifteen-dollar-a-week clerks and consequently pay scant attention to me. So I made up my mind to give up my ten-dollar-a-week boarding house and go to live at the Waldorf, in order to mix up with them on their own ground and to convey the impression that I occupied a really responsible position."

"Didn't it cost you more than you were earning?" I asked.

"Yes, it did, and I had to draw on my savings, but I stayed there all that first winter. I ate a ten-cent lunch on the arm chair, and when I got carfare to go up town I took most of my lunch hour to walk it—I used to be a marathon runner—and saved the nickel. Living at the Waldorf didn't do me as much good as I thought it was going to do, but it did help some."

"To get the confidence of those big Wall Street men I followed my old rule—always try to give them something they want in return for what you ask them to give you. I picked up a lot of financial information that I couldn't print, but which it was perfectly fair for me to tell them, and they appreciated getting it. Then I always quoted names whenever I could. I always asked permission, but I knew most of them would like to see their names in the paper, if they were quoted properly. They soon learned that they could trust me and that I would always treat them right. I got my column read by telling the truth, by occasionally getting important 'inside dope' and by trying to make my stuff human."

"When I got the confidence of one man, he would readily give me a letter of introduction to another. I remember when I was writing my book, 'Men Who Are Making America,' one big mining man I wanted to include ignored entirely several letters I wrote him, but two months later I got a telephone call, saying he was in New York and would like to see me. He received me most cordially. I knew something must have happened. He said he had been dining with Henry Frick the night before and had remarked that it was a pity a man of Frick's titanic achievement, and doing what he was doing for the public, was not better known. Helen Frick, the clever daughter,

spoke up and said: 'Papa will soon be much better known. Mr. Forbes has written a beautiful article about him, and as soon as that comes out people will know all about what he has done.'"

TALKING IN FIVE FIGURES

Even while I was talking to Mr. Forbes he was called on the telephone and the head of a big newspaper syndicate asked him if he wouldn't contribute three short articles a week (about three-quarters of a column each) at the price he got for a magazine article—which would work out at the rate of over \$25,000 a year. Mr. Forbes replied that he would consider it, but that he had another similar proposition under consideration."

But he does not allow even \$25,000 a year to interfere with making the biggest possible success of *Forbes Magazine*, to found which two years ago he threw up his position as business editor of the *New York American* at \$13,000 a year. (And, by the way, he had an absolutely free hand to write the truth as he saw it, whether it harmonized with the ideas of the Hearst papers or not.)

It must have been Mr. Forbes' old love of "tackling something harder yet" which made him give up his good job and big salary to found a new magazine right in the middle of a world war, when prices of paper and printing were mounting almost daily and many a weak publication was being squeezed to the wall. At first his big financial friends told him he was making a great mistake. But when they began to read his paper they changed their minds. They recognized that the human side of business was to be the big thing in the twentieth century, as the mechanical side of the industry had been the big business factor in the nineteenth century. They realized that the country needed the help of a man like B. C. Forbes and a well-developed organization like *Forbes Magazine* to solve the great problems of labor relations (c. g., John Leitch and his famous book "Man to Man," published by *Forbes Magazine*), and the deeper and even more far-reaching problems of the relations of big business to the public."

These men soon saw what others have realized since, that the success of *Forbes Magazine* was assured, since it is really a big national campaign for true, honest, service-giving business in America, the biggest that has ever been attempted."

Advertising and the News Print Shortage

It is interesting to know that out of every 1,000,000 tons of news print used during 1919 in the United States, 1,680,000 tons were absorbed by newspapers. Along with these figures it has been estimated that the New York Times and the Chicago Tribune together used as much as all the small-town newspapers combined. The New York Times alone consumed as much newsprint in a year as all the newspapers in Australia.

In the United States the production of news print has been about the same as in the past—while in Canada there has been a tendency which has resulted in a steady increase—an increase that threatens noticeable rivalry with the United States.

The News Print Service Bureau has recently issued a series of charts that clearly demonstrate the production of news print in the past ten years. These charts reveal the fact that the manufacture of news print has not fallen off here in the United States or Canada but, on the other hand, there has been an enormous increase in consumption during the past ten years that has been directly responsible for the shortage of this commodity.

The serious proportions which the news print shortage has attained is indicated, when we learn of the large percentage of weekly publications and similar periodicals which were forced to discontinue publication due to this grave scarcity.

This shortage has in no way been confined to the small publications. Even the larger and more influential papers have felt the pinch of this threatening famine.

Various ways and means of meeting this shortage have been suggested as a remedy to this situation. The suggestion has been made that the heretofore large advertisers should cut down their advertisements and use less white space while this paper epidemic is in progress.

Certain publishers are optimistic to the extent of believing that the shortage has now reached its height and from now on the paper condition should improve.

Should this present crisis continue, doubtless greater effort will be spent in the direction of greater out-door advertising campaigns and direct-by-mail advertising campaigns.

It is gratifying to know that this year it is estimated that the production of news print paper will be increased 10 per cent. This increase of 10 per cent means some 200,000 tons increase added to the rate of present production. About 5 per cent of the output will be manufactured in mills that have been formerly producing wrapping paper.—*Progress Bulletin, Alexander Hamilton Institute.*

New British Law Protects Advertised Trade Marks

A new Trade-mark Amendment Act has just been put into effect in Great Britain. Under the provisions of this act, any trade-mark which has been actually in use in trading operations for a period of two years, can be registered by the user thereof.

In this way, many marks which could not have been registered under the old law, such as geographical terms, sur-

names and descriptive words, may now be registered.

Many foreign countries require the filing of a certified copy of home registration as a prerequisite of registration in the foreign country. This regulation has prevented the owners of many valuable but unregistered trade-marks from obtaining protection in foreign countries.

The National Foreign Trade Council points out that similar legislation is greatly needed in the United States. A large number of trade-marks are used by American manufacturers which are incapable of registration under the provisions of the present trade-mark law; usually because they are either geographical, the mere name of a person or persons not used in a particular or distinctive manner, or words or devices which are descriptive of the goods or

of the character or quality of such goods. Many of these marks have, through extensive use and advertising, become extremely valuable. Yet, because they cannot be registered in this country, their owners are not able to register them in countries which require the certified copy of the home registration and are, therefore, open to piratical attacks by dishonest foreign traders.

Recently an attempt was made in Portugal to steal over 40 American automobile trade-marks. Similar attempts are of frequent occurrence, and can be prevented only by a revision of the United States Trade-mark statutes.

"The Road Master"

Master Trucks, Inc., Chicago, now publishes a sixteen-page house organ called *The Road Master*.



Good News About Paper

The demand for all grades of paper grows tremendously, and although every mill in the country is turning out tonnage at top speed twenty-four hours a day—the need for increased output is greater every week. The flood of orders swamping the mail of paper makers is assurance that the boom in the paper business is not temporary—years will be required for supply to catch up with demand.

New mills are being built to increase production—more than fifty are already planned for the next two years—new and better equipment for present mills is the order of the day. So the good news for paper mills means good business for those who sell to them. Opportunity is knocking at the door—and the key that opens the door of practically every mill in the United States and Canada is

PAPER

The industrial journal of the paper industry

471 FOURTH AVE., NEW YORK CITY

Why the Farmer Reads Advertisements in Summer

Figures Taken From a Recent Investigation
Show It's Because He's a Heavy Summer Buyer
By J. H. LEWIS

SOMETIMES figures will be given a chance to talk to a man who won't listen to words. Hence, the accompanying table which shows some highly illuminating facts bearing upon that important question—important both to the advertiser and to the farmer—of whether it is worth while to advertise to the farmer in summer.

In several recent issues of *ADVERTISING & SELLING* writers have come to the magazine's pages to declare in decisive tones that the theory which says that the farmer is too busy to read in summer and that, therefore, summer advertising is wasted isn't worth the paper upon which to print it. Yet other writers have exhibited the conviction that it is worth at least some of *ADVERTISING & SELLING*'s paper.

TESTING THE THEORY

Now, the agricultural journals, like the advertising journals, have a more than academic interest in this question. Farm advertising goes in farm papers and if the old theory is worthless it is a highly profitable procedure for the farm paper advertising directors to demonstrate clearly just how worthless it is. This was one of the ends aimed at in a recent intensive and extensive investigation undertaken by the *Farm Journal*, the results of which are embodied in the table.

The left-hand column gives the different classes of business covered and the other columns the percentage per month of the total annual farm trade done in these lines of business by the merchants queried. The general average is worked out at the foot of the table.

In conducting this investigation, the *Farm Journal* covered a large

group of merchants doing a heavy farm trade throughout the fourteen states of the "Wealth Belt,"—New York, Pennsylvania, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Nebraska, Kansas, Missouri, and the two Dakotas. Questionnaires were also sent to small town bankers, and the editors of leading trade papers who serve merchants carrying the farm trade were asked for their opinions.

"The reliability of these statistics is assured," says the *Farm Journal* report, "by the fact that the figures were supplied largely by dealers with whom we have been in personal touch on previous occasions and by acquaintances of editors of the trade papers. Many of these dealers have placed themselves upon our paid subscription list and so may be depended upon to give especially careful attention to our questionnaires."

THE BIG WORK PERIOD

Here are some significant paragraphs from that report to supplement the statistical table:

In good stores in country trading centers, merchants report that their June, July and August sales are 22 per cent larger than their December, January and February sales. December, is of course, the largest month in the year for all dealers, except those who handle implements alone, so the significance of the 22 per cent statement is very evident.

The big work period is the big buying period. Machinery is wearing out. Clothes are wearing out. Housewives want quickly-served foods, with more farm hands to feed. Roads are good—getting to town is easy. Entertaining is at its height. The harvest is assured. Big money is in sight. The spending is continuous.

One dealer analyzes it thusly: "Though the farmer does not spend as much time in reading during the summer, he reads

much more quickly, also he grasps what he reads more thoroughly and reacts more promptly. In summer he is very busy and body and brain alike are active. Time is valuable and he decides and acts quickly. His body is more active and his brain is therefore more active."

In summer, time and inclination are lacking to sit down and take out a mail order, fill out all the various blanks, give all the various measurements, figure out accurately the amount of money needed and the amount of freight charges, etc. Very little mail order buying is done in the summertime. On the other hand, it is easy for the farmer to get into town in summer, for roads are good, evenings are long, weather is fine for driving. He is influenced by the displays in the store windows and on the counters. The clerks do all of the writing and figuring for him. There are necessary goods which he must have right away, so the tendency is to buy other goods at the same time.

SUMMER THE DEALER'S SEASON

In summer, therefore, the farmers buy entirely from the dealer. In winter conditions are reversed. It is far more comfortable to sit down with a catalogue and figure out a list of goods that are needed than to drudge through snow, ice, hail and muddy roads. Let the mail carrier do the heavy road work.

Summer advertising is an essential for the manufacturer who wants to make sure of all his available trade.

The farmer during his period of hardest work, planting, cultivating and harvesting, is looking forward to the time when those crops will bring in the money—he is dreaming, not of the harvest, but of the spending.

It is, therefore, wise for the manufacturer to be implanting in that farmer's mind the brand name of the goods that he wants the farmer to buy later. If the manufacturer waits until the farmer finally goes to the store to make his purchase, some other manufacturer may have secured the inside track, or the dealer may be able to sell the goods which carry the longest profit for him.

On the other hand, if the farmer can be sent to the store with his mind fairly well made up as to the particular line he wants to purchase, then it is a pretty sure

How the Farmer Divides His Buying

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
General stores	6.3	5.9	7.0	7.8	8.8	8.8	8.0	9.0	9.1	9.5	9.2	9.7
Automobiles	3.7	4.0	6.1	8.9	10.0	11.5	11.2	11.8	10.7	9.6	6.8	4.8
Banks	6.2	8.7	9.8	9.0	6.0	7.8	7.8	7.2	7.0	9.7	11.0	9.8
Boots and shoes	6.1	5.0	5.2	7.0	9.1	10.2	10.0	8.1	8.2	11.1	10.0	10.0
Clothing	5.9	5.1	6.3	8.0	9.0	8.6	7.6	7.0	8.7	10.3	10.8	12.1
Drug stores	6.0	6.4	7.2	7.6	8.8	8.5	8.9	9.0	8.5	8.8	8.5	10.0
Furniture	5.0	6.9	9.2	11.2	10.7	6.5	8.4	8.2	8.1	7.1	7.7	10.4
Garages	7.4	6.1	6.9	8.2	10.0	8.9	9.4	10.3	9.9	8.8	7.3	6.8
Groceries	7.0	6.6	7.4	7.4	8.2	8.2	9.2	9.2	9.2	9.2	9.2	9.2
Hardware	5.4	5.1	7.7	8.7	9.7	9.6	9.2	8.7	8.0	9.3	8.7	9.0
Implements	3.8	5.6	8.2	10.2	11.1	11.8	12.1	10.5	9.2	7.5	5.9	5.1
Jewelry	7.1	6.8	6.9	6.2	7.4	7.7	7.9	8.4	8.2	7.9	9.4	16.1
Music	7.3	7.4	7.5	7.7	8.0	7.6	6.5	6.7	8.2	9.4	10.0	13.7
General average	6.1	6.0	7.2	8.0	8.7	8.6	8.7	8.4	8.8	9.4	9.5	10.6

thing that he will get what he has set his mind and heart on.

In other words, preliminary educational advertising is just as necessary with the farmer as with any other class of trade, and the two or three months before the harvest, therefore, comprise the highly important educational season. Buying with farmers is often a rather slow process. They go to the store some time before they intend to buy and look the article over, and then discuss it at home. The thought, purchase thus becomes, through the manufacturer's summer advertising, the actual purchase.

Turning back to the figures of the table I find some really astounding revelations—astounding even to one as well sold on the value of summer advertising to the farmer as I am. Note the situation in the automobile trade where the dealer makes 34.5 per cent of his sales in June, July and August—one per cent more than he makes in all the preceding five months and about three per cent more than in the succeeding four. Commenting upon this fact, the report from which the table is taken says that the fact that automobiles are naturally used most in summer when roads are good does not account entirely for the farmers' buying season. The city dealer expects to sell most of his cars in the spring or very early summer but the country dealer sells more in June and July than in May and August is the largest month of all. When the crop is assured then the farmer feels that he can safely buy an automobile, or exchange his old car for a better one. He knows just what his financial condition is going to be in the winter. Even if he does not have the money on hand, a thirty day or sixty day note can be paid promptly at maturity.

WHERE SUMMER SALES TOP THE YEAR

Take hardware stores. Country hardware stores also have surprisingly heavy sales in the summertime. The statistics given in the table show the 27.5 per cent total for June, July and August as higher than the total for any other three consecutive months in the year outside this period.

The report on farm implements reveals the same phenomenon. Tractors, for example, as it is pointed out, are summertime purchases to a large extent. If the fall is hot and dry and the plowing hard on the horses the farmer is more likely to purchase a tractor then. He is not so likely to buy it in advance.

But it is not in these cases in which summertime buying tops the year that we should be particularly interested in considering the value of summertime advertising. The

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

CLASS TRADE AND TECHNICAL

AERIAL AGE WEEKLY, New York

The National Technical, Engineering, and Trade Authority of the aeronautic industry. The foremost aeronautical magazine in America in point of quality, circulation, and authoritative editorial contents.

THE AMERICAN ARCHITECT,

Member A. B. P. Inc. New York

The weekly business newspaper of the architectural profession subscribed to at \$10.00 per year by practically every worthwhile architect. Published every week since 1876.

AMERICAN EXPORTER, New York

The world's largest export journal. Carries 1,400 continuous advertisers. Circulates every month through English, Spanish, Portuguese and French editions among leading firms abroad that buy American manufactured goods. Member Associated Business Papers, Inc.

THE ARCHITECTURAL RECORD,

New York

National professional monthly established 1891. Average net paid circulation exceeds 9,500. Member Associated Business Papers, Inc.

THE ARCHITECTURAL REVIEW,

New York

Established 1887, is an ably edited, progressive monthly for the architects, basing its appeal to both its subscribers and advertisers on quality.

AUTOMOTIVE INDUSTRIES,

New York

The only journal dealing with engineering and industrial problems in the third largest industry. Published weekly. Subscribed to by manufacturers, engineers and other industrial officials, allied industries, foreign manufacturers, etc. Net paid circulation 8,519. Member Associated Business Papers, Inc.

BAKERS WEEKLY, New York City

Leading paper in the baking industry. Member A. B. C. and Associated Business Papers, Inc.

BOOT AND SHOE RECORDER,

Boston

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants in this country. Circulation 10,000 copies weekly. First choice of the advertiser of shoes, leathers or shoe-store goods. Member Associated Business Papers, Inc.

BUILDING AGE, New York

Established 1879. Published monthly. Subscribed to by the men who do the building construction of the country. Circulation almost exclusively among those who purchase materials as well as tools.

THE DRY GOODS ECONOMIST,

New York

The Dry Goods Economist, a national dry goods weekly for retailers and jobbers, is the accepted authority of the dry goods trade. Eight issues of each year are World Wide numbers with over three thousand added foreign circulation. Type page 834x124. Published Saturdays—forms close Wednesday preceding. Member of the Associated Business Papers, Inc. The Dry Goods Economist, 231 West 30th Street, New York City

EL COMMERCIO, New York City

The first and oldest Export Journal in the World. Established 1875, published monthly. In considering export advertising do not overlook El Comercio. Under the same management for 44 years. Send for free sample copy, rates, etc.

EXPORT AMER. INDUSTRIES,

New York

Monthly English, French, Spanish and Portuguese editions reaching foreign business men interested in the United States as a source of supply for their industrial and mercantile requirements. Official International Organ of the Nat. Assn. of Mfrs. 60,000 circulation guaranteed.

THE GAS RECORD, Chicago

Semi-Monthly. Edited by practical gas men. Reaches builders and operators of artificial and natural gas plants, and makers and sellers of gas-consuming appliances. Member A. B. C. and A. B. P. Eastern office 56 W. 45th St. New York. Telephone Vanderbilt 3695.

HARDWARE AGE, New York City

An inspiration to better merchandising in hardware, house furnishings, sporting goods and kindred lines. Established 1855. Circulation exceeds 17,000 copies weekly. First in paid circulation, in editorial merit and in volume of advertising. Member Associated Business Papers, Inc.

THE IRON AGE, New York

"The World's Greatest Industrial Paper," established 1855; published every Thursday; forms close eight days preceding; type page 678x11"; one-time rate \$88.00; 52 pages a year, \$60.00; member A. B. C. and A. B. P. The Iron Age represents the operating and commercial side of the iron, steel, foundry, machinery, automotive, railroad, shipbuilding, farm implement and other metal-working industries. Its readers are the buying executives. Branch offices in Chicago, Pittsburgh, Boston, Philadelphia, Cleveland, Cincinnati, Washington, and San Francisco."

MARINE ENGINEERING, New York

Guarantees more paid individual subscribers among shipbuilding companies and their officials, also among steamship and steamboat companies and their officials, than all other marine publications in the country combined. Member Associated Business Papers, Inc.

MERCHANTS' TRADE JOURNAL,

Des Moines, Chicago, New York, Boston

Published monthly—subscription price \$3.00 per year. Sworn, paid national circulation among retail merchants, exceeds 24,000 (rate based on 16,000). Maintains trade investigation bureau.

METAL WORKER, PLUMBER & STEAM FITTER, New York

Established 1874. Published weekly. Recognized authority on heating, plumbing, roofing and sheet metal work. Devoted particularly to the interests of the buyers of materials in the above lines—the combination shops. Market Report an important feature. Member Associated Business Papers, Inc.

MOTOR AGE, Chicago

The Weekly News and Service magazine of the automotive trade. Editorially, it specializes on the maintenance of motor cars, trucks and tractors and is devoted to the interests of motor car, truck and tractor dealers who make up over 50% of its more than 30,000 paid subscribers. Member Associated Business Papers, Inc.

Certified Circulations

Some Mediums in Several Classes Whose Audits are Made by the
AUDIT BUREAU OF CIRCULATION

CLASS TRADE AND TECHNICAL

MOTOR WORLD, New York

Subscribed for and read by the big percentage of dealers, jobbers and garage owners who study merchandising and are interested in the profit side of their business. Net paid circulation in excess of 22,000 per week. Member Associated Business Papers, Inc.

RAILWAY AGE, New York

Founded in 1856. Read by executive officers and heads of the operating, traffic, financial, legal, purchasing, mechanical, engineering and maintenance departments. It reaches direct the final buying power of railway supplies and equipment. Weekly. Average circulation 9,250 copies. Members Associated Business Papers, Inc.

RAILWAY ELECTRICAL ENGINEER, New York

Founded in 1908. The only paper devoted exclusively to steam railway electrical problems. Of special interest to mechanical and electrical engineers, heads of electrical departments and their staffs, electric welders, third rail men, power house, sub-station and car lighting men. Monthly. Average circulation 3,300 copies. Member Associated Business Papers, Inc.

RAILWAY MAINTENANCE ENGINEER, Chicago

The only publication devoted to the problems of track, bridges, buildings, terminals, water and steam heat service of the steam railways. Reaches all railway officers concerned with maintenance of way problems. Monthly. Average circulation 8,900 copies. Member Associated Business Papers, Inc.

MAGAZINES

THE MODERN PRISCILLA,

A magazine designed for thrifty woman-kind. Devoted to the three important topics of Needlework, Clothes and Housekeeping. A practical magazine for practical women. 97% of its readers are housekeepers; 83% are mothers. Over 90% of its readers keep back numbers indefinitely for reference. Rate \$4.00 per line.

NEWSPAPERS

THE COURIER NEWS,

Fargo, N. Dak.

Published in the heart of the famous Red River Valley wheat growing section, has the largest circulation of any daily newspaper in the state. Advertising rates 4 cents a line. Government wheat guarantee makes North Dakota the best field for advertisers in the nation this year.

THE BRITISH WHIG,

Kingston, Ontario

Only A. B. C. paper in city of 25,000. April average 6,424. City circulation 3,950; country, 2,474. Carries many exclusive news features. 14 to 22 pages, something unique in newspaper annals, daily. Write for house organ. "More Pen."

RAILWAY SIGNAL ENGINEER, Chicago

Founded 1908. Read by signal engineers and their staffs, signal supervisors, inspectors, maintainers, foremen, battery men, wiremen, towermen, lampmen and grade crossing engineers. Monthly. Average circulation 5,500 copies. Member Associated Business Papers, Inc.

RAILWAY MECHANICAL ENGINEER, New York

Established in 1832. Devoted to subjects pertaining to motive power, rolling stock, power house, shop and roundhouse problems. Read by all officials interested in the repairs or renewals to motive power and rolling stock. Monthly. Average circulation 11,400 copies. Member Associated Business Papers, Inc.

THE RETAIL LUMBERMAN, Kansas City, Mo.

The dominant trade paper in the retail lumber and building material field. It furnishes lumber dealers with building, advertising and sales service, and is a high class advertising medium. Total net paid circulation in excess of 5,000. Ask for statement. Member Associated Business Papers, Inc.

SHOE AND LEATHER REPORTER, Boston

For 63 years the most influential and intensive paper in an industry rated as fourth in the country's business. During 1919 the REPORTER carried 4,000 pages of paid advertising, which is 454 more pages than its chief contemporary. Published each Thursday. World-wide circulation at \$5 a year. Member Associated Business Papers, Inc. Ask for A. B. C. Report.

THE SHOE RETAILER,

with which is consolidated THE SHOEMAN and Boots & Shoes Weekly; circulates exclusively in the retail shoe field, in well-rated stores and departments among those who are interested in matter of style, trade situation and store management. Members of A. B. C. and Associated Business Press.

TEXTILE WORLD JOURNAL, New York

The Dominating publication of the textile industries. Its readers are mill men who control purchasing of supplies for this country's second largest industry. Over 750 industrial advertisers using space under yearly contract. Member Associated Business Papers, Inc. One Time Page rate, \$100.

AGRICULTURAL

NATIONAL STOCKMAN & FARMER, Pittsburgh, Pa.

"130,000 guaranteed. Covers Ohio, Pennsylvania, West Virginia. \$1.00 per year cash. It does not believe in the advertisers bearing all the expenses of a publication."

FARMER AND BREEDER, Sioux City, Iowa

Devoted to the interests of the capitalistic farmers and breeders of the Golden Egg Territory—southeastern South Dakota, northwestern Iowa, northeastern Nebraska and southwestern Minnesota. Circulation 90,000. Rate 50 cents an agate line.

tiser got into his mind such facts as those expressed in the general averages given at the foot of the *Farm Journal's* table. My impression is that they about sum up the situation in the whole farm field, confuting authoritatively the fallacious theory upon which the summer lay-off was based.

New Publications

"Times Club Scoop"

As the official organ of The Times Club, composed of employees of the New York Times, the *Times Club Scoop* is now being put out monthly. It is printed in rotogravure, and sells for 5 cents a copy.

"The Guide Post"

The merchandising bureau of the Washington Post, has started a little paper called *The Guide Post*. It treats on matters of interest to advertisers and merchants, and will be published "now and then."

"Just Between Ourselves"

Just Between Ourselves is the house organ of the Preriodical Publishers' Service Bureau, which has offices in New York City, and is published in Chicago. The paper is edited each month by a different member of the Cook organization. Its subscription price is \$1.00 a year.

"Better Advertising"

Better Advertising is the name of the house organ now being published by Ben C. Pittsford Company of Chicago. The magazine was formerly the organ of the Chicago Advertising Association.

"Westinghouse International"

Westinghouse International, a well illustrated and attractive magazine devoted to the electrical industry throughout the world, makes its first appearance with an April number. It is published by the Westinghouse Electric International Co., East Pittsburgh, Pa.

"New Business and Bank Publicity"

The April issue of *New Business and Bank Publicity* is Vol. 1, No. 1. It is put out by Cornelius Baker, 123 South Fourth street, Philadelphia, and is "for the development of bank and trust company business through advertising."

"The News Item"

The advertising department of the Hutchinson (Kan.) News has started publication of *The News Item*. It is "devoted to the interests of more effective advertising" and will be "delivered, postage prepaid, to any one who will read it."

N. W. Ayer & Son Will Erect Building

N. W. Ayer & Son, Philadelphia, have purchased the property adjoining their present location on Chestnut street, and after removing the three buildings standing on it, will erect an office building for their own use. The agency now employs about 400 people at its Philadelphia headquarters.

most impressive deduction to be made from a tabulation like this is that, in no case, does summertime buying drop far enough below the average to justify a drop in ad-

vertising during the hot months—much less a lay-off. One might as well—might better—talk of a spring lay-off or a winter lay-off; but nobody does. It is time the adver-

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Contents of This Number

May 29, 1920

THE FUTURE OF ADVERTISING.....	<i>Herbert F. deBower</i>	3
Some of the Functions This Great Force Will Employ.		
PRICE SLASHING, WAGE CUTTING—AND WHAT?....	<i>Bruce MacGregor</i>	6
What the Flurry Over Merchandising and Production Leads Us to Believe.		
STANLEY'S WEEKLY CARTOON	<i>Thomas B. Stanley</i>	8
"If the Game Were As Easy As It Looks."		
THE UNIQUE ADVERTISING CAMPAIGN OF "WIDS".....		9
How the Dealer Is Sold On Rubber Heels That Are Different.		
THE PRINCIPLES OF COLOR PREFERENCE.....	<i>M. Luckiesh</i>	11
Facts and Figures Which Should Aid In the Selection of Color for Advertising Uses.		
ADVERTISING AMERICA TO THE WORLD.....	<i>Thomas L. Masson</i>	14
It Isn't Being Done Properly, Declares One of the Editors of "Life."		
WRITING FOREIGN ADVERTISING COPY	<i>Frank V. Birch</i>	19
How Americans Should Tone Their Appeal to Stranger Readers.		
HELPING THE ILLUSTRATORS TO ADVERTISE YOU.....	<i>A. Rowden King</i>	23
Not All of the Art in Advertising and Stories Is Culled from the Imagination.		
THE WHOLESALE IN THE ADVERTISING PLAN.....	<i>D. Arthur Johns</i>	26
MARRIAGE AND SALESMANSHIP	<i>Saunders Norvell</i>	30
A SURVEY OF EIGHTY HOUSE ORGANS.....	<i>Ralph Bevin Smith</i>	34
B. C. FORBES, A STRENUOUS JOURNALIST	<i>Sherwin Cody</i>	40
THE FARMER AND SUMMER ADVERTISING.....	<i>J. H. Lewis</i>	45
AUDITING ADVERTISING AGENCIES		37

Calendar of Coming Events

June 1-5—Annual Convention of the National Association of Credit Men, Atlantic City.	June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.
June 5—Annual reception and entertainment of the Junior Ad. Club of New York.	June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.
June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

Penick & Ford Account Now with J. Walter Thompson

The advertising of Penick & Ford, Ltd., New Orleans, La., manufacturers of Brer Rabbit molasses and syrup, is now being placed by the J. Walter Thompson Company.

United Drug Co. to Purchase Boots, Ltd.?

The rumored American invasion of the European retail field passed from the possible into the probable stage this week when, according to report, the purchase of a controlling interest in Boots, Ltd., of

England, was discussed at a meeting on Wednesday of the United Drug Company, which owns the Liggett chain of drug stores. At the same time it was said that George J. Whelan, head of the United Retail Stores Company, was considering the expansion of the company's business into foreign centers. Mr. Whelan recently returned from a trip to Europe where he studied the possibilities of opening United Cigar Stores abroad.

Boots, Ltd., is the largest chain drug store enterprise in Europe. It controls 647 stores throughout the British Isles and does a gross business of approximately \$40,000,000 a year.

The negotiations now under discussion are the result of the recent European trip of Louis K. Liggett, president of the United Drug Company.

Irving Bugg With Joseph Richards Co.

Irving Bugg, who for the past four years has been in charge of the automotive division of the advertising department of the Vacuum Oil Company, has joined the service department of the Joseph Richards Company, Inc. Previous to his being with the Vacuum Oil Company, Mr. Bugg was advertising manager of the Brooklyn Edison Company for fifteen years.

Gilman, Philadelphia Manager of Allen-Nugent Papers

James A. Gilman has been appointed manager of the Philadelphia office of the following group of publications, *Nugent's*, *The Garment Weekly*, *The Millinery Trade Review*, *The Garment Manufacturers' Index*, and the *American Hatter*. Mr. Gilman, who succeeds A. L. Martin, resigned, was formerly with N. W. Ayer & Son.

Advertising Agency Arranges Plane Publicity "Stunt"

The J. Horace Lytle Company, which handles the account of the Dayton-Wright division of the General Motors Corporation, this week put through the negotiations for a novel publicity stunt whereby ice cream packed in an iceless container manufactured by the Thermopak Company of New York and Omaha was carried from Cleveland to Washington and served in a banquet at the Capital at the end of its trip. Ralph A. Lee, of the Thermopak Company, accompanied the Dayton-Wright pilot in a Model O. W. Aerial Coupé, the three passenger enclosed plane which last week made a world altitude record by rising to considerably above 10,000 feet with four passengers.

"American" Limits Color Pages

With the December, 1920, issue, the *American Magazine* will discontinue the use of three-color and four-color pages except upon the second, third and fourth covers, according to a recent announcement of the Crowell Publishing Company. Advertisers will be urged to employ two-color tint and gravure pages instead.

Junior Ad Club Plans Annual Reception

The Junior Advertising Club of New York will hold its annual reception and entertainment at the Hotel Commodore on June 5.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

29th Year

JUNE 5, 1920

Number 50

Convention to Bring a New Vision of the Advertising Future

**The Field of Usefulness of the World's Most
Potent Force for Progress Is Ever Widening;
Some Developments That Are Likely to Come**

By CHARLES F. HIGHAM

European Vice-President of the Associated Advertising Clubs of the World

WHAT KIND of a message should an advertising man who has travelled three thousand miles across the Atlantic to meet the advertising men of the world at the Indianapolis convention bring to the convention?

One might think that, having journeyed a long ways, he should deliver a long message. I don't think so. I don't think that we need to seek through rhetoric the emphasis which an advertising man should lay upon the necessity of advertising men seeing with a clear vision the tremendous potency of the force which they control; seeing with a clear vision the tremendous responsibility that is theirs in unchaining that force.

NEW VISION AT INDIANAPOLIS

We are going to Indianapolis to find in each other's words, in each other's counsel, that vision and, along with it, a new, finer and more courageous conception of our duty toward each other and toward the world we serve. It is going to be a new conception because this post-war world of ours is a new world. It is going to be a finer conception because, I hope, it is a finer world than the old one. It is going to be a more courageous conception because, I believe, we are at last thoroughly awakened to the part we must play in the revised scheme of things.

You may have read that bit from H. G. Wells' "Peter and Joan" which I used as a preface to my book "Looking Forward." In it, the "Lord God" of wounded "Peter's delirium says, as you will remember:

"Don't blame me. There isn't a thing

in the whole of this concern of mine that Man can't control if only he chooses to control it. It's arranged like that. There's a lot more system here than you suspect, only its too ingenious for you to see. It's yours to command. . . . Humanity either makes or breeds or tolerates all its actions, great and small. Not my doing. Take kings and courts. Take dunghills and flies. Its astonishing you people haven't killed off all the flies in the world long ago. They do no end of mischief, and it would be perfectly easy to do. They're purely educational. Purely. Even as you lie in hospital, there they are buzzing within an inch of your nose, and landing on your poor forehead to remind you what a properly organized humanity could do for its own comfort."

You will pardon me for quoting this again, but it seems so pertinent to our mission in Indianapolis. We are meeting there in these early hours of the post-war day to determine how the great force of paid publicity shall be directed toward commanding the system in the world—and toward killing the "flies."

THE POWER OF PUBLICITY

I have, on several occasions, expressed my conviction that there is nothing that makes a man so proud of being in a given business as listening to other men in it who know more than he does, as seeing the type of men that are engaged in his industry, as rubbing shoulders with them at a convention where one is brought into contact with the human side of every man and woman engaged in a given task and where, if anywhere, one gets a broader and better outlook on one's working life.

You and I are engaged in the most wonderful business of modern times. There is no power in the world that excels publicity.

It forever builds the small business,

the great corporation, the state, the nation and the world. We have not yet begun to show how the world can get on by publicity. We are going to begin just as soon as we ourselves wake up to the real splendor of the future of that force we call advertising and soon as governments come to see our vision. I meant exactly what I said when I told the members of the Advertising Club of New York last week:

"I believe the time is coming when you men are going to sell ideas, morality and health to the world, and are going to do it through your government."

Today, we are thinking of advertising in international terms as we are thinking of politics and of economic life. That is how we should think of it. To-day, the whole world is our field; as the outdoor advertiser might express it, the whole world is our billboard. But let me emphasize this: We must not go out into this world field with the old, narrow, short-sighted policies of the days of cut-throat competition. We must stop this chauvinistic spirit that is as ridiculous as it is blind. Stop this feeling that "Great Britain got the order" or "America got the order." The more business anybody gets the more everybody is benefitted. Let us both, Britons and Americans, enter the world's market together in a spirit of friendly competition to get the business. Don't let's have any argument as to who is going to swallow up the trade. Remember that our greatest rival, just at this moment out of business, is rebuilding. If we let ourselves be

inveigled into a long and bitter argument, the day is coming when we shall suddenly turn around and find that the thing we have been arguing about has disappeared.

NEW DEVELOPMENTS IN ADVERTISING

I wonder if we shall not do a great deal more of our advertising in this world market on a co-operative basis. That kind of advertising—association advertising, you call it—seems to me to be the most distinctive development of these new times. I believe that in the future we shall have more and more of this advertising, not of the particular design or brand but of the class of products to which this design or brand belongs. We shall advertise the need to buy certain goods or services as a whole, as, for instance, the advantages of having a piano in the home, the advantages of wearing silk or woolen dresses, the need of using electricity in cooking. I feel that the day is not far distant when all classes of manufacturers will find that it is more economical to create a favorable public opinion toward the goods which all in each class make rather than toward that which each manufacturer makes individually.

An illustration of this tendency is shown in the co-operative advertising of the wall paper manufacturers of Great Britain who have just started a campaign to teach the British people the need of re-papering more often. Heretofore, the housewife thought of new covers for her furniture, new carpets, or, perhaps, new pictures. She changed her curtains from heavy to light when the spring days came. But it never occurred to her that the home could be made much more attractive and refreshed for far less money by re-papering the house, and that there is as much fashion in wall paper as there is in clothes. Now she is learning these things and the wall paper advertising is creating a new demand.

OPPORTUNITIES IN GREAT BRITAIN

The advertising situation was never better in Great Britain than it is to-day and, by the same token, there has never been such an opportunity for the sale of American goods in Great Britain as there is to-day. Whatever you may hear to the contrary, there is no anti-American feeling in that country. The best indication that I can give of the success of American methods in Great Britain is the fact that to-day a thousand British chemists are operating their shops

as Rexall pharmacies. I had the privilege of meeting several hundred of them just before I left, and I heard them enthusiastically applaud the suggestions for improving their business by American methods put before them by Mr. Liggett, president of the United Drug Company. Here you have a marvellous portent—the unprogressive British chemist suddenly changing his business habits to sell American products by American advertising methods and adding to his stock such lines as candies and stationary—which he has never be-

CHARLES F. HIGHAM

Charles F. Higham is the European vice-president of the Associated Advertising Clubs of the World. He is a member of the British Parliament and the leading agency man in Great Britain. His hobby is high grade copy and he believes that advertising, when properly written, is far mightier than the sword. Mr. Higham proved the power of his pen in the splendid copy he wrote for Britain's wartime recruiting campaigns, war loans and many war relief activities—without payment or other reward. He is president of the "Thirty" Club of London, author of "Scientific Distribution" and "Looking Forward." He is the head of Charles F. Higham, Ltd., of London, with branches in New York and Chicago and organizer and managing director of the largest film producing firm in Europe.

Mr. Higham was born in the United States. He has lived on both sides of the Atlantic. He has an international outlook on advertising and a clear vision of its future which has been decidedly inspirational to his associates. What he writes for ADVERTISING & SELLING will be read with great interest.

—THE EDITOR.

fore dreamed of as properly belonging in a "drug store," as you call it. I merely mention this to show that if you have a good line of American goods and you are willing to push them in the British market, the British shop-keepers are ready to sell them and the British public is ready to buy them.

To the American advertiser who is entering the English market, I should say that, above everything else, don't try to sell your goods by American salesmen. Teach the English commercial traveler the points in your office in London and let him go on the road and tell his story in the English way. If you are going to choose an advertising agent in England, use the same discretion and get the same amount of information in regard to his capacity to serve you as you do when you choose an American agent. Too many failures have been made because American manu-

facturers have started to advertise in Great Britain before they had their goods distributed to the retailer. That is just as great a mistake in my country as it would be in yours.

AVOID "CLEVER" ADVERTISING

You cannot make a success with so-called "clever" American advertising in Great Britain. Don't try to adapt your American copy to the English market. Have your advertisement written to the people in the country in which you want to sell your goods by those who understand the vernacular of that country. Take Great Britain seriously. If you had a piece of land tacked to the coast of California of the size of the State of New York and on this piece of land there were fifty million people and you could reach them all by rail in five hours, you would treat it as a most wonderful place to sell your goods, and it would have a big share of your advertising appropriation. Well, this is what you have got in England, with the added advantage that it is cheaper to ship goods to England than it would be to ship them to an imaginary piece of land off the coast of California.

THE PRODUCTION PROBLEM

Then, don't play with England, and don't treat it as a dumping ground. It isn't. Don't send to England a sales manager who may not like the country and who, because he fears that you may want him to stay there for a couple of years, will tell you that it isn't worth while tackling it. The only man who ought ever to go to England to study the conditions there is the president of the company himself, because he doesn't have to stay there. I like my country, but then, you see, I am acclimated to both countries, for I have lived on both sides of the water about an equal amount of time. There are lots of Englishmen who cannot stand New York during the first week because they think it is too noisy, and there are just as many Americans who find London too slow. Neither of them is right.

In every line of activity to-day men are asking themselves what their business or profession gained or lost through the war—are checking up present conditions against those existent in 1914. We can say confidently that advertising gained tremendously. I do not speak of dollars and cents. Advertisers gained in vision, advertis-

ing gained in prestige. There is no question, for example, but that it was the British Government's advertising during the war, bought and paid for, that awoke the British manufacturer to the real power of the greatest power in the world. The result in Great Britain has been that if the newspapers could take care of the advertising, there isn't an agent in the country worth his salt who couldn't easily double his turnover.

Of course, extensive advertising like that means big sales and big sales demand heavy production—and there we hit the trouble, but not, I think, trouble that cannot be mended, that is not now being mended. If we want to increase production—and we do want to increase production if we are to have lower prices—it seems to me that the first call is for the business man to look with a little more kindly feeling upon those who work for him and who help him make a profit. If you put it up to men and women in any sphere of life that you have a common job to do and are willing to share fairly with them they will be willing to put their backs to the job and no agitator on earth can stop them.

I know of factories in England where the workers love their chiefs. Their fortunes are watched over by men like a manufacturer who came to me recently and told me of a new plant he was going to build.

"Mr. Higham," he said, "I am going to have a factory where every man shall be an ex-soldier, if possible, and I am not going to have any interference from agitators. I am going to employ ex-soldiers to build the houses for their own accommodation. Then I am going to put those men into that factory and pay every man not less than a pound a day as soon as he has learned the business. I am going to say to them, 'Look here, boys, I am just like you, except that circumstances, or call it what you will, have given me the command of a certain amount of capital to start this factory. I am going to capitalize the worth of your labor in exactly the same way as I show a profit. If I pay 8 per cent on my borrowed capital I will pay you 8 per cent on your average.'"

That man is not going to have to worry about "slackerism" in his factory.

DON'T TAX ADVERTISING

All have their parts to play in keeping clear the channels of in-



CHARLES F. HIGHAM

dustry that lead to national and world prosperity. None has a more important part than the advertising man; none operates a more potent force to that end. Anything designed to restrain that force cannot be otherwise than evil. I have been asked what I think of the proposal to tax advertising

which has been agitating this country. That is my answer. Any legislation designed to check the logical use of the most effective force known for the promotion of industry and hence for the promotion of prosperity would be a calamity.

Prominent English Advertising Manager Here

Ernest Edward Reinhold, sales and advertising manager of Sorbo Rubber-Sponge Products, Ltd., London, is now visiting New York. Mr. Reinhold is a delegate from the Aldwych Club, and comes here to attend the Indianapolis Convention of the Associated Advertising Clubs of the World, and to make a trade investigation. The advertising campaign for Sorlo Sponges in England, under Mr. Reinhold's direction, has attracted much attention because of its American qualities, and has proven highly successful.

Frank Seaman Publishes House Organ

An internal house organ called *Seaman's Log* is now being issued every two weeks by Frank Seaman, Inc., New York. Written in a chatty style, the "Log" is

chock full of personals, news items, humor and poetry. A Limerick Contest, now being conducted by the members of the Seaman organization, is a special feature.

Benjamin Cory Selover is Dead

Benjamin Cory Selover, connected with Abraham & Straus, in Brooklyn, and formerly in the advertising business, died on Tuesday of last week of pneumonia at his home, 27 McDonough street, Brooklyn. He is survived by his wife, a son and two grandchildren.

"Rural Canada" to Issue Weekly

Beginning with September, 1920, *Rural Canada* announces that it will issue a weekly edition as a news supplement to the regular monthly numbers.

The Indianapolis Convention—And What Lies Beyond It

Some of the Problems Advertisers Face and a Discussion of Methods by Which Their Solution May Be Reached

By BRUCE MAC GREGOR

BEYOND THE SLOGAN of "On to Indianapolis, 1920," members of the Associated Advertising Clubs of the World and other workers in the great field of advertising and selling will find the more urgent watchwords of "On to Greater Production, Wider Distribution, Better Merchandising—through Broader Vision."

Not within the lifetime of the convening body has there been a more momentous event than this one in the Hoosier Metropolis. Before the advertising profession today lie problems eclipsing in interest and fraught with greater consequences than, any heretofore encountered, embracing all but unexplored fields of business promotion. Conditions which have been accumulating with increasing rapidity during the last twelve-month now represent a variety of problems crying for immediate solution—before merchandising, as we know it normally, can proceed much further on its course.

There are surface signs which indicate the hidden things beneath. These signs are just as sure to be present in business as they are upon the bosom of nature. And they are quite as hard to find as are those indications which nature places. It takes the trained eye of the scientist to discern them and decipher their meaning; the skill of the expert to judge if the lode is valuable enough to warrant development.

For nearly five years there has been a healthy—in fact an enthusiastic—growth of the salesmanship idea in advertising. In that period advertising has come to be no longer considered aside from the selling force but part—a great, vital part—of it. It is true that many advertisers have permitted themselves to be, to an extent, swept off their feet; have perhaps proceeded along lines which, in calmer moments, they might not have followed so far. But because there has been much advertising done throughout the world in that time, and for many purposes, advertising, as a psychological force, has sunk deeply into the public consciousness. It is within reason to assume that its makers have at all times

A TIMELY CONVENTION

THE Sixteenth Annual Meeting of the Associated Advertising Clubs of the World could not have been arranged at a time of greater need of a get-together in the interests of scientific salesmanship through publicity.

There are problems of many natures awaiting solution. In fact, some of them are pressing heavily for answer.

In the accompanying article, which is necessarily restricted to the more important issues, the writer has discussed the probable developments in theory and practice which, as the title indicates, lie "Beyond Indianapolis, 1920."

—THE EDITOR.

gauged and recorded the effects of what they were doing. It is, in fact, highly important that they have, and thus have obtained a set of impressions vital to the planning of what is to be done in the advertising of the future. Such impressions must constitute the records upon which further efforts are to be based. The advertiser who does not understand the effect of his advertising is without the means to determine, first, the value of his advertising; second, the soundness of his policy and, third, the desirable additional steps to send his products into new markets.

A PERIOD OF READJUSTMENT

Advertising men have recognized for this long time that there is to be a period in the not very distant future, if indeed, we have not already entered upon it, during which will come changes in advertising media and in advertising methods, which will result in a decided broadening of markets. However trite this statement may seem by reason of the fact that advertising is and ever has been a constantly changing, intangible quantity, it is especially worth restating just now, when the real reaction after wartime conditions is beginning to be felt in the advertising business.

It is quite logical that readjustment in our economic life should bring about, or be brought about by, readjustment in this motivating factor. Such a transition is bound to cause some revision of plans which will redound to the benefit

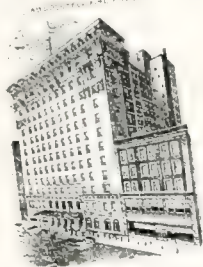
of the advertising and selling profession, because it will serve to greatly stimulate activity in that field; to stir new thought, which will produce new ideas.

There has been a let-down in the nation's business. But now the low-pressure period is ending and business volume, despite possible changes in money values, is certain to increase. This because production, both of necessities and luxuries, is on the increase and workers are resuming interest in their performances as well as in their pay envelopes.

There will be found no disposition to check this growth in business, despite the likelihood that greater stimulus may be needed to move stocks in the near future. There have been statements, not long since, that much of the advertising done last year was merely to dispose of moneys which otherwise would have gone for taxes. In every ten manufacturers who spent a thousand dollars or more for this reason, there must have been at least nine who soon came to take the view that the departure was a wise investment rather than a reckless expenditure. The wise manufacturer, on the other hand, who, at the outset, invested his advertising appropriation judiciously for promotion of sales, and good will at home and abroad, today is the biggest optimist you may meet in a hundred calls.

He was one of the first to exert influence to bring about the new domestic prosperity to which all of us look forward with confidence.

There have been indications that some national advertisers have desired to reduce their investment in publicity at this time, possibly discouraged by high priced, low-producing labor, meagre transportation facilities and limited supplies of raw materials. There has been also a curtailment of advertising space allotments in some mediums because of paper scarcity. These factors have been given concern by advertising men, who have been kept busy modifying their practices to meet changing conditions. At this time the paper problem seems more



HOTEL RADISSON

SEVENTH ST NEAR HICKLEY AVENUE
MINNEAPOLIS, MINN.

OWNED AND OPERATED BY
HOTEL RADISSON CO.
SIMON KRUSE, PRESIDENT AND MGR.

MAY
ONE
1920

Mr. J. M. Thorsen,
Business Manager,
Cosmopolitan Magazine,
New York, New York.

My dear Sir:-

Our records show that the sale on Cosmopolitan Magazines at the Radisson News Stand exceeds the sale of any other magazine. It is our observation that the Cosmopolitan is usually purchased by the educated and cultured class. Frequent and favorable comments are heard on the class and quality of your magazine.

In our opinion, you are to be congratulated on the success your magazine has achieved.

Very truly yours,

President and Manager
Hotel Radisson Company.

Nearly Everybody
Worth While
Reads

Cosmopolitan

difficult of solution than either of the others which menace the business of advertising.

PSYCHOLOGICAL ELEMENT ASCENDING

The psychological element in salesmanship, steadily increasing in prominence, is so closely linked up with the advertising idea that it does not seem improbable that in the near future the advertising agent must stand prepared to go more deeply into the actual business of selling—to participate with the manufacturer as a sales promoter—than ever before. Charles F. Higham, of London, suggests this likelihood, in another article in this issue of *ADVERTISING & SELLING*, with the statement that "association advertising" is the thing of the near future—advertising done by a group of merchandisers having kindred, competing products. This getting together of interests will place at the disposal of groups the highest quality of merchandising talent, and where, if not in the perfected organization of the successful advertising agency, may this talent be found?

ADVENTURES IN PRODUCTION

Infusion of the element of psychological appeal into advertising and selling has ended the days of "it can't be done." So much of this "new thought" is "getting over" and winning sales that it is here to stay—to be developed to degrees today undreamed of. As we were taught the practicability of the uses of electricity in the last decade, so are we now to receive lessons in new uses of this great mental force. "It can be done," it is being done and it is going to continue to be done, more efficiently and more practically, as the brainy men employing it progress with their research and their performances.

It is becoming very clear to the average manufacturer that his advertising is not complete until it has been done "inside and out." The growth of this idea has led in the recent past to the institution of scores of campaigns through not only the numerous trade and consumer publications but in a vast array of house magazines, of employe's papers and kindred periodicals. How many of these publications now exist, it is almost impossible to state. The total may be seven hundred, a thousand, or maybe many more. They are springing up everywhere. They represent an awakening to the desirability to taking actual, intelligent measures to bring about an absolutely necessary realignment of industrial at-

titude. In the main these organs seem to prove out their efficiency and to justify the investment necessary to their existence, but the proving is still in progress, with actual results beginning to show in cases where the peculiarly appropriate course has been followed. Or, perhaps, this "internal" advertising has not, in many instances, gotten fairly under way. However, the thought of advertising to the employe is firmly implanted.

The proposition of widening markets is necessarily contingent upon successful enactment of the production plank in the business platform. A manufacturer who ninety days ago declared that production in his plant was scarcely fifty per cent of normal, due to low effort and dearth of interest per individual worker, has, in the last few days, indicated a slight betterment in the situation. He believes his industry is typical of a semi-necessity class, and feels decidedly encouraged over the prospect of further betterment. He believes, also, that if he had resorted earlier to employment of internal advertising he might have secured increased efficiency earlier.

"My employes," he said, "when I have approached them with the purpose in view of stimulating them to greater interest and effort, have shown decided indifference. It has not seemed important to them that I have turned away business which at one time could have been handled with exactly the equipment I now have. When I have talked matters over with them I have found them attentive, respectful, satisfied with their wages, but indifferent and determined to do no more work per day than they were doing, until it should be possible for them to obtain more than they now can for what they lay out for the necessities of life. I have been advertising consistently in an effort to hold what prestige I have won in my field, and making every effort possible to increase production to a point where I might fill most of my orders. I have been obliged to stick to domestic markets although my products should, many months ago, have been exported to a dozen lands. As you will see, it became imperative that I focus upon getting more production. My workers have been told, in plain words, that our foreign competition already is invading markets which should be ours. The contemplation of this feature has, I think, served to stimulate, ever so slightly, their ambition to compete,

which is a distinctive, American trait. What other steps I shall take depends upon developments. Certainly I shall not attempt to export until I have obtained more normal distribution in America. But I am going ahead, right now, nevertheless, with the steps preliminary to an intelligent foreign sales campaign, which will be built from its very foundations."

TO SOLVE DEALER PROBLEMS

Dealer problems have not confronted this particular advertiser as they have some others. His products are being handled almost exclusively through large, well established department stores and drug houses. He is spared some worries that do not seem to cease for the sellers of certain lines of goods.

The troubles over dealer sales begin almost invariably at the point of contact with small town storekeepers, who are not, in most cases, to be considered merchants.

The bother of this is that the class represents an enormous total of distribution, far too important to be left out of any national merchandising campaign, and yet woefully unversed in selling practices, to the extent of being unable to move the best advertised products, without direct, skilful guidance. Here, of course, the house organ functions, but the habit of the small town storekeeper is to fail to connect himself in thought with the great campaigns, his idea being that his position is too isolated to make him a factor, when, as a matter of fact, he is, as a group, very vital to the success of any consumer-product campaign. The farm papers have worked long and faithfully, both through storekeeper and farmer-customer, to alleviate this condition, but to date they have barely scratched the surface. In thousands of stores of this class the proprietors, unskilled in merchandising, are struggling to dispose of ancient stocks, instead of clearing their shelves by regularly scheduled turnovers, and keeping pace with the output of new, attractive, branded, advertised goods.

The writer was asked, in a circular sent out from the offices of the Associated Advertising Clubs of the World, over the signature of Charles Henry Mackintosh, chairman of the Educational Committee, for assistance in preparing short courses in merchandising for these helpless small town dealers. It is quite within the province of the Associated Advertising Clubs of the World to undertake such construc-

Statistical Comparisons

No. 4

Eastern States

Population - 24,910,446
Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Western States

Population - 7,429,830
Area (sq. miles) 844,503

North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, Colorado, New Mexico, Oklahoma.

	Eastern States	Western States
Bank Clearings (year Sept. 30, 1919).....	\$202,480,000,000	\$3,835,000,000
*Individual Deposits (all banks) Nov., 1919.....	\$13,228,248,000	\$2,120,619,000
*No. Depositors in National Banks.....	5,040,210	2,090,661
Liberty and Victory Loan Subscriptions.....	\$9,656,091,150	**
†Value Manufactured Products, 1914.....	\$8,516,406,000	\$933,965,000
†Value Crop and Live Stock, 1919.....	\$1,904,915,000	\$4,419,006,000
†Number of Farms, 1919.....	527,000	881,000
†Farm Acreage, 1918.....	19,854,000	97,781,000
No. Personal Income Tax Returns, 1917.....	1,050,943	343,442
Net Income Shown on Returns, 1917.....	\$4,313,278,222	\$851,689,934
Tax Paid, Income Tax, 1917.....	\$378,131,268	\$24,812,822
Number of Families, 1910.....	4,626,789	1,526,501
Number of Illiterates, 1910.....	937,384	181,443
Number of Automobiles, 1919.....	1,379,000	998,000
Expenditures for Better Roads, 1918.....	\$49,308,307	\$27,712,542
Expenditures Public Schools, 1915.....	\$166,852,734	\$65,951,398
No. Morning Newspapers.....	104	61
No. Evening Newspapers.....	298	194
Average Circulation Daily Newspapers.....	8,646,981	1,322,680
Combined 5,000-Line Rate Daily Newspapers.....	\$20.12	\$5.06

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000
A Day

*Report Comptroller of the Currency.....†Department of Agriculture.
**Reported in Middle West and Pacific Federal Reserve cities.

And if ALL of Our Advertising Really Made Good



This Would, Indeed, Be a Fine Old World in Which to Tarry, Artist Stanley Shows

tive, educational work among dealers, on an association basis, and there should be at the disposal of the Clubs a vast store of ideas and financial assistance, from scores of associations of manufacturers who have goods to place in the thousands of lesser centers of population. The suggestion is made that numerous Short Courses be compiled, giving the fundamentals of retail buying, selling and accounting. The effect of this would be not only to embolden small town dealers to stock, but to employ some genuine salesman ship and the secondary result would be the prompt payment of wholesalers' and jobbers' invoices with a general stimulation all around.

I believe that in this connection *Associated Advertising*, the altogether wholesome and inspiring publication of the Associated Advertising Clubs of the World, could and should be employed to decided advantage to advertisers, to the country's thousands of dealer-merchants and to itself.

The trend of the circulation of the publication long has been in that direction. As such an organ it could do, and has been doing in-

calculable good for national advertisers. *Associated Advertising* is equipped editorially to function hand in hand with national advertising at the dealer's end of the line.

PROVIDING NEW INSPIRATION

There may be other problems needful of solution in the advertising field, but none of them should take precedence over those herein stated.

If the Indianapolis Convention speeds their solution—if it adds something to the plans for increasing production; if it directs the thought of the profession toward widened home markets; if it discloses information that will assist in the building of export campaigns for the immediate and more distant future, it will have been of vast benefit.

Hence the watchword that is beyond the slogan of "On to Indianapolis, 1920."

Northern Advertising Service Started

John McCartan, Arthur Cummings and Arthur J. Brady are now associated in the Northern Advertising Service, just organized in connection with the Northern Engraving Co., at Canton, Ohio.

John McCartan is well known through

his affiliation with the Northern Engraving Co. and from his frequent contributions to *ADVERTISING & SELLING* and other periodicals.

Arthur Cummings for the past two years has been advertising manager of the Timken Roller Bearing Company of Canton, and previously was assistant advertising manager for the B. F. Goodrich Company at Akron, Ohio.

Arthur J. Brady has been engaged in advertising work for twelve years.

Martin Joins "Globe" in Toronto

G. K. Martin, formerly business manager of the Kingston, Ont., *Daily Standard*, has joined the advertising department of the *Globe* in Toronto. He will be in charge of financial and automobile advertising.

H. J. Elder, formerly manager of the *Globe's* eastern office at Montreal, has been promoted to the home office. He is succeeded by J. R. Hamilton, a former Toronto newspaper man.

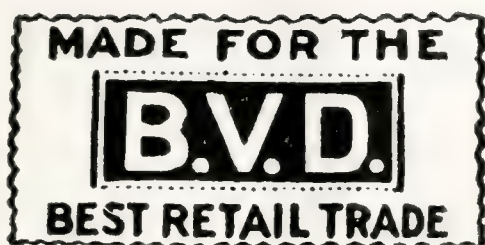
Baumgart of "Successful Farming" Heads Des Moines Advertising Club

C. A. Baumgart, of *Successful Farming*, was elected president of the Des Moines (Iowa) Advertising Club at the annual election held last week. Chester Cogswell, of the Coolidge Advertising Service, was chosen vice-president, and Ray Lockard, publishers subscription representative, was elected secretary-treasurer. Harter Hull, retiring president; E. F. Corbin, James D. LeCron, J. E. Swalley and Kenneth Smith were elected to the board of governors.

Collier's

THE NATIONAL WEEKLY

5¢ a copy



(Trade Mark Reg. U.S. Pat. Off. and Foreign Countries)

B. V. D. and Collier's

As in the past 15 years,
Collier's is again a
leading factor in the
B. V. D. national
advertising campaign.

Watch Collier's

The June 25 Cents
American
Magazine

The success of The American Magazine is based on the fundamental principle that man's first interest is in himself—the legitimate desire to get more, to have more of the things that make life better and happier.

The American Magazine stands for:

**A Bigger, Better Life
Greater Usefulness
Better Business**

Men and women imbued with the spirit of progress read it and look for it—heads of big businesses, sales executives, merchandising men, bankers, professional men, big people and people who are growing big.

Net Circulation 1,423,342

WOMAN'S HOME COMPANION

Twenty Cents

The Woman's Home Companion is the most helpful magazine of the home. It is edited for women by a woman.

The Woman's Home Companion stands sincerely and squarely for

**Better Homes
Better Children
Greater Usefulness**

—for better clothes, for more and better comforts from the family income.

Hundreds of thousands of women each year bring to the editors every conceivable problem on children, food, dress and home. The personal attention given each of these questions is one reason for the great reader interest in the Woman's Home Companion.

Net Circulation 1,346,780

FARM & FIRESIDE

The National Farm Magazine

JUNE 1920

5¢ A COPY

Farm & Fireside is the first of the new order of farm paper. It has broken away entirely from the old fashioned academic treatise on agriculture.

Farm & Fireside is the Personal Farm Paper. It carries the message of better farming *through example*.

The articles and stories tell of things that *have been done*, money that *has been made*, better methods that *have been worked out*—naming names and giving facts.

Farm & Fireside stands for:

Better Farms

Better Farmers

Greater Usefulness

Farm & Fireside interests and inspires the alert, thoughtful, successful farmer.

Net Circulation 715,056

The Convention at a Glance

Associated Advertising Clubs of the World,
Indianapolis, Ind., 1920

SUNDAY

- 5:00 p.m. Inspirational meeting, University Park. Temporary chairman, Reuben H. Donnelley, Welcome to Indianapolis. Charles Coffin, president, Chamber of Commerce. Hon. E. T. Meredith installed permanent chairman. Address, Richard H. Lee. Evening, services in churches with advertising man in each pulpit.

MONDAY

- 9:30 a.m. First general session, Tomlinson Hall. Special opening ceremony, followed by addresses on "How to Make the Best Use of Advertising Now."
2:00 p.m. Departmental sessions and conferences. Evening, historical pageant of one hundredth anniversary of Indianapolis.

TUESDAY

- 9:30 a.m. Second general session, Tomlinson Hall. Addresses on "Advertising How and Now in Its Relation to Distribution."
2:00 p.m. Departmental sessions and conferences. Evening, Outdoor Advertising Show of Indianapolis, Advertising Club. Theatre parties. Official dinner to club presidents and executive committee of A. A. C. W., Severin Hotel, 6:30.

WEDNESDAY

- 9:30 a.m. Third general session, Tomlinson Hall. Session subject: "New and Significant Developments in Advertising."
12:30 a.m. Nominating committee luncheon, Claypool Hotel.
2:00 p.m. First interdepartmental session. Best address of each department will be delivered.
8:00 p.m. General exhibit session. Three speakers will explain three complete national campaigns.

THURSDAY

- 9:30 a.m. Second interdepartmental session. Best address of each department delivered.
2:00 p.m. General business session. Reports, trophies, motion picture of A. A. C. W. headquarters offices at work, selection of convention city for 1921, and election of officers. Final adjournment.

All Aboard for the Indianapolis Convention

The Departmental Sessions, Here Outlined, Will
Prove of Vast Interest to Advertising Visitors

THOUSANDS of advertising men from all over the United States and from many other lands, representative of the best thought in the profession are gathering at Indianapolis to participate in the sixteenth annual convention of the Associated Advertising Clubs of the World, from June 6 to 10.

An inspirational meeting will open the convention on Sunday afternoon, and special services with an advertising man in each pulpit will be held in the city's churches in the evening. Beginning at 9:30 Monday morning the trend of the convention will follow its "brass tack" program epitomized in the slogan: "Advertising How and Now." The speakers on the general program, and their subjects, were announced in **ADVERTISING & SELLING** of May 8; our issue of May 12 will report the principal happenings of the convention as well as reproduce many of the important papers.

The first session of the fourteen departments and the four conferences will start on Monday afternoon, and the sec-

ond will be held on Tuesday afternoon. A particular feature of the convention this year will be the two big interdepartmental sessions on Wednesday afternoon and on Thursday morning. At each of these the best addresses of the various departments will be delivered, thus giving every delegate the best thoughts from each and a broad perspective of the entire situation in the advertising and business world today.

A schedule of the departmental meetings are arranged alphabetically, giving time and place, follows:

American Association of Advertising Agencies—Ballroom, Columbia Club. Sessions—Monday at 1:30 p. m. and Tuesday at 2:00 p. m. General subject of speeches and discussion: "The Service of the Advertising Agency."

Agricultural Publishers—Parlor, Lincoln Hotel. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "The Influence of the Farm Paper."

Business Papers—Assembly room, United Mine Workers, Merchants' Bank

Building. Session—Tuesday, 2:30 p. m. General subject: "Business Paper Service."

Community Advertisers—House of Representative room, State House. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "Selling a Community to Itself and to the Nation."

Directory Publishers—Director's room, Chamber of Commerce. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "The Place of Reference Advertising in the Campaign."

Financial Advertisers—Odd Fellows Building. Sessions—Monday and Tuesday, 1:00 p. m. General subject: "Effective Financial Advertising."

Graphic Arts—Lincoln Hotel. Sessions—Business sessions will be held at luncheons on Monday and Tuesday at 12:30 p. m.

Daily Newspapers—Assembly room, Claypool Hotel. Sessions—Monday and Tuesday, 2:00 p. m.; executive sessions Monday and Tuesday evenings; leading subject of discussion: "The Daily Newspaper as a National Advertising Medium."

Direct Mail—Odd Fellows Building. Sessions—Monday, 2:00 p. m., speech and discussion meeting; Tuesday, 2:00 p. m., presentation of a novel play entitled "Putting the Sales Story Across by Direct Advertising. This will be one of the most interesting features of convention week.

Outdoor Advertisers—Roof Garden, Severin Hotel. Session—Monday at 2:00 p. m. General subject: "Outdoor Advertising, Nationally and Locally."

Periodical Publishers—Governor's room, State House. Session—Monday, 2:00 p. m. General subject: "Modern Conditions in the Periodical Field."

Poster Advertisers—Club Room, Severin Hotel. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "How Posters Get Results Now."

Screen Advertisers—Palm room, Claypool Hotel. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "The Possibilities of the Motion Picture Medium."

Specialty Manufacturers—Parlor, Washington Hotel. Session—Tuesday, 2:15 p. m. General subject: "The Place of Specialties in American Advertising."

Club Secretaries (conference)—Library, Columbia Club. Session—Monday, 2:00 p. m. General subject: "The Work of the Advertising Club Secretary."

Pan-American Conference—Senate Chamber, State House. Sessions—Luncheon meeting, Monday noon, discussion meeting Tuesday noon. General subject: "From the American and from the Latin-American Points of View."

Retail Advertisers (conference)—Assembly room, Y. M. C. A. Sessions—Monday and Tuesday, 2:00 p. m. General subject: "Better Methods of Retailing."

Women's Conference—L. S. Ayres' Auditorium. Session—Tuesday, 2:00 p. m. General subject: "The Work of the Woman in the Advertising Field."

Hotchkiss Will Judge Truth Trophy Contest

Professor George Burton Hotchkiss, head of the advertising department of New York University, has been appointed chairman of the board of judges which will examine the briefs submitted in the Baltimore Truth Trophy Contest. The board will award the trophy to the Advertising Club which has done the best work to promote "Truth-in-Advertising."

The Marketing Function of Advertising

Distinct Models of Selling to Be Considered in National Campaigns and Some Methods of Causing Them to Become Active

By HOMER B. VANDERBLUE, Ph.D.

Associate Professor, Northwestern University, School of Commerce

THE MARKETING organization provides the channels through which operate the forces of demand and supply. Buying draws the goods through these channels, and the device whereby the goods are carried from original producer to final consumer is (normally) that of purchase and sale. There is a recurring passage of title, through successive enterprises or sets of enterprises, which take title solely to pass it on. The continuous movement of goods is maintained by contracts transferring ownership until title finally lodges within the consumer.

Since the device of transferring ownership is that by which marketing is carried on, the methods of purchase and sale have an important bearing upon the machinery of marketing. Five distinct methods of sale are found today in commercial practice, either in their "pure" state or in combination:

1. Sale in bulk;
2. Sale by inspection;
3. Sale by sample;
4. Sale by description;
5. Sale by symbol.

The basis of this classification is, fundamentally, the degree of standardization which has been secured through the establishment of grades, before the actual transfer of title is made. Sales in bulk are made when the purchaser buys the goods in the mass, as "mine run"; sale by inspection remains as an important basis of title transfer, (1) when units of a supply are not homogeneous in quality, (2) when the individual purchase involves a considerable sum, and (3) when goods are bought at retail. Obviously sale by inspection is a clumsy and expensive process. If each change of title is to be accompanied by inspection, someone must pay the cost. The earlier that standardization takes place in the marketing process, the more quickly and cheaply can the subsequent work of passing title be done. The services now performed by technical experts, buyers, engineers and chemists, can in considerable degree be concentrated on a single link in the marketing chain.

Sale by sample demands standardization, but a standardization for which the sample is a basis of com-

parison. Sale by description has no objective test; it is sale by specifications only. These specifications may be formal specifications, established by associations of business men or by boards operating under legislative authority. They may be specifications established by either buyer or seller. When the seller sets specifications he is laying the ground work for sale by symbol. By branding, he then seeks to put his goods in a class where common knowledge attaches specifications, especially quality specifications, to the product. This operation is thus analogous to the grading of farm products. When an entire line is branded, the quality characteristics of one article are associated in the minds of purchasers when other articles are bought. How important must be this cumulative force for a family of products! Sale by brand or trade mark is sale by symbol.

What may be termed the marketing function of Assorting, Rearrangement and Standardization must be here emphasized. Such goods as can be marketed in packages admit of ready standardization, and it is for this reason that canned goods and "package" goods, particularly, have been so effectively and generally advertised. In food stuff advertising campaigns, not alone have quality and the brand name, together with the trademark, been lined together, but an actual picture of the container has frequently been reproduced. If size, color and appearance of the package can be isolated in the customers' mind there can be little substitution. It should be clear, therefore, that the link in the chain, which brands the goods, is the one which determines the methods of sale to dominate the subsequent marketing process. The earlier in the chain that sale by symbol can be utilized the more economically will the task of carrying the goods on to the consumer be performed. On the other hand there cannot be economical branding until there is a volume of product. Where producing units produce only a small percentage of the total output, a marketing agency must brand.

The fundamental problem is one of scale of operations in relation to

overhead costs, another phase of the principle that the division of labor is limited by the extent of the market. In the salmon industry the brokers brand; in the flour industry, the large manufacturers brand their best flour, the inferior grades, produced in smaller volume, being branded by jobbers; oleomargarine is packed by a middleman. Oranges are graded and branded by the California Fruit Growers Exchange with its Sunkist brand, and there is the newer competitive Florida brand, Sealdsweet.

But advertising finds its most important place as a selling agency, in the marketing of manufactured products, rather than in the marketing of farm products, where uniformity must be secured by grading and packing. For any large scale and widespread selling campaign standardization is essential since the same selling points cannot be used to reach a large group of consumers unless the product shall uniformly correspond with the description. And in the second place, standardization is essential for sale by symbol, that all purchasers, guided by satisfaction from an original purchase, shall not be disappointed because of uncertain quality.

The factory product meets these basic requirements. For most factory products, standards are fixed before the products enter upon the marketing journey. The machine process, with the modern cutting tools, and devices for measurement, and standard work instructions and inspection, means that factory products come from the mill as substantial duplicates. One screw is like another screw; one bolt like another bolt; one yard of cloth like another yard, and even one cracker like another cracker. Uniformity is, therefore, secured by standardized production methods.

VALUE OF STANDARD BRANDS

The social importance of standardization in marketing (which is the basis of all general advertising) should be here emphasized. Its greatest advantage is that the average consumer can avoid the necessity of being an expert judge of the many articles which he purchases. Coined money is perhaps the best illustration of the application of the stand-

ardization principle to a commodity which is intended for exchange. By definition, a dollar is 25.8 grains of gold mine—nine-tenths fine—23.22 grains of fine gold; weight and quality are standardized, and guaranteed by the government stamp. It is this guarantee which enables gold coin to pass from hand to hand without testing.

In Professor Carver's phrase, it "sells on grade and reputation rather than on inspection." Professor Carver continues:

"The reasons in favor of fixing standards of quality, wherever it can be done, are identical with those in favor of fixing standards of measuring quantity. They are all summed up in the superior economy of buying on grade and reputation as compared with buying on inspection. The buyer of an unstandardized commodity may have enough confidence in the seller's system of weights and measures to avoid the necessity of weighing and measuring for himself; but he can scarcely avoid the necessity of inspecting the commodity in order to determine its quality . . . In all cases where quality can be standardized, there is economy of effort. So far as buyers can be saved the trouble of inspection, so far will they be enabled to economize the time and effort involved in making purchases, and so far also will the salability of commodities be increased."

THE FUNCTION OF ADVERTISING

Advertising is the use of printed matter to effect sale by description or sale by symbol, or to facilitate sale by any method of sale, as advertising is supplemented by inspection. Sale by description may be made either by the use of the salesman's spoken word, by use of the printed page, or by a combination of methods. Sale by symbol requires the brand (originally a mark actually burned into the articles) or trademark. These seek to establish, in the minds of purchasers, "shorthand" symbols of the standardized specifications which the goods represent. Sale by description, however, is rather the means for creating demand through explanation of the character of the goods, whereas sale by symbol seeks either (1) to prevent the leakage of this demand by affording an easy means of recognition at the time of an initial purchase, or (2) to control subsequent reorders through isolating the product in the mind of the purchaser, and utilizing his "force of habit." For these reasons, therefore, most advertisements combine a description of the goods with a trade mark.

The aim of advertising is in part, furthermore, to overcome the strategic weakness of selling through a chain of middlemen. This weakness lies in the fact that the selling points which appeal to the middlemen are not the selling points which must be

conveyed to the final consumer to induce purchase. The selling points which appeal to the middleman are based upon prospective profits, and only incidentally upon the qualities of the goods (except fundamentally, "in the long run") although the qualities of the goods represent the specifications whereby the producer has sought to meet the requirements of demand as he has analysed that demand. If the distribution chain is that of jobber to retailer there is a possible leakage because of the lack

of control over the means by which the quality ideas, especially if these quality ideas are new and "unstandardized" ideas, are transmitted in turn to the retailer. The retailer also is actuated by consideration of profit and turnover; and too frequently his vision is limited to short-time returns.

The selling points which the producer (or jobber, if the jobber is the advertiser) desires communicated to the consumer in order that demand will focus on his product may or may



Announcing Another New Record!

"THE first two weeks of our selling and advertising campaign resulted in orders for 8 and one-half solid carloads of our product. And so far we have been able to check results only in New York."

—An advertiser's statement to A. J. K.

What is the explanation of these phenomenal returns?

not be the ideas which the retailer actually does convey. With the merchant handling a variety of goods, he cannot be expected to emphasize the particular selling points of each product. Except where individual sales are large, the actual contact with the customer is made by subordinate members of a large organization or by small shop-keepers and their forces. The difficulty of securing, training and holding an adequate sales force is everywhere a real problem.

It is competition, then, which forces the producer to take every step to ensure that the ideas about his product, which are conveyed to possible purchasers, are properly coordinated. This result is sought by communicating direct the peculiar selling points of the goods through printed appeal to the consumer. Control over the form and emphasis of the selling ideas is thus exercised, either through general advertising, the use of newspaper and magazine publicity, or through direct advertising, the transmission of ideas by mail. Which shall be used, and the exact agencies, or the combination of agencies, presents a problem of internal management, to be decided, ultimately by the test of cost. For many products, therefore (since history shows a continued advertising campaign), it may be fairly assumed that advertising furnishes the most economical (and profitable) means for selling and for transmitting selling ideas.

THE EFFICIENT TRADE MARK

The trade mark, if it is to perform its basic function, that of tying the customer to the producer, and thus to build and maintain goodwill, must carry with it an expressed or implied guarantee which goes even beyond the bare requirement of the law. The most important element in this implied guarantee is that quality will be maintained upon an even basis. The brand constitutes the consumer's protection against substitution and variation in quality. This assurance of standard quality is a part of the satisfaction which he buys. And from the seller's point of view, the brand and the trade mark are instruments for the control of demand, and the creation of goodwill—"all that good disposition which consumers entertain toward the house of business identified by the particular name or firm, and which may induce them to continue giving their custom to it." (Washburn, National Wall Paper Co., 82 Fed. 17, 20). They link up the merchandise and advertising. Their owner must, as a re-

sult, be ready to stand back of the quality specifications with which he seeks to surround them, in his advertising copy. The legal guarantees built up to protect sale by description are thus reinforced by a business policy, made essential by the further development, sale by symbol.

It has been well stated that a trade marked product is like a marked man, which may be easily avoided if the public disapproves of it. No amount of artificial stimulation of demand will alter this for long at a time. Since easy and sure recognition is the test of a good trademark, such recognition permits rejection as well as acceptance. And it is not important how the distinguishing mark is attached, whether by a special container, by a label affixed on fruit or bread, by watermark, by a band on a cigar, or by a colored thread, or wire in a rope.

Trademarks, brand names and slogans may therefore each be divided into two broad classes based upon the trademark functions: the identification of the product, and the transmission of selling qualities.

1. BRANDS

Identification Names	
<i>By Firm</i>	Elgin
Parker	Manhattan
Fownes	Kansas City
Ford	<i>Coined</i>
Firestone	Kodak
Ingersoll	Vaseline
<i>By Location</i>	Celluloid
Detroit	Postum
Boston	Cravenette
Quality Names	
<i>Descriptive</i>	Premium
Spearmint	Royal
Two-in-ne	Sterling
Ivory	<i>Coined</i>
Waterproof	Uneeda
Holeproof	Indestructo
<i>Conventional</i>	Sunkist
Society	Rexall
Fairy	Certain-teed

2. TRADE MARKS

Identification Symbols	
Hudson Triangle	Maxwell Shield
Armour Oval	Pears Soap Bar
Hart, Schaffner & Marx Herald	Beaver Board
Baker's Chocolate Girl	Shield
Douglas Portrait	Log Cabin
	Red Crown
Quality Symbols	
Gold Dust Twins	Walk-Over Man
Dutch Cleanser Girl	and Shoe
Quaker	Victor Dog
Keen Kutter	Cream of Wheat
Whitman Sampler	Chef
	Sonora Bell
	Knox Crest

3. SLOGANS

Identification Slogans	
The name of Weed on every hook.	
If it isn't an Eastman, it isn't a Kodak.	
Dictate to the Dictaphone.	
If it hasn't this Red Woven Label, it isn't B. V. D.	
It floats.	

Let the Gold Dust Twins do your work.
Good Morning, have you used Pear's Soap?

Quality Slogans

Clear as a Bell.
Built like a Skyscraper.
Tells time in the dark.
As easy as pointing your finger.
No metal can touch you.
Makes Life's Walk Easy.
His Master's Voice.
From Contented Cows.
It Pours When it Rains.

Another important social gain remains for mention. Because of the essential emphasis upon quality in advertising, it is a matter of common interest to all advertisers that only "honest" copy be printed. Sale by description and sale by symbol are built upon confidence. That a code of advertising ethics, founded upon sound business principles, should develop, was inevitable. The effect of unfortunate experience with one advertised article, is to reflect doubt upon other articles in the mind of the consumer. Conspicuous and successful effort (none the less conscientious because based on business grounds) has therefore been put forward by the Associated Advertising Clubs of the World, acting through the National Commission to create a generally accepted code of professional ethics.

The strengthening of this voluntary work by the passage of general laws forbidding fraudulent advertising measures advances in advertising standards possible because of the common interest involved, and because a relatively small number of specialized business men deal with clients rather than with customers.

Collisson is Advertising Manager of Bushnell Publications

Charles F. Collisson, who joined the advertising staff of the *National Farm Power* last February, has been appointed advertising manager of *Northwest Farmer* of Minneapolis, and the *Dakota Farmer* of Aberdeen, South Dakota, published by the Bushnell Company, and a part of the *National Farm Power*. His headquarters will be at Minneapolis, 602 Oneida Building.

Mr. Collisson, who has had more than twenty years' experience in editorial and advertising work, was formerly assistant advertising manager of *Farm, Stock and Home*, Minneapolis.

James, Business Manager of "Yale Review"

William A. James, formerly at the western office at Chicago, of the *People's Home Journal*, and previously with *Harper's Bazar*, has been appointed business manager of the *Yale Review*, New Haven, Conn.

Leaves Newspaper For Magazine Field

Homer Guck, for fifteen years editor of the *Daily Mining Gazette*, at Houghton, Mich., has resigned his position to engage in magazine work.

"THE HOUSE OF TRANSPORTATION"

Chapter Four

HANDLING materials by means of machinery is transportation. Its development during the last few years has been so rapid that it is now one of the greatest single factors in both production and distribution.

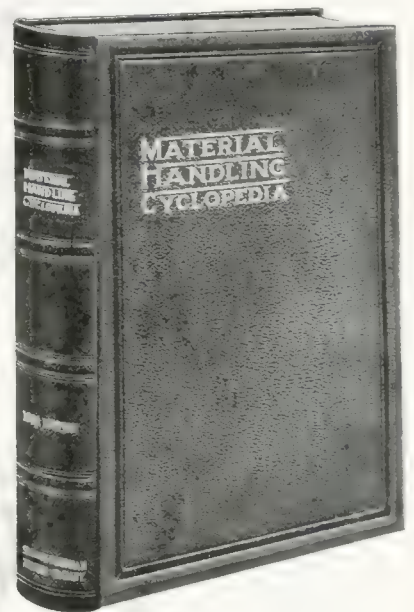
So vast are its ramifications and so flexible its application to the great economic scheme of the world of industry that we decided to gather together and classify machinery and appliances made in this country for handling material of all kinds.

The vehicle through which this will be accomplished will be known as the "MATERIAL HANDLING CYCLOPEDIA," and it will be published annually.

The data will be compiled and edited by a separate staff of experts. And while the "Material Handling Cyclopedia" has been endorsed by The Material Handling Machinery Manufacturers Association, it will in no sense be confined to the products of members of that Association. Merit alone will govern what is selected for presentation in this Cyclopedia.

And the same is true of the Catalogue Section. Space in it will be sold only to manufacturers of material handling machinery of recognized worth; and all copy will be passed on by the Editor of the Cyclopedia.

The first edition will be on sale in January next. Write for rates for the Catalogue Section now.



SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO
Transportation Bldg.

CLEVELAND
The Arcade

CINCINNATI
First Nat'l Bank Bldg.

WASHINGTON
Home Life Bldg.

LONDON
34 Victoria St.

Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer--the "Railway Service Unit"--all members of the A.B.C. and A.B.P.

What Advertising Means to Our Business

A Candid Testimonial to the Efficacy of a Sound Policy
of National Publicity in Promoting a Great Enterprise

By **GEORGE M. VERITY**

President, The American Rolling Mill Company

ADVERTISING is a modern means of communication between millions of individuals who are never privileged to meet in any other way.

Action or lack of action on the part of the individual is the result of his "viewpoint." Viewpoint on any subject is the sum of one's understanding of that subject through seeing, reading and hearing.

A noted writer said something to the effect that if you can make a better mouse-trap than was ever made before, all the world will make a pathway to your door.

Advertising obviates all such unnecessary travel. It carries the message that you or I wish to convey directly to the desk, or chair by the fireside at home, of the individual or individuals we may wish to reach, without loss of time or effort on the part of either.

You choose a proper medium and—presto!—your message is scattered to the ends of the earth. If it contains a "truth," the echo will come back to you in due course.

High-class advertising is a modern instrument of accomplishment that serves the masses and displaces much laborious work. We are all buyers and seller. Every human being is a purchaser of many things and his wants grow with the development of new or better things. He scans the current periodicals of the day to find what new thing has been developed for his comfort or convenience.

Every one of us has something to sell, either our service, our experi-

ence, our products, or our ideas and suggestions, so that we are all growingly interested in modern advertising, which has become so largely a work of art instead of a mass of prosy type.

both for himself, his associates and his company. He wants to work effectively.

There can be no real, effective work without the inspiration of that thing called "spirit," which is the main-spring of accomplishment.

It is for that reason that we have been so greatly interested in the development of real "Armco Spirit." As a part of our institutional advertising "Armco Spirit" can first be compared with what at school is termed "college spirit" or "class spirit" as applied to those graduating in any given year. It compares with "community spirit," or what might be described as "group spirit" as representing the combined interest and purpose of any given number of persons working together in a common cause.

Spirit is that thing which grips and holds the hearts of men and gives them the power of extraordinary accomplishment, when working for a worthy purpose. Reducing Armco Spirit to the four walls of an advertisement, we say of it:

"Armco Spirit is a comprehensive, vital force, which finds expression in the practical application of policies builded on a platform of Christian principles, in which selfish purpose has no place.

"Armco Spirit combines in proper proportion a spirit of fairness, a square deal always, both in theory and practice; a big, broad view of every problem, cutting out all narrowness and littleness; a spirit of

Continued on page 22



GEORGE M. VERITY

Another thing! Advertising has helped to bring out more than anything else the human element in business.

Work—honest labor—is one of the noblest things in life. One who can feel that he is doing his fair share of the work of the world has good reason to be happy.

No normal man can, however, be satisfied to simply work. He wants to work to some purpose and to accomplish the largest possible result,

Marketing a New Product Through a Single Great Color Page

AN ADVERTISING-MERCHANDISING CAMPAIGN
THAT IN TWO WEEKS SOLD EIGHT AND
ONE-HALF SOLID CARLOADS OF A
NEW FOOD PRODUCT

On April 25th a great color page advertisement of a new food product (name on request) appeared in the *American Weekly*. Within two weeks the manufacturers received orders for eight and one-half solid carloads of their product. And then they had been able to check results only in New York.

They write of their great success: "Although this advertisement was not written to secure inquiries—we have been literally inundated with requests. One of New York's largest jobbers informed us ***that they received, without solicitation on their part, thirty-five orders from their retail trade."

What is the explanation of such phenomenal returns? Why did a single great color page in the *American Weekly* act like a blast of T.N.T. tearing wide open the gates of a difficult market?

When you analyze the facts, you cannot fail to see the reasons.

There are in the entire United States—according to latest available figures—about twenty-one million families. And the *American Weekly* going into two and a half million homes reaches, therefore, about one-eighth of all the population of the United States.

As you go to luncheon today and mingle with the crowds thronging the streets, think that one in every eight reads the *American Weekly*. As you ride home to-night, rushing past a myriad of homes, think of a publication that goes into one out of every eight of these homes that are scattered throughout the country. Think of the vast quantities of every kind of all those homes!

Call in the immutable law of averages and you will find that, according to the latest available census figures, the readers of the *American Weekly* bought \$94,033,750 worth of flour and mill products in a year. They bought \$8,520,125 worth of condensed milk and milk products and \$3,888,875 worth of canned fish.

By the same law of averages canned vegetables and fruits consumed by *American Weekly* families in that year amounted to at least \$18,647,600; chocolate and cocoa products, \$4,464,125, and confectionery, \$28,353,500.

And these figures are for the year 1914. Since then production and consumption have greatly increased. Prices in many instances have more than doubled. Take a pencil and multiply each of these figures by two, and even those tremendous sums would still be conservative estimates of the foods consumed by *American Weekly* families.

And remember that the progressive families who read the *American Weekly* buy in proportionate amounts everything from five-cent packages of chewing gum to \$10,000 ready-to-erect houses.

Hence, circulation—the greatest of any kind in America, entailing tremendous buying power—is one reason for the phenomenal returns gained by advertisers in the *American Weekly*. The fact that the *American Weekly* is distributed with

seven great newspapers located in seven great trading centers is another tremendous factor. Every Sunday its great color pages are one of the splendid features of the New York *American*, Chicago *Herald and Examiner*, Boston *Advertiser*, Washington *Times*, Los Angeles *Examiner*, San Francisco *Examiner* and the Atlanta *Georgian-American*. Color is the wetm detam gian-America. COLOR is the third reason

—color—which lends vitally to the other two, which, like the general in the great parade of advertisers, commands the attention of all eyes.

Color multiplies by ten the meaning of a picture. Memories, associations, desires are instantly awakened by color. An advertisement in color stimulates the imagination, while ordinary black and white taxes the imagination.

And, in the color pages of the *American Weekly*, the largest available in any publication, you have the greatest of all opportunities to use color. No wonder—a great color page in the *American Weekly* is in itself a national advertising campaign.



LIKE the General in the great parade of advertisers COLOR commands the attention of all eyes. You missed page 17? COLOR attracted you to this! The advertiser mentioned there (name on request) used one great COLOR page in the *American Weekly*. That is the explanation of his phenomenal returns.

"TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY EVERY SUNDAY. IF YOU WANT TO SEE THE COLOR OF THEIR MONEY—USE COLOR." A. J. K.

The **American Weekly**

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

unselfishness, of loyalty, of courtesy to and consideration for the other fellow.

"Armco Spirit is, in fact, simply an exemplification of the highest standard of real American citizenship."

To any keen observer it will be seen that the spirit of business is all and more than that; it is that spirit which is life itself. It is a distinct, vital, concrete force. It despises class distinction; it hates inferiority in men or in products, and in all things

affecting life itself. It will have nought to do with commonplace things and glories only in the highest and the best.

It is that intangible but intensely potent thing which so firmly grips the hearts of men that it inspires them with the unconquerable will to be and to do the limit of their endurance and ability.

It is that latent power which the thoroughbred draws upon when, running neck and neck with his ad-

versary clear up to the last lap, he suddenly forges ahead to victory.

It is that spirit which makes for the real brotherhood of man and the building of the highest type of Christian citizenship, which will in turn produce an indestructible democracy. As advertising helps build the great industries of today it also knits the hearts of the workers closer together for the glory of their daily toil.

Agents Adopt Business Paper Policy

The American Association of Advertising Agencies has adopted the following statement of the policy which should govern their relations with business papers:

"Each agency member of the American Association of Advertising Agencies should be guided by an earnest purpose to render adequate service and assistance to clients in the selection and use of business papers. To render such service a cordial relation should exist between publishers and agent.

"It is a recognized obligation to give courteous consideration to presentations of the merits of the business press as advertising media and to maintain at all times adequate information regarding the circulation, advertising rates and market of each business paper. The co-operation of publishers is invited in furnishing this data.

"An attitude of friendly co-operation should be maintained by the agencies toward the service and research departments of the different business papers' organizations when it is recognized that the best interests of the agencies' clients are being served by such co-operation. The practice of serving advertisers and agents with accurate statistical information and competent surveys of trade conditions is highly approved, and further development of this service will be welcomed.

"Many of the leading business papers have endorsed advertising agency service by payment of agency differential on all space used by the agencies' client. While this payment does not fully remunerate the agent for the exacting preparation of plans, copy and design, it is an appreciated recognition of the importance of agency service both to the advertiser and the publisher.

"Regardless of agency differential, however, it is the purpose of agencies to recommend business papers to clients when and if they are needed in the conduct of a campaign.

"To facilitate business between us, it is recommended that the business papers join the Audit Bureau of Circulations, adopt the flat rate and the standard rate card proposed by the American Association of advertising agencies.

"There are many advantages that would accrue to advertisers, publishers and agencies from a greater degree of standardization in page sizes among the business press, say 7 by 10. The agencies ask your serious consideration of this subject, the accomplishment of which will result in material saving in effort and useless circulating costs, and in a more effective, profitable and larger use of the business papers."

Goldwyn Sums Up the "Movies" in Figures

Samuel Goldwyn has summed up the motion picture industry in terms of figures as follows:

There are 15,000 motion picture theatres in the United States, providing 8,000,000 seats. Their gross revenues for 1919 are estimated to have been more than \$800,000,000. Producers spent over \$40,000,000 a year for film alone. At the present time almost 500,000,000 linear feet of motion pictures are being made in America annually, of which over 200,000,000, valued at close \$10,000,000, are being exported abroad. American motion pictures practically dominate the foreign motion picture market. The growth of the industry in the last six years has been so great and rapid that it exceeds in proportion the growth of any other industry. To-day the motion picture industry is the fifth in point of size and importance throughout the country.

Changes in International Money Machine Staff

George C. Tenney, general manager of the International Money Machine Company, Reading, Pa., was elected president of the company and Marshall L. Fawcett, sales manager, was elected vice-president in charge of sales at a meeting of the board of directors, held at Reading. Both Mr. Tenney and Mr. Fawcett have been with the company since the early part of 1919 and under their direction the business of the company has approximately trebled. At the same time the appointment of Samuel Frommer, formerly advertising and sales promotion manager of the McCaskey Register Company, of Alliance, O., was announced. Mr. Frommer is a graduate of Columbia University. He served for a time on the staff of the New York Tribune, resigning to take charge of the advertising of the United States Fidelity and Guaranty Company of Baltimore.

Bauerlein Says Prepare Advertisements With More Care

G. W. Bauerlein, manager of the New Orleans office of the Ferry-Hanly Advertising Co., in a recent issue of the *Southern Pine Salesman*, says:

To-day when there is such a volume of copy appearing in newspapers and magazines there is a very definite tendency to think of space as advertising.

Space is, of course, only the vehicle.

The need for the intelligent use of space is greater to-day than ever before in the history of advertising.

Ability will determine the degree of efficiency which can be secured from space.

Publishers and advertising agents everywhere are counseling advertisers to more carefully prepare advertisements and campaigns—to put enough thought, time and brains into the copy in order that the space may pay out to the fullest degree.

Plan Co-Operative Advertising In Baltimore

The finishing touches are being put on the co-operative advertising plan which will be launched within the near future by the Victor Talking Machine Dealers' Association of Baltimore. It is promised that the campaign, which will be along educational lines, with "There Can be No Home, Sweet Home Without Music," as the slogan, will be an unique undertaking.

New Agency for Chemical Accounts

The Hazard Advertising Corporation, with offices at 17 West Forty-second st., New York City, recently organized, will specialize in accounts in the chemical and allied fields.

Mr. Hazard has for some time been identified with the chemical industry and connected with several well-known houses. He served as an officer in the Chemical Warfare Service.

Lyman O. Fiske, general manager of the corporation, was editor of the *Dramatic Mirror* for over twenty years, and is well known in publishing and advertising circles. He was for a number of years very active as an officer in the Seventh Regiment, N. Y. N. G.

Firm accounts include H. A. Metz & Co., Inc.; H. A. Metz Laboratories, Inc.; Jordan Coal Tar Products Co., Inc.; Wm. E. Jordan, Inc., and Plexo Preparations, Inc.

Let's Expel the Word "Ad"

In the May issue of *The Three Circles*, published by Evans, Winter-Hebb, Inc., Detroit, printing concern, they say: "We wish to join the movement to eliminate the terms 'ad,' and 'ad men.'" Advertising is a profession with us and these terms are as objectionable as "Doc" must be in the medical profession.

Highly Pleased With "A. & S."

Editor, ADVERTISING & SELLING:—

You have had numerous congratulations, but we can't help adding ours, too. We are highly pleased with ADVERTISING & SELLING.—F. A. Rosacio, principal, *The Silent Salesman*, Hongkong.

THE NEWSPAPER

An always welcome messenger, in instant and constant readiness, through which you may quickly and economically reach every worth-while home, office, store, shop and factory in the land. Or in any desirable section you select



NEWSPAPER READING has come to be regarded almost as important a part of the daily life of every intelligent man or woman as food or sleep.

You, personally, are one of the many millions of people who prove this statement.

The quickest, surest, most direct way to tell all of the people of a community the thing you want them to know is through the columns of ITS NEWSPAPER. Newspaper readers accept and regard the advertising columns of a newspaper as a legitimate part of the paper, and not intrusive. Good advertising is news.

The NEWSPAPER is made up of units, each under its own name, with its own individuality, serving its own circle of readers, clearly defined either by geographical boundaries or because constructed to appeal to a special interest.

There need be no guesswork. You can use one of those units, knowing exactly what you cover with it, or multiply it by tens or hundreds with equally definite knowledge.

Like a wise farmer you may, if you choose, develop a convenient field, then add one after another until you bring a vast territory under intensive cultivation.

You may select your territory so as to take advantage of sectional prosperity or needs, and of transportation or manufacturing facilities.

While the real development has only begun, hundreds of so-called national advertisers are users of extensive newspaper space today, as compared with dozens a few years ago.

Time was when anyone, everyone, or no one, looked after "the advertising." Now ADVERTISING is usually close under the keen eye and careful direction of the head of the house.

For a while it was the tendency of many men with decisive voices to visualize their audiences as numerous duplicates of themselves, with similar habits and tastes, and to select media accordingly.

Vanity often ruled. Pretty pictures, some of them exquisite, and fine, dainty printing, had full sway.

All this is changing. The direct, short-cut, quick, frank appeal or argument, vibrant with confidence and consequently with conviction, has come into great favor and use.

Advertising men have learned how even to construct illustrations for newspaper reproduction that are strikingly beautiful.

Merchandising and advertising plans are now rightly considered inseparable, and this has emphasized the value of the opportunity to select reachable and responsive territory for sales work, and to concentrate in a most intensive and thor-

ough manner therein whatever advertising is then being done.

We do not decry the value of any other legitimate form of advertising, but we are convinced of and enthusiastic over the superior advantages of newspaper advertising for every form of massed merchandising appeal, information, or argument.

Properly done, newspaper advertising

leads wherever speed, thoroughness, economy of cost, and result, both immediate and cumulative, are considerations.

We represent, in the national advertising field, a list of progressive newspapers in the prosperous cities shown on the map above. We are the advertising field forces of those newspapers, thoroughly informed concerning the publications themselves, and the territories in which they respectively circulate. We have gathered and are prepared to place before you, at any time, anywhere, all sorts of statistical trade information.

In conjunction with the publishers we serve, we have eliminated as far as these publications are concerned, the old bugbears of uncertainty of rates and of circulation.

We have earnestly striven for many years to make the "Known Circulation" seal and the name, "The John Budd Company," synonyms of accuracy and honesty. We are confident those who know us will say we have not failed.



"We are at your service, any time, anywhere"

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

Burrell Building, NEW YORK
Healey Building, ATLANTA

Title Insurance Building, LOS ANGELES

Tribune Building, CHICAGO

Chemical Building, ST. LOUIS
Examiner Building, SAN FRANCISCO
Post Intelligencer Building, SEATTLE

Two Years

THE Interstate Commerce Commission has just recently announced that the railroads will be permitted to spend 300 millions of dollars.

But the horse is stolen!

What the railroads need now is cars for transportation. Two years ago they should have had the money to buy them. For railroad cars are not built over night—orders now mean deliveries two years from now. And orders two years ago would have meant deliveries **now**. We are two years late in getting action!

Will manufacturers—will the government—learn by experience? We hope so. Today we are facing certain definite problems, but these problems of today are relatively unimportant. Advertising men ought to be thinking two years and three years ahead. Some far-sighted manufacturers are thinking ahead. We know of one great advertising campaign all planned and in

storage, ready to be released on a moment's notice to meet an anticipated economic situation.

We are just emerging from a high-price period due to inflated credit. But solid business was never in a more substantial situation. The shelves of the world are short of stocks. One of our fundamental needs is production to fill these shelves. Let us concentrate our thinking on industrial necessities. What are they?

FIRST: *Coal and power.* Our coal supply is insufficient to meet our ever-expanding needs. Our developed water power is inadequate. Our Public Utility Corporations have on order thousands of horse-power which they cannot furnish. The forces of publicity and advertising must be turned to show the need of financing and building.

SECOND: *Construction.* We need new highways, new office buildings, new homes. There are thousands of building projects that should be carried through to completion. We must concentrate our capital and thought on getting things done.

THIRD: *Productive machinery.* Our labor shortage is tremendous. Wages have been fixed at a new level. They cannot go higher. Neither will they return to where they were before this period. Automatic machinery must supplant common labor. Machine tools to build automatic machinery, and automatic machinery in its turn to do more work, are absolutely vital to the industrial supremacy of this country.

THE 11 MCGRAW-
MCGRAW HILL
Tenth Avenue at

Too Late

FOURTH: Transportation Our transportation system has broken down. In the handling of freight, in the handling of passengers, in the handling of urban traffic, we have been short-sighted and niggardly. A great movement is on foot to increase the capacity of our track mileage, and to cut the costs of operation by huge electrical projects. This is not a dream, but a reality to be financed out of savings made possible by more efficient operation.

FIFTH: Raw materials. We must conserve and economize in the use of materials. The whole distributing channel of materials, from manufacturer to consumer, is undergoing intensive study and investigation. We must open new projects, to replace materials which were burned by the ton during each hour of the World War.

These are the high spots. There are a hundred ramifications—a hundred intensive ways in which advertising can be put to work as a great economic force to get these things done.

The men who will do them—the men who do the world's work in engineering and industry—are a comparatively small group. One way of directly and economically reaching this group is through the great business and technical journals upon which they depend for information and guidance in

the discharge of their professional duties. One organization alone, the McGraw-Hill Company, Inc., has chosen from industry two hundred thousand of these men—industrial managers, public officials, engineers, department heads—the practical men of industry. And it is these two hundred thousand men whose thought and action are influenced through the editorial and advertising pages of the 11 McGraw-Hill Publications.

Never was there a greater opportunity for manufacturers or their advertising agents to match the needs of industry with the men who can act and accomplish things. Never did advertising have a greater opportunity to function as a great force in bringing together manufacturer and man-of-action in the buying pages of the great engineering journals. Let us learn by experience. Let us not waste years.

Let us act now!

HILL PUBLICATIONS

COMPANY, Inc.

36th Street, New York

An Advertising Agency can get A. B. C. reports without belonging to the A. B. C.—*some* of them.

But not *all* of them—for obvious reasons.

No Agency can give 100% service to its clients unless it is a member of the A. B. C.

American Advertising Going 'Round the World

A Few Glimpses of What Home Manufacturers
Are Doing to Promote Foreign Selling Campaigns

By CH. LECOQ

European Correspondent of ADVERTISING & SELLING in Paris

WHATEVER American or foreign advertising advertisers may say to the contrary, American advertising is making steady, intelligently accomplished gains in the European and other fields.

Which seems to tend to prove that there need not be such a great holding back upon the part of the business interests of the United States, in their efforts to invade the overseas areas with merchandising plans.

The situation in Europe today is such that almost any useful branded line of staple goods may be marketed to advantage, so far as the mere proposition of advertising and selling may enter into the consideration.

The European field is, in fact, rich in potentialities for American interests, and in nearly all of the countries there is not alone the urgent need of necessities, but an altogether favorable attitude toward United States products.

COMMON SENSE POLICY WILL WIN

The American who comes to Europe today, with an advertising campaign, needs only to follow a course of sane, conservative common sense, in his marketing methods.

For the brands of goods already somewhat well known in Europe, advertising very similar to that employed in America will serve very well. If it is expected to sell American-made goods as such in Europe, the Europeans will, logically enough, expect to be "advertised to" after the distinctive style employed by Americans. France, in particular, now is wholly accustomed to America's "punchy" ways of doing things and delighted, as well, with the many seemingly quaint mannerisms displayed by their brothers from the western world.

France is always receptively inclined to a certain kind of cleverness, and I believe that the average American advertising agent will have no difficulty whatever in reading the French popular mind and learning the manner of messages which will best sell in France.

I am sending you herewith a few brief notes about some of the advertising and selling campaigns already in progress in Europe. These are not all conducted on strictly Americanized lines but in much of

the advertising copy employed, the American flavor remains and that, the French people, at least, are inclined to feel, tends to popularize rather than the reverse.



There is No Radical Departure from the American Style in This "Copy" Used With Great Success in France

Chewing Gum Successfully "Put Over" In France

Six years ago American chewing gum was practically unknown in France; it can be found now in any shop. Grown-up people as well as school boys are taking to it.

These gratifying results were brought about by an advertising campaign conducted on American lines—attractive pictures and large spaces in the principal wailies. Of course, the advertising started at the right time, when the doughboys were still quartered in the principal towns and they contributed to the success of the campaign.

The advertisements also appealed to the children and through them the parents became interested. People who never read the advertisements, as they say, cannot fail to be attracted by the large and peculiar ads, were it only when they turn or fold up their paper. Again, at home, the children will get hold of the paper, as it often is the case, and begin to ask questions.

A French advertiser in the same line would probably have used ten-line advertisements without any results.

The American chewing gum campaign is now being extended to Belgium, Spain and other countries, and its chances for success look very good. Wrigley's Spearmint and Adam's Chiclets are two popular brands.

Pierce-Arrow Establishes In France

The Pierce Arrow Motor Co., with a capital of 2,000,000 francs, has established in France under the name of Societe des Automobiles Pierce Arrow.

Palmolive Soap After European Trade

Despite the numerous brands already on the market, Palmolive soap has launched an advertising campaign in France, Spain and in other sections of Europe.

"El Sol" Follows American Style

El Sol, a new paper in Madrid, Spain, is following, if not completely, many points which go to make up the style of American newspapers.

Polish Makers After French and Spanish Business

Through its advertising O-Cedar Mop Polish is now beginning to be known to the French. Recently the company extended its advertising to Spain. Liquid Veneer is being advertised in newspapers in the south of France by a Marseilles branch.

French Magazines Practice American Methods

The *Paris Magazine* and *La Revue d'Hygiene* of Strassburg, Alsace, are examples of magazines in Europe, which are being guided by American standards and methods. The latter, a medical paper, makes it a point to follow American style in all details.

"Drug Topics" Manager Weds

Marvin Stanley Small, business manager of *Drug Topics*, was married on June 3 to Blanche Dorothea Abrams, formerly of the advertising staff of the Goldwyn Pictures Corporation, and prior to that with the Bush Advertising Service.

Mr. Small was formerly assistant advertising manager of McKesson & Robbins, and was with the American Druggist Syndicate in the same capacity, at one time. He is president of the Triad League. Miss Abrams, who has been active in advertising work for several years, is now doing newspaper and magazine writing.

Indianapolis Delegates Will See Campaigns in the "Movies"

Industrial and educational films will be shown on the screen in the Claypool Hotel Convention Hall in Indianapolis, every afternoon and evening of the convention, June 6 to 10, from 4 to 10 o'clock. The films will show both national and local advertising campaigns.

Camels and Velvet Are Well Known

Camel cigarettes, Velvet tobacco and other American tobacco products are now familiar names in France, although no large outlay of money was used in advertising. This is due to generosity of the American doughboys who gave their smokes liberally, and to the fact that the French Government has been selling the surplus stocks which had been left in camps. In the trains one can hear youths talking of "Camel Cigarettes Americaines."

American Razor Store Opened in Paris

The Ever-Ready Safety Razor Co. has opened a store in the Rue Lafayette, near *Le Printemps* and *Les Galeries Lafayette*, the general stores well known to American visitors. The store is richly furnished in mahogany and the razors and shaving brushes, displayed in true American style, attract attention.

So far, no advertising campaign has been started, but outdoor advertising is well cared for.

The razor sells for 15 francs and is one of the cheapest on the market.

American Advertisers Active In Spain

Among the American concerns which have started advertising campaigns in Spain are: The Conklin Pen Mfg. Co., the Remington Union Metallic Arms Co., Yale & Towne Mfg. Co., and the Taylor Instruments Co. They are reaching the South American market as well as the Spanish, for the illustrated papers of Spain also circulate in the other Spanish-speaking countries.

Advertising Notes

Aluminum Manufacturers Appoint Sales Manager

L. F. Youngs, manager of the Detroit office of the Aluminum Company of America, has been appointed general sales manager of the Detroit plant of the Aluminum Manufacturers, Inc. Youngs is succeeded in the Aluminum company's office by Hardwood Byrnes, who comes from the main offices at Indianapolis.

Joins Chambers Agency

M. B. Landry, of Los Angeles, Cal., has become associated with the Chambers Agency of New Orleans.

McCoy Resigns From Olds Motor

D. B. McCoy, for the past three years connected with the Olds Motor Works, Lansing, Mich., first, as advertising manager and for the past year as assistant to the sales manager, has resigned from the company. His plans for the future have not been announced.

Theodore Philipp Dies in Chicago

Theodore Philipp, for years associated editor of the *Abend Post*, died Sunday at his residence, 5001 North Ashland avenue, Chicago. He was 62 years old.

Another Year of Help With "A. & S."

Editor, ADVERTISING & SELLING:

I am very glad, indeed, to enclose my subscription to ADVERTISING & SELLING for one year. I find your publication very interesting and I look forward to another year of great interest and help—William Elliott, advertising and sales promotion manager, Packard Motor Car Company of New York.

Lynn J. Arnold Dies

Judge Lynn J. Arnold, until recently editor and publisher of the *Knickerbocker Press* in Albany, N. Y., died on Friday of last week after a brief illness. He was 56 years old, and was a former president of the First National Bank at Coopers-town. Several years ago he was selected Surrogate of Otsego county.

Wilson Sales Manager of "Financial Press"

Alexander Wilson, of the *Commercial and Financial Chronicle*, has been appointed sales manager of the *Financial Press* in New York.

Will Advertise Electric Refrigerators

The Refrigeration Engineering Co., Toledo, Ohio, has engaged the Martin V.

Kelley Company to conduct its advertising campaign, which aims to promote the use of commercial and home-use models of electric refrigerators.

Miss Cooper Joins Capper Farm Press

Miss Lailah J. Cooper, who has been with the J. Walter Thompson Co. for four years, specializing in investigation and research, has become a member of the Bureau of Research of the Capper Farm Press.

Representatives Change Outing Date

The date of the thirteenth annual outing of the Representative Club, to be held at Gedney Farms, White Plains, N. Y., has been changed from June 11 to June 22.



**We don't blame you for
not buying the barrel
when you see only
one apple !**

Made Advertising Manager of San Francisco

S. W. MacLewee, of the San Francisco Advertising Club, has been appointed advertising manager for the Chamber of Commerce of San Francisco.

Pump Account With Nichols-Moore

The Western Pump Company, of Davenport, Iowa, manufacturers of pumps and tankless water systems, have placed their account with the Nichols-Moore Co., Cleveland advertising agents.

Pear Growers Will Advertise

The California Pear Growers' Association is planning a nation-wide advertising campaign, along the lines followed by the raisin and citrus fruit growers, according to Frank H. Swett, manager. California's 1919 pear crop is said to have been worth more than \$8,000,000.

Balliett, Vice-President of Vick Chemical Co.

Carl J. Balliett, directing partner of the Remington Advertising Agency, Buffalo, has been made vice-president of the Vick Chemical Co., Greensboro, S. C.

Chemical Account For Burnham & Ferris

The advertising of the Chemical Toilet Corporation, Syracuse, N. Y., manufacturers of chemical systems, tanks and solvents has been placed with Burnham & Ferris, New York.

J. M. Muir on A. B. P. Agency Committee

J. M. Muir, of the McGraw-Hill Co., has been appointed to the agency relations committee of the Associated Business Papers. The committee, which is headed by

Harry Tipper, of Automotive Industries, will soon begin the work of classifying agencies.

May Advertise Our Industrial Needs In Europe

Confronted with the problem of recruiting apprentices and relieving the shortage of labor, the National Association of Merchant Tailors is now founding its hopes on the scheme of the International Council of advertising our industrial needs in Europe. Efforts to encourage the American youth to take up tailoring has proved unsuccessful.

New England Agency Heads Are Guests of "Worcester Telegram"

More than fifty advertising men, heads of agencies doing business in New England, were entertained by the Worcester, Mass., *Telegram* on Tuesday of last week. Paul Block of Paul Block, Inc., New York, and several members of his organization assisted with the entertaining. The party lunched at the Worcester Country Club, played golf for prizes in the afternoon, and returned to Boston by motor in the evening.

U. S. Rubber Introduces New Tire

The United States Rubber Co. is introducing through the medium of an advertising campaign a solid truck tire called the Monotwin. The advertising is directed by the George L. Dyer Co., New York.

J. T. Du Bois Dead

James T. Du Bois, who from 1872 to 1877 was managing editor of the *National Republican* in Washington, D. C., and later founded the *Inventive Age*, a technical magazine, died in New York, May 27, aged 64. Mr. Du Bois spent nearly thirty years in the U. S. diplomatic service. He was minister to Colombia from 1911-1913, and was the author of several books.

Red Cross Man Joins Firestone Advertising Department

W. D. Hines, formerly with the publicity department of the American Red Cross in Paris, is now a member of the advertising department of the Firestone Tire & Rubber Co.

South African Advertising Campaign Successful

As the result of the initial six months' advertising, the campaign to sell Union Loan Savings Certificates in South Africa, has been a great success. Over two million pounds has been subscribed in small amounts, at a cost to the Treasury for advertising of approximately 1/2d for each pound, or one-fifth of one per cent—a record for sales through advertising. The South African Advertising Contractors, Ltd., of Cape Town, directed the campaign.

Greater Interest in "A. & S."

Editor, ADVERTISING & SELLING:

I have been reading ADVERTISING & SELLING lately with even a greater interest than usual. I want to compliment you on the new cover. It strikes me as being particularly effective.—S. L. Sholley, advertising manager, Babson's Statistical Organization, Inc., Wellesley Hills, Mass.

—It is worth your while to *know* whether or not you can sell your product in the world's greatest farm market.

It's too big a thing for you to overlook or pass upon lightly.

Let our Bureau of Research submit for your consideration the facts bearing especially upon your market. Our research surveys are *not* the kind that show you only the sunny side of the truth. If there is no chance for your product in the Midwest farm market we don't want your advertising.

Let's get down to brass tacks.

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

— SECTIONS —

Capper's Farmer (Midwest)
Kansas Farmer and Mail and Breeze
Nebraska Farm Journal
Oklahoma Farmer
Missouri Ruralist

Keen Vision Needed to See Future Course

The Readjustments for Meeting "Prosperity"
Demand More Than Mere Good Judgment

By BERNARD A. DAVEY

IN THE LIGHT of present necessities of readjustment to the fluctuant economic conditions, for flexibility in meeting the bitter stresses occasioned by economic "faults," there is an especial applicability in Carlyle's remark "In every ship there must be a seeing pilot, as well as a hearing one—"

And casting about for some tangible illustration to "point a moral and adorn the tale" I was reminded of the aptness of Carlyle's

epigram in its relations to the voyage of Columbus.

Suppose Columbus had been just "conservative"—had displayed only the ordinary "good judgment," the normal caution which tempered the baldness of his contemporary mariners. It is all too certain that had he listened to the cautious forebodings of his own aids he never would have ventured across the dreadful leagues that ended in the New World. His daring and epochal enterprise would have "died a-borning," and some other adventurous soul would have claimed the honor of conquering the physical tumult and the mental agonies that barred the uncharted seas from all except the "seeing pilot."

And suppose that this visionary had been only a "dreamer," lacking the high courage, and vast faith to overcome the uncounted obstacles. And that once started he had only the blind convictions and dogged recklessness of the ignorantly foolhardy. The time would have come when he would have yielded to the twin perils of stormy seas and frightened sailors. But his "seeing" brought the greater glory that lay straight ahead and the greater safety that hinged upon the forward course.

TIME OF GREAT DEMANDS

So, too, in the markets of today, in every phase of the business world, every organization requires some one with more than mere "good judgment," with greater perspective than normal caution and more potent faith than comes from surface reports. There are numerous "prophets" about—each eager to spread the gospel of the pessimistic "calamity howler." There are many in business, as there were about Columbus, who can hear the danger ahead, behind, and at every side. But how few there are to whom we can give the palm for "seeing ahead" into the greater glory and sure success that lies in earnest, unremitting toil toward the objectives.

Each institution is but the lengthened shadow of a man, said the same philosopher (Carlyle) and it surely takes something more than just manufacturing facilities, more

than knowledge of market conditions, or selling ability or understanding of the labor situation to "see ahead." The future is fraught with multiple perplexities that demand there be "Seeing pilots in BUSINESS as well as hearing ones—"

The manufacturer faces changing conditions in raw materials, in shipping of the raw goods and the turning out of the finished—in getting the other fellow's goods and "getting out" his own. He needs the "seeing pilot" that he may tighten here and loosen there, and yet press onward relentlessly to success.

The warp and woof of the industrial fabric is woven by men of this type. They have it in their power to bring down upon our heads the vast, uncertain structure of economic dealings called "business." The man on the street cannot see it—he is too far away. And the greatest trouble with the men who ought to see it is that they are too close—and they are hearing instead of "seeing" ahead.

THREE ROUTES OPEN

Financial prophets point the fact that there are just three ways in which this country can get back to the normal status of equitable relationships between costs, prices and credits. They are: to stop like a suddenly braked automobile—thereby burning out the brakebands or mayhap wrecking the car; to keep on raising costs, wages, prices, profits and so on—ad infinitum—until you will have the situation which prevailed in Russia where it takes a bushel of dollar bills to buy a toothpick; to work more, spend less. And it takes the "seeing pilots" to discern where the spending leaves off and the saving commences.

I would point out the need for the "seeing pilots." We need them to steer the wise and sane course in order that we may arrive safely upon the solid lands of accomplished tasks, restored good will, productive plants and a contented nation, which after all brings to us the Alpha and the Omega of the "seer."

Keeping Up With The Times

A FACT A WEEK

"GIVE The Washington Times the credit for beginning the active drive for Civil Service retirement, in 1904, and fighting for it continually, in and out of season, until the victory was won."

So says Jacob W. Starr, veteran ex-president of the United States Civil Service Retirement Association.

Washington's population is made up largely of Civil Service employees of the United States Government.

The Washington Times,
WASHINGTON, D. C.

A. A. C. W.

Delegates, Advertisers and Agents

AT YOUR SERVICE

Convention Representatives

T. F. FLYNN S. W. DU BOIS J. W. COOPER P. L. HENRIQUEZ
M. P. LINN J. J. FARRELL C. O. LANGLOIS

CONVENTION HEADQUARTERS, HOTEL CLAYPOOL

Our Message

NEWSPAPERS

The Medium

Post-Dispatch, St. Louis, Mo.
Times, Seattle, Wash.
Courier-Journal and Times,
Louisville, Ky.
Press, Philadelphia, Pa.
Herald, Washington, D. C.
Tribune, Salt Lake City, Utah
Journal, Kansas City, Mo.
Eagle, Wichita, Kans.
Commercial, Buffalo, N. Y.
Intelligencer and News-Journal,
Lancaster, Pa.
Times-Leader, New Haven,
Conn.
States, New Orleans, La.
Times, Shreveport, La.
Age-Herald, Birmingham, Ala.
News-Item, Mobile, Ala.
Tribune, Tampa, Fla.
Chronicle, Augusta, Ga.
Enquirer-Sun, Columbus, Ga.
American, Charleston, S. C.
Times-Herald, Dallas, Texas
Enterprise, Beaumont, Texas
Times, El Paso, Texas
Statesman, Austin, Texas
Times-Herald, Waco, Texas
Dispatch, Wilmington, N. C.
News, Jackson, Miss.
Star, Meridian, Miss.
Herald, Vicksburg, Miss.
American, Hattiesburg, Miss.
Union, Sacramento, Calif.
Courier-News, Fargo, N. Dak.

**Individual Plus
Collective
Representation**

The history of this agency dates back many, many years—now forty—and just as rapidly as newspaper advertising grew in favor, just as rapidly has the Beckwith Special Agency expanded. As a matter of fact, it had a lot to do with the pace with which newspaper advertising popularity grew—for it was not only a pioneer, but its men worked along the high-ways and the by-ways talking horse sense to advertisers about the efficiency that lay back of newspaper circulation as a "teller and seller" that could prove its own efficiency in covering the distance between manufacturer and consumer. Today the Beckwith Special Agency is known from Coast to Coast as an organization that stands for the highest ideals in its business relations between buyers of space and the newspapers that the organization represents. Its policy from its early days has been to give advertisers service in its list of newspapers that would justify confidence year after year.

Sales and Promotion Department

The Beckwith Special Agency is equipped to be of real service to advertisers and agencies that require or desire trade information concerning selling conditions or distribution methods that exist in each city in which it represents a newspaper. All publishers represented are believers in the co-operative idea and are glad of the opportunity to strengthen in various ways the effect of the advertising messages placed in their columns. At your service always.

PAN AMERICA

Our Ambition Is to Again Be the Pioneer in Developing

Newspaper Advertising

Firmly believing in the future development of an extensive and ever-increasing trade with our Latin American neighbors, we have arranged for the representation of more than twenty-five leading Pan-American dailies.

For further particulars, folders and rates, call at our Convention headquarters or address,

NEO LATIN DIVISION

S. C. Beckwith Special Agency, World Bldg., N. Y. City
M. H. Rowzee, Manager

SERVICE MEN

The Staff

J. T. BECKWITH
R. W. BECKWITH
T. F. FLYNN
J. W. COOPER
P. L. HENRIQUEZ
C. T. LOGAN
S. W. DuBOIS
R. A. FLETCHER
J. R. LISSON
A. SEIFFER
A. MARUCCI
A. GROSS
A. H. OMAN
P. F. McKENNA
W. M. THOMPSON
G. CINQUE
J. L. MANDABLE
S. C. BECKWITH, Jr.
EARL BECKWITH
J. J. FARRELL
E. M. ROSCHER
M. P. LINN
C. O. LANGLOIS
M. H. ROWZEE
H. B. RAYMOND
T. W. DAVIS
J. C. HARRIS, JR.

**Individual Plus
Collective
Representation**

THE S. C. BECKWITH SPECIAL AGENCY

Established 1880

World Bldg. Post-Dispatch Bldg. Tribune Bldg. Ford Bldg. Bryant Bldg. Moore Bldg.
NEW YORK ST. LOUIS, MO. CHICAGO DETROIT KANSAS CITY ATLANTA, GA.

Cooperating With the Advertising Manager

Pointed Questions Asked of Publishers Regarding the Human Side of Business News Offered to the Mediums

By WILLIAM H. WALSH

Advertising Manager of the Salada Tea Company

I PUT this question squarely up to the advertising solicitors for newspapers, the advertising managers and the city editors of newspapers as well:

"What is meant by friendly, intensive cooperation as between their newspaper and the advertising manager of a big commercial concern?"

In other words, what is meant by "team work," as between the average newspaper and the advertiser of a specific product?

It is a hundred-to-one shot that if a commercial house announces an advertising campaign wherein it proposes to invest, say \$100,000, in exploiting its particular product, the publicity man, (and by this is meant the advertising manager), will be overrun by advertising solicitors, who will promise him a world of publicity in connection with his advertising. Yet, as soon as they get the contract, all friendliness, "team work," cooperation, or whatever other friendly phrase you wish to apply, ceases.

In the thirty-odd years of my experience as an all-round newspaper man and advertising manager of various commercial houses, the one thing that strikes me as wrong, emphatically, intrinsically, persistently wrong, is the lack of "team work." Far be it from me to say that autocracy flourishes in the sanctums of the publishers and advertising managers of newspapers, to the utter disregard of their largest commercial advertisers. Nevertheless, it is proverbial that a large commercial concern, investing we will say \$150,000 to \$200,000 annually in its newspaper advertising campaign, receives little or nothing in the way of publicity, aside from the plainly defined advertising.

THE VIEWPOINTS CLASH

Put the question up to the advertising manager of the newspaper and he will tell you "that is what you are paying for."

You immediately answer, "It is nothing of the sort."

If I have a product which has in it elements of news, something about it for instance of genuine human interest, then it is up to the

Co-Operation

WE ARE inclined to believe that the salesmen of advertising in real newspapers, who promised Mr. Walsh "a world of publicity," are now in some other line of business or working on newspapers which give their advertisers promises rather than circulation.

Real co-operation is being given advertisers by leading newspapers throughout the country—but that does not mean free publicity. No doubt some of the able newspapermen will write Mr. Walsh some interesting letters that will make clear to him what real co-operation means besides publishing a real newspaper that will deliver his message.

THE EDITOR.

news editor of the paper to accept it or reject it, and it should not come under the stricture of "tainted advertising news."

Suppose, for instance, that a space writer visits our establishment and sees something of news value and decides to "write it up." Does he go at once to the advertising manager with his "exclusive?" Not at all. Having got his material in shape he goes to the City Editor, or the Sunday Editor or the Magazine Editor of the newspaper and submits his idea. Ten chances to one that his article will be accepted, and paid for purely on its face value.

On the other hand, I, as advertising manager of a commercial house, take precisely the same piece of news to the editorial department of a paper, and if I am known, am at once referred to the advertising manager, who turns it down on the ground that it is "contrary to newspaper ethics," that it really should be paid for at advertising rates. If, after argument, he finally consents to use it, he makes it appear to you that it is a great and special favor, whereas all your previous experience and knowledge of newspaper work tells you different.

In fact I have often thought that it was because of the advertising done by commercial houses that the news articles were turned down, and the spirit of cooperation which should be omnipresent was lacking.

Lately I have been more than

ever impressed and nonplussed by the stupid and inexcusable policy which seems to be ingrained through custom rather than expediency.

Surely, every one knows in these days and this particular epoch, the necessity for cooperation, of co-operation in the broadest sense as a necessity in the development of enterprise.

I know that certain advertising managers of newspapers and autocratic publishers will differ from my views, on the ground that to adopt a more liberal policy would lead to the letting down of the bars; that they would be then over-run by press agents and the resulting position would become intolerable. But we know that nothing of the kind need happen. Simply submit the article without comment to the City Editor, News Editor, Sunday Editor, or Magazine Editor, and let it take its chances as news.

THE CONCRETE PROPOSITION

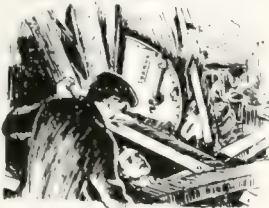
Now the question of beverages to take the place of alcoholic liquors is certainly one of universal interest. It so happens that the writer represents the largest tea house, dealing exclusively in that particular beverage, in America. He invests every year for his company approximately \$150,000, and advertises in all the leading papers in this country.

Here are the titles of some half dozen articles prepared with a view to their publication: "John Barleycorn's Waterloo"; "Tea Drinking During Business Hours"; "Tea the National Beverage"; "When Shall We All Take Tea?"; "Tea Culture in the United States"; and "When the Price of Tea Was High."

Every one of these articles now has or did have news value. Yet, if I had submitted them to the advertising managers of the newspapers, when prohibition was being enacted into law, I guarantee they would have been sent on their way to the capacious maw of the office waste basket.

The reason, I presume, why the advertising managers of certain newspapers persist in their policy of differentiating as between straight advertising matter and publicity, is, as I have said, that they fear if

Hearst's Magazine—a Liberal Education!



THE 10:50 EXPRESS
By MAURICE LEVEL
In Hearst's for June



THE MASTER OF MAN—By SIR HALL CAINE



MY CAREER OF CRIME
ANONYMOUS
In Hearst's for June

Is Anybody Really Honest?

Where is the dividing line between honesty and dishonesty? What would you do in the 36 delicate situations described in Edgar Mott Woolley's article "Diogenes with a Searchlight?"

In Hearst's for June

In Hearst's for June

The Economics of Bedlam

By G. BERNARD SHAW

Two Challenges to My Americanism

By SENATOR HIRAM JOHNSON

The Enemies of Women

By VICENTE BLASCO IBANEZ

I'll Try Anything Once

By WALT MASON

Ladies, Ladies, Have a Care

By EDWIN MARKHAM

Ghosts Make Good Detectives

By SIR ARTHUR CONAN DOYLE

and 18 other stories, articles and special features.

He Never Drew a Salary

He rescued the Belgian Relief Fund—he helped keep Russia in the war—he employs 100,000 men. Yet few have even heard the name of this remarkable American.

In Hearst's for June

Did You Ever Want to Be an Outlaw?

Did you ever plan to be a train-robber when you grew up? All who failed to realize this natural boyhood ambition will enjoy "My Career of Crime" which begins

In Hearst's for June

These Famous Features in Every Issue

Do you like to speak with authority of the things well informed people are discussing? You'll enjoy the ART—PLAY—BOOK—POEM—and SCIENCE of the month in every issue of Hearst's.

In Hearst's for June



GHOSTS MAKE GOOD DETECTIVES
By SIR ARTHUR CONAN DOYLE
In Hearst's for June

IF you are easily satisfied—if you aren't always on the lookout for a *better* magazine—you won't want Hearst's this month or any other. *But* if you really want the works of the world's great writers, the words of the world's great thinkers—don't fail to make sure each month—starting today with the June number—of your copy of

Hearst's

A Magazine with a Mission



SANANG—SLAYER OF SOULS
By ROBERT W. CHAMBERS
In Hearst's for June

HEARST'S, at the new 35 cent price, marks a distinct step towards the day when all magazines will ask their readers to pay editorial production costs—when the advertiser will no longer be charged the difference between these costs and the price received from the public.

they make a concession to one advertiser they will have to make it to all. Once more I repeat that this is a false premise, for it is clearly a matter which should be left to the option of the editorial departments. It is within their particular province to say what is and what is not news.

I know it will seem like an old story to say that the advertising manager or publicity promoter is a nobody. At least he is in the estimation of the heads of the other departments, whose technical knowledge may or may not be consider-

able in the particular branch of the commercial house to which they all belong. It matters not that he shall have been a thorough newspaper man and shall have climbed the rungs of the ladder all the way from the position of a "cub" reporter to that of managing editor before entering on his present occupation.

He may be an advance student in psychology.

He is still a nobody.

A mysterious personality who has the happy faculty of merely writing—that is all.

Advertising the Brains for the Job

AFTER commencement what? That's a question that several thousand sweet girl graduates and ambitious boy graduates throughout the country have to face about this time every year.

"Brains for sale!" "Brains for sale!" So they go, crying their wares upon the highways and byways of the nation.

"Brains wanted!" "Brains wanted!" American business is always on the market with that demand.

How are you going to bring them together—the graduate and the bus-

iness man—young brains and the job upon which to spend them.

GETTING ON THE RIGHT PATH

Some of the business colleges, the vocational schools and the commercial high schools have struck the right path with their placement bureaus designed to keep in touch with the business world to provide their graduates with jobs immediately upon graduation. Several of them boast in their advertising, "A Job For Every Graduate."

It is safe to say that none has

gone further nor striven more effectively than one of the foremost public schools of the vocational type in America—Commercial High School of New York.

Advertising men know this school through the high grade of the training it offers its students in advertising—and through the high grade advertising men it turns out. They are rapidly learning to what an extent it practices what it teaches.

The students of Commercial High who seem to be eating beefsteak almost before they are weaned, can point with pride to several definite advertising campaigns put across by them in the last two years—each one conducted in just the same way as an advertising agency handles its accounts. The entire field has been covered each time—research analysis, copy, display, and the final placing of goods.

DIRECT MAIL USED

Much of the work has been done by direct mail. A typical example is furnished by a recent campaign which opened with an attention-nailing letter inviting business men to attend a poster exhibit at the school. The second step was the exhibit itself where thirty posters, executed by the students, showed graphically what the school is doing to prepare young men to meet the demands of the business world. The third step, to give definite point to the poster campaign, took the form of a series of sales letters and follow-ups to a selected list of office managers, advertising and sales managers and employers of boys for summer work, all of whom were canvassed for jobs for graduates or summer workers. These letters were good enough to get something like 33 1-3 per cent returns. Then a placement bureau got busy and tied up the whole campaign in a direct selling effort.

Here is a school that is putting into practice the advertising and selling principles and methods that it preaches—and is getting results. New "pep" was instilled into the work of the boys who made this campaign an integral part of their semester's task by the realization that their labors were serving a practical end. The difference between their attitude toward their problem and what would have been their attitude had they been doing mere "play advertising" was exemplified in the superiority of the specimens in the poster exhibit over the usual High School made poster. Those who came to the exhibition to scoff remained to hire.

ENGLISH

ENGLISH-the OIL for the MOTOR

WHAT IT COVERS

- Learning to speak clearly
- Writing business letters
- Reading good books
- Writing advertisements
- Proof reading
- Writing for newspapers
- Writing sales letters
- Giving sales talks
- Public speaking
- Writing reports on investigations

WHERE IT COUNTS

- 1 Getting a position
- 2 Prepares for
 - Commercial traveler
 - Lawyer
 - Sales Manager
 - Reporter
 - Insurance Agent
 - Real Estate
 - Advertising
 - Private Secretary
 - Bond Salesman
 - Signographer
- 3 Prepares to enter College or Professional School - To Study
 - Dentistry
 - Civil Engineering
 - Agriculture
 - Textiles
 - Scientific Management

A specimen of the "Brain Selling" copy employed to stimulate and market the talents of ambitious boys

Get The Facts!

About the Louisiana-Mississippi Market
Correctly Quickly Completely
Through The

TRADE EXTENSION BUREAU of THE NEW ORLEANS ITEM

AS WE SEE IT—Advertising, after all, is but one phase of Merchandising. In a general sense, Advertising is but an invitation to buy something properly made, and properly d-i-s-t-r-i-b-u-t-e-d. We cannot, of course, lend counsel concerning manufacture, but we can assuredly be of material assistance in matters relative to proper local distribution. We realize the dependency of 100% Advertising success upon smooth-running sales distribution and for that reason are sincerely concerned in selling something more than white paper and black ink. The **TRADE EXTENSION BUREAU** of **THE NEW ORLEANS ITEM**, maintained at an annual cost of something like \$50,000, is our contribution to the cause of closer contact between Merchandising and Advertising. It will pay manufacturers and agents of brands unknown and known in this market to acquaint themselves with this sincere and unusual service.

STATISTICAL SERVICE

FILE OF FACTS and figures at your finger-tips! Up-to-the-minute merchandise and industrial data regarding the great Louisiana-Mississippi market, in which live one-twenty-eighth of all of the people in the United States—not hand-picked census office dope, but accurate and complete news of commercial activities gathered day to day by the Item's investigators, and conveniently compiled by its statisticians. ❧ ❧ ❧

PROMOTION SERVICE

TO EXTEND the distribution of trade-marked brands, and to preach the gospel of advertised articles, we issue effective broadsides, bulletins, letters and circulars, and publish regularly a monthly newspaper for retail New Orleans ("*Merchandising and Advertising*") read regularly by 6,000 people, who control or influence local sales.

INTRODUCTORY SERVICE

TO FACILITATE the prompt and intelligent introduction of products in the New Orleans territory the *Trade Extension Bureau* aids agents, manufacturers and distributors in securing advantageous and adequate sales connections with jobbers, wholesalers and retailers. Letters to the trade or personal visits—anything to get the right people properly "lined up"—that's the spirit of this phase of **ITEM** service. ❧ ❧ ❧

SURVEY SERVICE

CAREFULLY PREPARED, intelligent trade reports, detailing in full the opportunities (and the opposition) for various products in or entering our market. These reports are unbiased, individual and accurate, and complete—we are told "the best issued by any newspaper in America." ❧ ❧ ❧ ❧ ❧

THE NEW ORLEANS ITEM

Published Week-day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
THE JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York Chicago St. Louis San Francisco Los Angeles Atlanta Seattle

Defining Direction in Advertising Copy

The Benefits That May Be Gained By Guiding Reader Attention Are Shown in the Campaign of Fiberloid Employing That Method

By JOSEPH D. BATES

STEER a straight course and let others do the dodging; the world is always willing to step aside for the fellow who knows where he is going."

Over ten years ago Howard Marcus Strong, then my colleague in

but all too few actually landed at the desired haven, because of the pilot's vague knowledge of the high seas of retail merchandising and the real direction in which lay the retailers' chief interests.

Obviously, there was need of a

returns; but I believed this to be the real direction which future advertising must follow, and steered my endeavors accordingly. Previously, sales had been made on a basis of price or quality. Very few salesmen were capable of merchandising good will, or launching a new line and backing it up with rich dealer help.

About this time the Association of Advertising Clubs began to attract attention by its serious efforts in behalf of better advertising. I attended its various conventions in Chicago, Toronto, St. Louis, and other large cities, spending most of my time at the sessions of the Retail Advertising Section. I was the only advertising agency representative at these conferences. Such men as Manley Gillman and Frank Black extended a warm welcome and supplied a wealth of retail information.

So interesting were these meetings that it seemed a shame for so few to benefit by the exchange of selling ideas. In order that the Retail Division might have an official organ, I subsequently published a journal known as "Practical Retail Advertising." In this endeavor I had the cooperation of Mr. Black who had had experience with both Wanamaker and Marshall Field and is now advertising manager of Filene's.

The mailing list of "Practical Re-

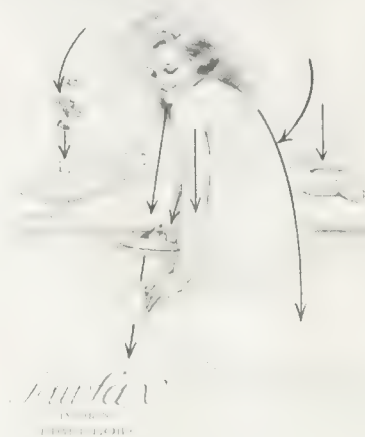


Every Line and Curve of the Figure Here Employed is a Guide, Directing the Reader's Gaze

advertising, wrote that sane bit of advice as the text of a sermonette in one of the house organs he was at the time editing. I looked back over those ten years, when the editor of ADVERTISING & SELLING called upon me for the purpose and plan underlying the publicity work being put out for the Fiberloid Corporation. It was back in those earlier days that the idea was "incubated" which has since given such definite direction and such tangible results to the Fiberloid advertising. A straight course has been steered, because the objective—the retail dealer—has been kept constantly in view.

During my early experience as advertising manager of a popular magazine, and in general agency work, the question as to what was the "straight course" in advertising was constantly presenting itself in connection with the development of national business. The advertising field was rapidly broadening, and ever-increasing sums were being expended for the creation of pictures, copy and mediums. I saw many campaigns courageously launched;

thorough, systematic, first-hand knowledge of how to work with and for the retailer. It means specialization, years of investigation, perils of discouragement, expenditures out of all proportion to immediate



Surely Your Gaze Will Travel with Her's to That Which the Advertiser Intends to Have Read in This Copy

tail Advertising" was made up of the leading retail advertising managers of the country. The various issues still stand as evidence of the vast amount of time, thought and energy devoted to the publication. The correspondence became excessively heavy, taking much time from my regular business. The expense bills rolled up to startling proportions. The subscription price was moderate; the list of possible subscribers necessarily limited. Even the backing of some general advertising failed to make both ends meet and the approaching war terminated the career of "P. R. A." The expense was justified by being charged up to education and experience.

For several years, while following the direction of dealer requirements I issued a complete retail window and store advertising service. This was used by thousands of dealers throughout the country, many of whom I met personally, and the others I knew through correspondence. There wasn't much in the way of "what the retail dealer wants" that remained a closed book.

BRINGING EXPERIENCE TO BEAR

All this may seem to lead in quite opposite direction from Fiberloid, but in reality it explains fully just why the Fiberloid campaign got across in such a big way in so short a time. All the experience of previous years was here brought to bear, with the result that there was no experimenting, no waste of time, energy or appropriation.

The advertising managers of many of the large department stores have said that "the Fiberloid advertising shows an almost uncanny appreciation of the retailer's problem." And further, "You are certainly to be congratulated in the production of matter which shows such a sympathetic understanding of the dealer's needs and desires in an advertising way."

As a matter of fact, the Fiberloid retail service is simplicity itself, distinguished particularly by the elimination of a lot of unnecessary "ruffles." The usual bombardment of broadsides, folders and form letters is conspicuously absent. There is a clever, dainty little house organ known as "Fiberloid Facts." There is a serviceable loose leaf portfolio supplied from time to time with proof sheets of newspaper illustrations, and Facts and Phrases which may be readily combined to make up advertising for any desired space. There is a beauty booklet for the ladies, with window trim materials and photographed models, sheets of lithographed Fiberloid



One of the Most Conspicuous Full Page Advertisements of Fiberloid. In the Reduced Plate the Sweeping Body Lines, All "Guides," Do Not Appear

showing the Fiberloid girl in full colors and others with seasonable messages; also various holders and signs for exhibiting Fiberloid products in the most attractive manner.

So much for the simple and direct method of assisting "friend dealer." But the direction of Fiberloid advertising goes farther. It is used in all of the magazine illustrations with unique effect.

ILLUSTRATING DIRECTION IN FIBERLOID ILLUSTRATIONS

Shown herewith are reductions of the Fiberloid series of magazine advertisements. The pictures are "arrowed," to indicate the direction in which artist and copy man worked together. Notice how the picture, the Fiberloid articles and the copy are drawn together.

Any beautiful picture, especially the picture of a woman, will attract attention; and not infrequently it attracts the attention away from the article being advertised.

I do not mean to infer that these Fiberloid compositions are faultless. No doubt the readers of ADVERTISING & SELLING will have no difficulty in picking them to pieces, especially as their greatest attraction lay in their beautiful colorings. The fact remains, however, that these advertisements do contain a "psychological something" that catches the eye and leads it with absolute certainty to the business in hand. These advertisements made good, the campaign was a success, and that is the unanswerable argument.

Advertising men who have tried to get something more than a pretty picture from a talented artist, will appreciate the difficulty of putting direction into an illustration. The artist usually places the perfection

of his picture ahead of its commercial value as a producer of sales. The work of Charles Sheldon is a decided exception to the general rule and his Fiberloid pictures have been splendid retail salesmen—or, more correctly speaking, saleswomen. He has demonstrated that art can be successfully commercialized without detracting in any way from its æsthetic value.

Reproductions of the Fiberloid page advertisements, which appear in the leading women's magazines are reproduced in full colors and distributed among the retail dealers. This serves the double purpose of interesting the dealer, and, when placed with window displays, of tying up of the advertising campaign in each locality.

We pay hundreds of dollars these days for an advertising design, and thousands of dollars for a color page in a single magazine. Such expenditures cannot be profitably made without a definite direction in view. In the case of Fiberloid, the big objective was the retail dealer's display case; secondarily, but necessarily, the top of my lady's dressing table.

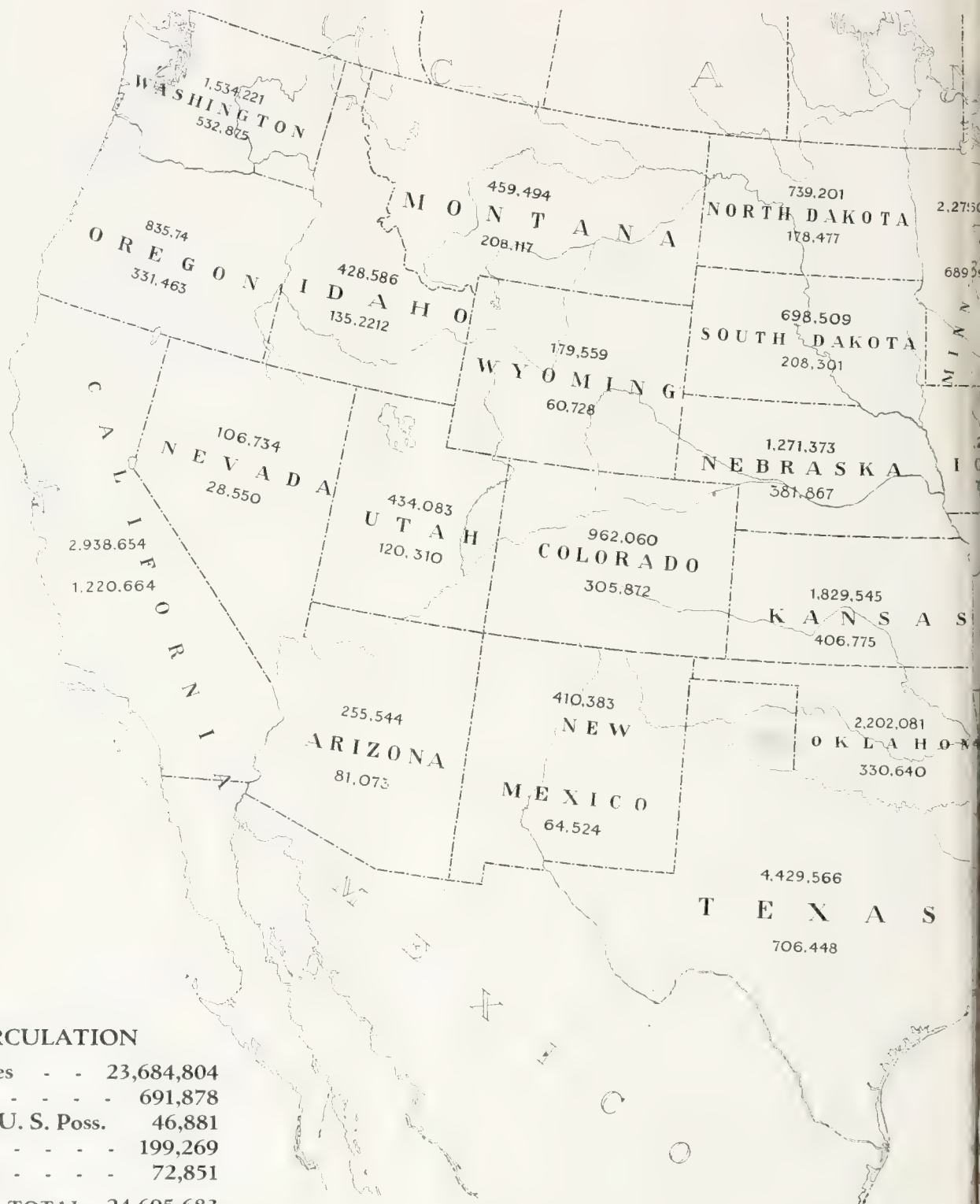
Corbett Goes With "Rural Canada"

E. V. Corbett, formerly advertising manager of the *Toronto Times*, and recently on the advertising staff of *Everywoman's World*, has joined the Young Canada Publishing Co., publishers of *Rural Canada*.

E. Katz Will Represent Colorado Springs "Evening Telegraph"

After June 1 the E. Katz Special Advertising Agency will represent the Colorado Springs *Evening Telegraph*. The *Telegraph* is now completing a modern newspaper plant with the latest equipment.

POPULATION BY STATES AND DISTRICTS



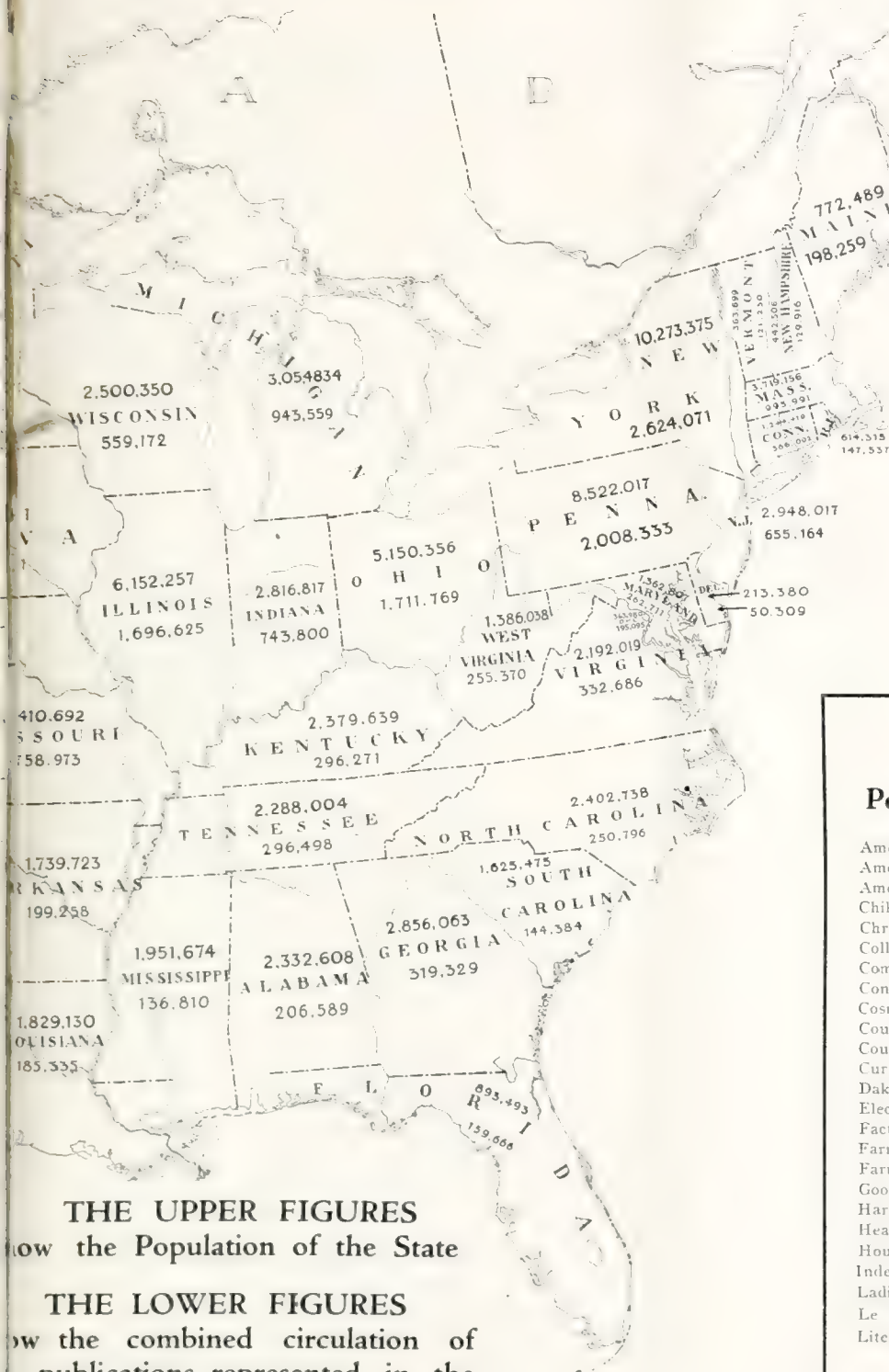
CIRCULATION

United States	- - -	23,684,804
Canada	- - -	691,878
Alaska and U. S. Poss.	- - -	46,881
Foreign	- - -	199,269
Unclassified	- - -	72,851

GRAND TOTAL 24,695,683

PUBLICATIONS REPRESENTED IN THE

UTION OF THE CIRCULATION OF THE



THE UPPER FIGURES
show the Population of the State

THE LOWER FIGURES
show the combined circulation of
publications represented in the
Periodical Publishers' Association

Publications Represented in the Periodical Publishers' Association

American Agriculturist	McCall's Magazine
American Boy	McClure's Magazine
American Magazine	Metropolitan
Children's Costume Royal	Modern Priscilla
Christian Herald	Mothers Magazine
Collier's Weekly	National Geographic
Comfort	New England Homestead
Continent	Northwest Farmstead
Cosmopolitan	Outlook
Country Gentleman	People's Home Journal
Countryside Magazine	Pictorial Review
Current Opinion	Popular Science Monthly
Dakota Farmer	Radio Amateur News
Electrical Experimenter	Saturday Evening Post
Factory	Spanish Vogue
Farm and Fireside	Successful Farming
Farm and Home	Sunset
Good Housekeeping	System
Harper's Bazar	System on the Farm
Hearst's Magazine	Theatre Magazine
House and Garden	Today's Housewife
Independent	Vanity Fair
Ladies' Home Journal	Vogue
Le Costume Royal	Woman's Home Companion
Literary Digest	

GRAND TOTAL
of combined Circulation for one issue
24,695,683

PERIODICAL PUBLISHERS' ASSOCIATION

Multiplying Demand for Your Goods

To Get the Full "Pull" Advertisers Are
Giving Space to Not Only Line Leaders
But to Allied Merchandise As Well

By CARL EDGINGTON WIDNEY

WHEN I SHOW only a woman's shoe in one of my advertisements," said Dr. Theron Ellings, who sells orthopedic shoes for both men and women, "I reduce by one-half my logical prospects. By showing both a man's and a woman's shoe I hit them both." With that remark he laid aside a corking layout presented by the artist, wherein a woman's shoe dominated the display. There's food for thought in what he says.

The dealer who handles various products made by a manufacturer, naturally wants people to come in and ask, not for some special article that has been advertised in national publications, but for each of the products that this advertiser sells him. Suppose that he stocks the Westclox line of alarm clocks. Does a full page for "Big Ben" help to sell the America or the Sleep Meter, as easily as if all three were incorporated in one display? Not a bit of it. The fact that Westclox make the others does help, of course, but the onus of selling would be entirely up to him. The present advertising of Westclox, showing their line in company front formation seems to bear this out.

DIFFICULT TO ASSEMBLE

When we think of an advertisement in the abstract, we vision the appeal or display of a single product. It seems to be the natural thing to do. For that reason when the problem is presented to the advertising man of incorporating a group of his products, he experiences difficulty in handling its presentation.

There is not only safety in numbers, but there is a strong human interest. The "magic of numbers" it has been called. Numbers do grip us.

What an avalanche of conjecture has resulted from St. John's statement regarding man—"and his number is 666." The world-famous fourteen points of Woodrow Wilson is a term heard in every language. The mere designation of the number of things serves as a handle with which to hold on.

How well has Ingersoll applied his theory to his multiple advertisement for nine different watches.

"Which is you?" is a caption that cannot fail to draw your attention. And illustrated above are five per-

sons, properly labelled and numbered.

What mean these?

Farmers 1-3-7-8;

Women 5-6;

Business Men 4-7-8-9;

Boys 1-2-3-7;

Workers 1-3-7-9.

Here he takes in every logical prospect and illustrates each of the nine watches that his dealers carry in stock. Is that not a help to his dealers? Any one of these watches, featured alone, would have reduced the number of customers that would come into the dealer's store. By numbering the watches, the reader's curiosity is sufficiently aroused to want to read the descriptions of those watches listed under the person symbolizing himself.

Suppose you had 44 different kinds of paint to sell, each paint being made for an express purpose. Would it be sufficient to advertise merely your name, covering all lines, if you wanted to really influence the demands upon your dealers through national advertising?

THE DEALER "STUMPED"

"John, I want to paint my fence this spring, and Mary is planning to fix up our kitchen linoleum. What have you got?" This was one question put to a hardware dealer in Iowa. This dealer was carrying two lines of paint, but he himself did not know any more about painting than his customer. We must remember that no average dealer can name, off-hand, just which one of your paints is best adapted for every particular purpose. Yet he is stocked with your paints, that you want to move rapidly as possible. What better way either from the standpoint of the dealer or the consumer, could you do it than Lucas has done in his full page advertisement?

John Lucas & Co. make use of this catalogue idea in an advertisement showing forty-four kinds of paint in a mortise with a paint can as the border. And then in another panel forty-four products are listed, ranging from automobiles to silos, each one of which can be painted with paint from one to sixteen of the different paints numbered in the mortise.

From the standpoint of the dealer it is helpful advertising. All questions are answered for all time. Not

a prospect is omitted. No matter what job the customer wants paint for, he will find categorized his job and recommendations for the proper paint. He does not have to depend on what an uninformed dealer might suggest. What a help is such a page to the dealer who has to answer painting questions every day!

INDUCING OTHER SALES

"Six Little Servants of the Home" is a New York Edison advertisement that follows Dr. Ellings' advice. Your wife or mine might read a smashing ad for an electric washer, but not respond. She has one, perhaps. Such copy would ignore her entirely, although she has the money right in her hand to buy a percolator or a sewing machine, which this concern has to sell. What they have done is to multiply the number of prospects by six. The mere fact that they have elected to display the cost of operation after each device helps materially in attracting attention and in answering the mental question that invariably arises in the mind of the reader.

Daylo supplies us with another example of multiple advertising. Six lamps are shown in the centre on a black background, surrounded by thumb-nail sketches of twenty-eight different uses, ranging from ordinary household needs to signalling at night. No conceivable use of an electric torch is overlooked, so that every possible prospect is included. Fortified with this kind of advertising, the Daylo dealer no doubt is more readily sold on the complete Daylo line, and in turn he more evenly disposes of his purchases. Multiple advertisements come nearer to being genuine dealer cooperation than anything I have ever seen. It's true that multiple advertisements cannot have the artistry of a display of a single product. A full page in colors of Morris ham served with eggs on dainty china and fine napery has more beauty and charm than a variegated display of Libby's or Armour's several meats and canned dainties, but these latter advertisements simply must be greater sales helps for the dealer, upon Dr. Ellings' line of reasoning.

"Trailers" is the term applied to "me too" products that are listed as after-thoughts to the display of some

The Strongest Editorial Voice in America

HERBERT KAUFMAN

Speaks Exclusively Through

McCLURE'S MAGAZINE

EVERY issue of McClure's contains Herbert Kaufman's editorials. You who have read in recent issues of McClure's such Kaufman editorials as "The Scum of the Melting-Pot," "Servant, Not Master," "Self Defence Finance," and "Our Main Business" know that Herbert Kaufman is America's most forceful and constructive editorial voice. His editorials alone would make any magazine important, but when they are joined, as in McClure's case, to the most distinguished work of the world's foremost authors the magazine presenting them assumes a commanding position among periodicals.

McClure's Magazine has been for over a quarter-century a unifying influence in our national life; serving, and uniting in common purposes and ideals, the people of every state and territory.

The new McClure's under Herbert Kaufman's editorship has adopted a vigorous and constructive policy in the treatment of national and international situations and will continue its distinguished role as an advocate of social and economic progress,—a servant of loyal, humane and just causes. The management of McClure's is committed by tradition to keep its pages clean and wholesome and unafraid.

McCLURE'S MAGAZINE

A. S. Moore, Advertising Director.

particular product. But trailers lack punch when treated as such—and the average agency man hates to mar his layout and the continuity of his copy with them.

But if a manufacturer has several styles or lines, he owes it to his dealers to distribute his advertising influence over them all. To his dealer, the harmony of a beautiful full page displaying only one of the products he has stocked, is not nearly so sweet as the chimes of the cash register

ringing up sales on all of them. Furthermore, having stocked the four Westclox, six Daylos, 44 Lucas paints, or nine Ingersolls, he does not want to confine his sales to Big Bens, Pocket type electric torches, paints for automobiles, or Watch number 7. No matter how great his sales on these may be, his money is still tied up in the rest of the line, and no advertiser is so short-sighted as to disregard the dealer's position. Their interests are too closely allied.

National Advertising of Branded Products Helps Dealers

DEALERS are coming, more and more, to appreciate the value to themselves of advertising done by manufacturers of branded products.

In fact the most foresighted of them are virtually concentrating their sales on advertised products.

They recognize the manufacturers' advertising is being used to educate their own customers.

Manufacturers' advertising is a real help to the dealer. It stimulates trade, by maintaining a healthy demand for the goods without the necessity of price cutting, a pernicious practice common in unadvertised lines to keep sales up.

The dealer has much to gain by manufacturer-advertising. In fact he may consider himself a partner in the advertising.

This partnership is worth much to the dealer who is shrewd enough to see this relationship and utilize it by keeping the advertised goods on display and otherwise backing the advertising.

Manufacturers realize that they cannot force distribution to the consumer against dealers' will. They need the hearty cooperation of dealers in getting products into the hands of the consumer, for the normal way from factory to consumer is through dealers.

The retail store may be regarded as the vital point in the channel through which trade passes from factory to consumer. All trade which passes through the channel must pass through this particular part of the channel. No more trade can pass through the channel as a whole than can pass through its narrowest point.

Any action of the manufacturer injurious to the dealer would tend to narrow the channel at this point and hence to restrict the volume of

flow from the factory. Conversely, any move which is beneficial to the dealer tends to broaden the channel at this point—tends to lessen the resistance here so that a greater volume of trade may flow from the factory.

Manufacturers realize these facts. Hence the whole purpose of manufacturer-advertising is to lessen resistance to the flow of trade—to broaden the channel at all points—to help dealers!

Advertising benefits the manufacturer by benefiting the dealer at the same time, and ONLY by benefiting the dealer.

The wise dealer links his store with the manufacturers' advertising by using the columns of his local newspaper to tell the community that he can supply right at home the products advertised. — *Building Trade with Farmers.*

Advertising and Results

RECOGNIZED authorities on foreign trade agree that advertising in reputable export journals that have substantial overseas circulation is probably the most essential part of a selling campaign.

Viewed from the side of results, there is an enormous difference between advertising for foreign trade and advertising for domestic trade which many persons, particularly those making their first bow in international business, fail to appreciate.

To those who understand advertising in foreign trade journals, the following complaint by a manufacturer who quite recently started to bid for overseas orders, will prove both interesting and amusing:

"Our advertisement has now appeared in your magazine for three

months and has yet to bring us the first reply from outside of the United States and Canada. We have received a number of inquiries from the United States, however. From this we are of the opinion that you have no great circulation outside of America. Just the same, we are going to make another attempt to get some returns."

This advertiser failed to appreciate the fact that to many countries it takes more than three months for a magazine to reach its foreign readers, an inquiry to be written and received by an American advertiser, even if the reader were immediately interested and sent a letter on the first vessel. It may be well to add that such spontaneous impressions and hasty replies are quite uncommon.

An advertisement is the embodiment of time, effort and money. The main purpose behind advertising, in fact, the biggest single word in merchandising, is results. When thinking in terms of foreign trade, the element of time, with which the element of patience should be linked, becomes the all-important factor. No firm should advertise for foreign trade and expect instant results.

The established export journal, as well as other so-called trade magazines, prides in the results it is able to bring its advertisers. And the advertising salesmen of the reputable magazines will generally refuse to accept short-time insertions because they feel that the results that will accrue therefrom will not justify the financial outlay.

When one or two-time insertions are accepted, they are generally taken on the initiative of the advertiser, not on the initiative of the salesman.

Speed only becomes a dominant factor in foreign trade after connections have been established and orders are forthcoming. — *Pacific Ports.*

Colonel Mixer Is Pierce Arrow President

Colonel George W. Mixer, who joined the Pierce Arrow Motor Car Co. as vice-president and general manager with John C. Jay, Jr., has succeeded Mr. Jay as president of the company. Mr. Jay was elected chairman of the executive committee on Tuesday. W. J. Foss is now vice-president in charge of commercial matters.

Johnson-Reed Will Advertise Talking Machine

Johnson, Read & Co., Chicago advertising agency, has secured the account of the Empire Talking Machine Co., in that city.

OFFICES.
BOSTON
NEW YORK
KNOX
ST. LOUIS
SEATTLE
MILWAUKEE
CHICAGO
PHILADELPHIA
SAN FRANCISCO
EL PASO
WAREHOUSE
AT CHICAGO



Boston Woven Hose & Rubber Co.

WORKS.
CAMBRIDGE AND PLYMOUTH
MASS.
POSTAL ADDRESS
BOX 1007 BOSTON
CABLE ADDRESS
"DEVONSHIRE" BOSTON
LOCAL
A.B.C. SYSTEMS
EDUCATION
CONNECTICUT
NEW TELEGRAPH SYSTEMS

REPLYING REFER TO REC.

Mr. Willard B. Cook, Pres.,
The Pathscope Co. of America,
Aeolian Hall,
N.Y. City, N.Y.

POSTAL ADDRESS
BOX 1074
Boston, Mar. 22, 1920.

Dear Mr. Cook:-

Sometimes I wonder if you folks at the home office in New York realize the use which we have been able to make of our Pathscope films and projector all over the country, in connection with our sales and advertising activities. To attempt to tell you in detail what we are doing and have done in promoting the sale of our goods through Pathscope motion pictures would move nearly fill a printed volume than a sheet of letter paper, but there is one point which I wish to cover at this time.

We have just had the opportunity of showing our films to demonstrate our line to one of the largest distributors in the United States, and after showing the pictures, we were not only complimented on them, but assured that we had given the most complete demonstration of its kind which they had ever seen.

The question was raised by several of those present as to why other concerns had not adopted this graphic method of telling their sales story. We believe any live manufacturer would immediately appreciate the value of our motion picture work, if they could see at first hand as we do, the results which we obtain from our films.

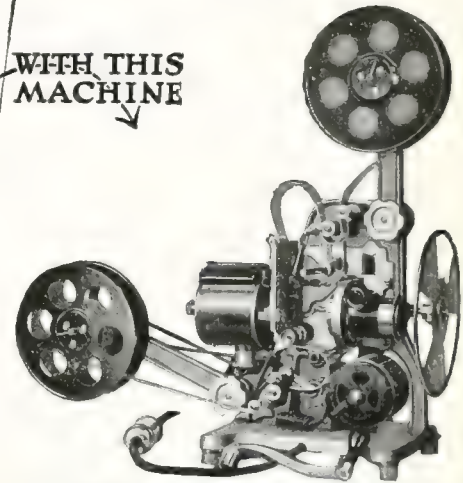
Very truly yours,
Paul E. Cook
BOSTON WOVEN HOSE & RUBBER COMPANY, Advertising Manager.

REC. JAT

The New Premier

Pathscope

Flickerless "SAFETY STANDARD"
MOTION PICTURE PROJECTOR



Weights only 23 lbs. Operates on any light circuit.

For years WE have been asking "why more concerns have not adopted this graphic method of telling their sales story?"

The question is natural. We are trying to sell manufacturers the Pathscope, and this self-interest may have blinded you to the strength of our claims for the Pathscope as a means of selling goods.

But now comes this same question from a buyer of goods. He—your customer—wants to know why more manufacturers do not use Motion Pictures to teach him about their products, just as the Boston Woven Hose and Rubber Company are doing.

This shows the attitude of your customers toward Motion Pictures—they welcome the help it gives them in understanding the merchandise they buy.

The fact is substantiated by all Pathscope users, who in practically the same words used by the Boston

Wins a welcome for your salesmen.

Woven Hose and Rubber Company, whom we quote,

say: "We believe any live manufacturer would immediately appreciate the value of our motion picture work, if they could see the results which we obtain from our films."

The Pathscope wins a welcome for your salesmen. Every user has proved to his entire satisfaction the superior advantages of the Pathscope for just this sort of sales promotion. These advantages are:

- 1—It only weighs 23 pounds, operates on any light circuit, and fits in a small suit case.
- 2—The film is known as "SAFETY STANDARD"—slow-burning—labeled by the Underwriters' "Enclosing Booth Not Required."
- 3—Pictures can be shown anywhere at any time, without violation of State, Municipal, or Insurance regulations.
- 4—Any industrial film can be printed for the Pathscope.

Your salesmen will get the same welcome as this big distributor gave the Boston Woven Hose and Rubber Company's men, if they carry the Pathscope.

Explanatory printed matter sent on request

The Pathscope Co. of America, Inc.

Willard B. Cook, President
Suite 1826, Aeolian Hall New York City

PATHSCOPE
SAFETY STANDARD
THE PIONEER
OF
SAFETY PROJECTION

20 YEARS OF
CINEMA
RECORD
HOK

The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your Direct Advertising for analysis—give your sales message added power

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois



PAPER AS A FACTOR IN FOREIGN TRADE

The Men and Women Who Make Our Mediums

VICTOR F. LAWSON

Publisher of the Chicago *Daily News*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By JASON ROGERS

Publisher of the New York *Globe*

THERE ARE always to be found individuals in every great industry or line of endeavor who stand forth among their fellows either as pioneers in this or that school or method, or as latter-day leaders. It is in no spirit of flattery or exploitation that these persons may be pointed out, but for the simple purpose of indicating the principles that have been adhered to by them in the rearing of their success.

In such a spirit, it might be mentioned, is this series of articles written, on the men and women who make America's advertising mediums, the subject of this article being Victor F. Lawson, of The Chicago *Daily News*, who is both a pioneer in progressive journalism and a latter-day leader in the highest accepted sense.

Victor Lawson stands in a class by himself, as a great leader in independent journalism in the United States, and, for that matter, in the entire world.

It has been my great privilege to study Mr. Lawson and his methods in connection with the upbuilding of his *Daily News*, for the purpose of adapting his principles, so far as possible, to my own newspaper work. I feel highly pleased, therefore, to be able to write this brief article concerning the greatest and soundest newspaper man among us, who has permitted me to get very close to his thoughts and purposes in newspaper making, both as an appreciation and an inspiration for others who seek supreme achievement in newspaper work.

Mr. Lawson is a big man in more ways than one. He sees things in their broadest aspects, decides all questions and policies judicially, and when he determines on a thing, size and cost are mere details.

Mr. Lawson is the kindest, most human man I have ever met. Like all other truly great men, he is unassuming, not to say bashful. Fundamental honesty and upright-

ness in newspaper making are as natural to him as breathing and eating to the average man.

HIS POLICY FORMED EARLY

When we realize that as far back as 1897 he insisted on truthfulness regarding circulation, a definite one-rate-to-all, no reading matter without the "adv." label, and many other observances of sheer integrity not followed by all newspapers even today, we appreciate to what extent he has been a pioneer and leader in the best

practices of our business.

Victor F. Lawson and his partner, Melville E. Stone, now the General Manager of the Associated Press, are entitled to credit for initiating many of the essential principles which have taken the newspaper business out of the crudities of its early days to its present efficiency as a sane, independent and powerful constructive force.

To me, the greatest and most absorbing romances in life are known only to the few who, from next to nothing, by hard and persistent effort, have reared great institutions for usefulness and public good. Of these few Mr. Lawson is not the least.

It was in the summer of 1876 that Victor Fremont Lawson, a youth of only twenty-six years, entered journalism. He enjoyed no more than a high school education, ambitions for college education having been frustrated by the great Chicago fire in 1871.



VICTOR F. LAWSON

His father, like many other Chicagoans, had seen his life accumulations, except real estate, wiped out by the fire, and the young man, home from a course of preparation for college at Cambridge, by reason of ill health, was forced into the school of practical journalism.

Melville E. Stone, who had started the *Chicago Daily News* on December 23, 1875, found himself four or five months later in desperate financial straits, and was looking around for help to keep the infant sheet alive. Mr. Stone owed money, and was far behind in his rent to Mr. Lawson's father's estate in whose building the paper was printed. He had known "Fremont" Lawson at the Chicago High School and sought his assistance. Lawson hesitated. Upon the destruction of his father's fortune he had secured a temporary position in the Chicago Post Office in the money order department and was planning a trip to Europe before seriously seeking a business opening. Stone was insistent and so Victor F. Lawson bought the *Chicago Daily News*, effective on July 1, 1876, by assuming its \$4,000 of indebtedness. The young man showed he had good sense by insisting as part of the sale that Stone continue as editor, to draw one-third of any profits, and the same salary as himself.

At the time he bought the newspaper, it had just a trifle less than 4,000 circulation. Its advertising manager, on inquiry by Lawson regarding the advertising rates, stated

that he "got what he could." It was then that Mr. Lawson announced two big basic principles for the *Chicago Daily News* which were then revolutionary, and which, rigidly maintained, have made him the pathfinder of enlightened American journalism.

Mr. Lawson told the advertising manager he recognized that the first business in hand was to get some more circulation, and that when this had been accomplished to the extent of 10,000 daily net sales he would ask him to submit for consideration a scale of rates based on that amount of circulation, and that the new rates, when finally adopted, would be invariable—the law of the Medes and Persians.

By January 1, 1877, the circulation had reached 10,000. Mr. Lawson printed a sworn statement of circulation day by day, and has adhered to this policy for upwards of forty-five years, which I am sure is a record standing unequalled in the history of journalism.

In each copy of The *Chicago Daily News Almanac* is a page which shows the month by month circulation of that paper from January, 1877, to date—a statement and record which should entitle any man to the satisfaction that comes from a real achievement.

In January, 1877, the *Chicago Daily News* likewise adopted a definite and positive advertising rate under which everyone paid exactly the same price for like service, which policy has been maintained without deviation for

over forty-three years.

Viewed in the light of present conditions, the practice of these two principles means little, for, following Mr. Lawson's lead, hundreds of publishers now conduct known circulation and one-rate newspapers. But forty-three years ago such an innovation was startling.

Common honesty regarding circulation or advertising rates was almost unknown. Actual circulation facts were for the confidential study of the big boss, and advertising rates were "what could be secured."

Running along parallel with the new brand of honesty on the commercial side of the newspaper was the inspirational news and editorial policy under the guidance of Melville E. Stone.

The *Chicago Daily News* was from infancy a new sort of a newspaper. It printed all the news. Each item was considered only from the standpoint of news merit. It was a small newspaper and the space was too precious to be wasted for padding.

It was an absolutely independent newspaper. The older school of newspaper men shook their heads and concluded that it could never be made a "go." To them, all newspapers were "kept" organs serving political or industrial interests.

That they were wrong is proven by the fact that the infant industry grew with a more substantial and wholesome progress than had ever been the fortune of any newspaper and it has inspired imitation in other cities throughout the country, until today few newspapers which are not independent are considered really great.

Melville E. Stone is to be credited with the initiative in prohibiting the printing of paid reading notices unless marked "Adv." Up to that time paid readers were considered as legitimate in our newspapers as they are in France and in other European journalism.

Among the rules regulating the production of the *Chicago Daily News* in 1876, which set forth the character of this publisher, I find substantially the following:

The newspaper shall be run distinctly in the interest of the reader and the subscriber shall have chief consideration.

The editorial department has three offices to perform: (a) To print the news; (b) to strive to guide public opinion in a proper direction; and (c) to furnish entertainment.

(Continued on page 52)

Recognition

☐ That THE ROTARIAN has gained recognition is evidenced by the fact that it carries 95 columns, or 14,630 lines of paid advertising in the June issue.

☐ Our magazine has gained "a place in the Sun" thru merit and by persistently following an ideal.

☐ We are justly proud of the position taken in the advertising field by

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

Eastern Representative
WELLS W. CONSTANTINE
7 West 16th St., New York

CHICAGO
Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries

Member Audit Bureau of Circulations

WHO READS IT? that is the question

“**W**HO reads it?” is the question discriminating purchasers of space ask of the representatives of magazines. This is of prime importance, as the readers collectively are the ones who finally determine whether a campaign will be successful.

The family as a unit are to be reckoned with as they pass judgment on the goods offered to them for sale.

The woman in the home may be the one to purchase a breakfast food originally, but unless all members of the family like it, it has little chance of lasting popularity. The family decide on what food is to be placed on the table, what talking machine they want and what automobile shall be bought.

We on Photoplay are little concerned with who brings the magazine into the thousands of homes it reaches during the month. It may be the father, the mother, the daughter or the son. It makes little difference. But *we do know* that it becomes thumb worn during its life on the library table, and read with interest by *each member of the family*, because of *each member's* interest in Moving Pictures—the chief recreation of the American People.

And doesn't the fact that Photoplay is bought by more than 500,000 people and taken into their homes make it the sort of a medium that advertisers need?

Let the name stick in your mind, it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER

350 NORTH CLARK ST., CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

"Mr. Sales Manager *and* Mr. Advertising Manager What are you doing for *me*?"

I AM one of your dealers. I am your contact point with the consumer. Your goods are on my shelves and frankly I like them. In fact I do my part to 'push' them.

YOU have told me many times about your national advertising; of millions of people who will see your advertisements, but not enough about *my own* prospects. What about them? Will *they all* see your advertisements?

MY store is over in a corner of town but there are Posters right down the street from me.

WHY don't you try Poster Advertising? Why not do something for *me*—in *my* neighborhood? Posters will reach my people and a great big Poster in color near here certainly would do a world of good.

A FELLOW told me the other day that it would only cost three-tenths of a cent per person to use Posters in my town for 30 days. Give *me* some advertising help like that! I need it, and I need it every day."

Hundreds of thousands of merchants have problems as personal as this man has. We make a business of placing Poster Advertising properly; we originate designs; furnish cost estimates and guide advertisers to their tie-up with dealers, and with their general advertising plans. Inquiries will always be carefully answered by us.

POSTER ADVERTISING COMPANY, Inc.

550 West 57th St., N. Y.

BRANCH OFFICES: People's Gas Bldg.
CHICAGO

Union Trust Bldg.
CINCINNATI

ST. LOUIS
PHILADELPHIA

RICHMOND
ATLANTA



MODERN OUTDOOR DISPLAY BULLETINS

TAKE particular notice of the painted outdoor displays of today. Constructed of steel with sheet metal facing, the display in its "de luxe" style frame, presents an advertisement in artistic copy and with strong merchandising value. Dignity, beauty and the appeal to buy are carried out in individual style.

Write us if there is anything about outdoor advertising you might wish to know. Our national service includes spectacular electric displays—painted display bulletins, painted walls, railroad and highway bulletins and illuminated bulletins.

The O. J. Gude Co., N.Y.

550 West 57th Street, New York

OUTDOOR ADVERTISING EVERYWHERE

BRANCH OFFICES: PEOPLE'S GAS BUILDING, CHICAGO, ILL. PHILADELPHIA ST. LOUIS RICHMOND CINCINNATI ATLANTA

Victor F. Lawson

(Continued from page 48)

Nothing shall be printed in the columns of the paper which a young woman could not read aloud in the family circle.

Every effort shall be made to see that news printed is true and impartially presented and if at any time a misstatement is made openly acknowledge the error and correct it.

A reputation for integrity of purpose can be achieved and has enormous value, but a reputation for infallibility will never be claimed.

There are three basic rules regarding newspaper development: (a) News should have first place; (b) it should be truthful news and if not truthful there should be readiness to retract and correct, as far as possible; (c) business and editorial departments shall be absolutely divorced.

Neither of the owners of the newspaper shall own stock in any public utility corporation affecting Chicago.

The paper shall have no axe to grind, no friends to reward, and no enemies to punish.

Toward the latter part of 1877, Lawson and Stone decided to form a real partnership, Lawson taking two-thirds interest and Stone one-third, which the latter was to pay for as he could, and which he eventually paid for out of profits.

Later on a stock company capitalized at \$150,000 was organized with Mr. Lawson holding \$100,000 and Stone \$50,000. In 1888, owing to failing health, Mr. Stone retired from active duties and sold his \$50,000 interest to Mr. Lawson for \$350,000.

Nothing pleases either Mr. Stone or Mr. Lawson so much as to tell stories of various attempts of advertisers to dicker with them regarding rates. One of Mr. Stone's pet stories is that the junior partner of a leading dry goods house in Chicago called on him during Mr. Lawson's absence from the city and said that he would make a very large contract for advertising if the *Daily News* would cut its rate 10 per cent, to which Mr. Stone replied as follows: "Cutting rates is a thing we have never done and we have said that we never would do—that is, we would never discriminate between advertisers. But I recognize the importance of your house and am willing to contract with you on one condition. As a matter of fact, we have but one rule, so there is no 'lowest rate.' Our rates are printed and are uniform. Yet I will make you a 10 per cent reduction on these rates upon one condition—that you will make part of the contract that my wife may buy dry goods at your store 10 per cent cheaper than any other woman in Chicago."

"Good Heavens!" the merchant replied. "That would ruin us. We run a one-price store."

Mr. Stone likes to end the story by remarking that the merchant left in high dudgeon and within a week returned to place his advertising at the regular rates.

As typical of the manner in

which Victor F. Lawson does things when he starts out to do them I may mention the fact, known at the time only to the insiders, that during the most trying time in the history of the Associated Press fight with the old United Press in 1893 and 1894, he individually endorsed its paper at the bank for a very large amount—a sum I am not at liberty to describe.

Mr. Lawson has been comparatively indifferent to country circulation. He recognizes that newspaper advertising is local advertising, and that the greatest strength of his paper lies in producing maximum results in the territory served by the retail stores of Chicago.

Twenty years ago Mr. Lawson began the organization of a special foreign news service which now ranks first in American journalism. In a recent statement to the newspapers using the Chicago *Daily News* Foreign Service Mr. Lawson announced that the cost of gathering the service in the year 1919 had been \$352,366, towards which the subscribing syndicate papers had contributed \$87,993.33, leaving the net cost to the Chicago *Daily News* \$264,372.67—a very tidy sum.

I flatter myself that I know the *real* Lawson, far back of that defensive armor with which great men keep off the world, and I know him to be real, honest, sincere, and game for anything that is big, wholesome, and constructive.

Outside of the newspaper office, Mr. Lawson is consistently active in every progressive movement for the well-being of Chicago and the readers of his paper. He has been a pillar of strength behind the church which he attends, for years has stood back of many big charitable enterprises and in impersonal ways does unending good.

Aside from being interested in many and varied activities such as materially assisting the Mergenthaler typesetting machine to be perfected, the promoting of a mailing machine, and perhaps a hundred other improved devices for the newspapers, Mr. Lawson is a farmer with broad, rich acres producing crops and cattle up in Wisconsin.

Mr. Lawson told me a story on himself regarding this farm. He once asked one of his farmers to do something for him, to which the farmer replied, "you can't make money that way." Whereupon Lawson replied, "I don't care; I make money in Chicago and am willing to spend it here."

THIRD OF A SERIES

Organize a Sales Crew

PART of the merchandising work of The News is to assist manufacturers perfect their sales organizations. It is not in the province of this department to sell merchandise. It is rather to show a manufacturer how to sell, and to help him organize so he can sell. Getting together the sales crew is part of this work.

THE INDIANAPOLIS NEWS

New York Office
DAN A. ARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

USE NEWSPAPER ADVERTISING ON A THREE-YEAR BASIS

2nd in National

When NATIONAL Advertisers with their perspective and the LOCAL DRY GOODS STORES with their intimate knowledge of local conditions both put The TRIBUNE 2nd on their morning lists it is evidence that in New York City quantity of circulation is of secondary importance to character and responsiveness of circulation.

When planning to advertise in New York City remember that the combined judgment of NATIONAL ADVERTISERS and LOCAL DRY GOODS STORES is that The Tribune is 2nd in the morning field.

2nd in Local Dry Goods

Here is the line-up of New York Morning Papers arranged by the volume of NATIONAL Advertising carried during February, March and April, 1920:

	Lineage
TIMES - - -	1,152,760
TRIBUNE - - -	633,022
WORLD - - -	622,050
SUN-HERALD - -	580,710
AMERICAN - - -	541,074

— and the judgment of NATIONAL Advertisers is confirmed by the lineage LOCAL DRY GOODS STORES used during the same period:

	Lineage
TIMES - - -	971,820
TRIBUNE - - -	728,390
WORLD - - -	644,354
SUN-HERALD - -	566,340
AMERICAN - - -	481,096

Figures from Evening Post's Statistical Department

New York Tribune

First to Last—The Truth: News—Editorials—Advertisements

The Friendship Angle of Advertising

How Useful, Helpful Articles, Intelligently
Bestowed, Serve to Promote Orders

By ANNA McCARTAN

General Sales Department, American Art Works

A WAR correspondent, in commenting on the quick turn of events following the active entrance of America into the war, expressed the opinion that it was due to a considerable extent to the methods we introduced. Previously, he wrote, the method of the allied soldiers had been to pull the trigger and trust in God. But Pershing was not inclined to waste men or materials or time and his orders immediately were—"Learn to shoot the buttons off their coats; that's what we did at Lexington and Bunker Hill and that's what we have got to do now." He developed an army of sharpshooters and the morale of the enemy weakened under the treatment.

To pull the trigger and trust in God is no more certain of winning success in business than in war. But aren't you inclined to feel that is the method sometimes pursued in advertising? Concerns will very carefully guard their steps in everything else. But advertising!—oh, that's a grand experiment, and their trust is remarkable.

The object of this article is to tell a little of the directness and the economy of specialty advertising. It has never done any grandstand talking but it has quietly been winning the confidence of an army of advertisers. It shoots straight—almost literally at the buttons on the coats of those to be reached. You can't just pull the trigger and then trustfully wait. Its nature forbids any such methods. When you invest in much of the advertising of the day you invest in the circulation as well, whether it is the right circulation for you or not. When you invest in specialty advertising, you must map out your own circulation and with that situation before you, you see the utter fatuity of expending your ammunition on people who never would buy from you, probably never could buy from you, and, like the lady in the poem, "never could understand." Therefore, specialty advertising, as soon as it begins to serve you, suggests that you have a care. That, we contend, is a point worth considering.

NOT AN UNKNOWN QUANTITY

This particular advertising is not an unknown quantity to many national advertisers who have hazy ideas

about it. To them it represents something to use in an emergency, perhaps, but of no permanent value. They refer to the mediums as gifts. The designation of gift alone is harmful and is really unjust. We might say to these advertisers that magazine advertising could be so designated as well, for certainly the five or ten or twenty-five cents we pay for a copy of our favorite journal is no more than a meager contribution. In almost every case the price we pay today for a magazine does not cover the actual cost of the paper and ink used and the labor involved. We pay five cents for a certain national magazine and the one-and-one-half pounds of paper in one copy alone must cost the publisher at least double that amount. We are practically being presented with the magazine—the fiction of the best writers in the country, the political articles by able observers, and the illustrations by experts. All of this is a gift to us. And in return we read the advertising.

The national advertisers who look upon specialties as gifts only, however, may not be entirely to blame. It is possible that the permanent value of this media never has been demonstrated to them. If they really understood its value there are few who could not use it with profit in some part of their plans.

THE VARIED USES OF SPECIALTIES

A quiet but determined minority always will be misjudged as to its strength until a showdown comes. And so it is that some big advertisers have misjudged the strength of specialty advertising because it is hidden intimately about the person, desk or home of the ones to whom its appeal is directed, while newspaper advertising, magazine, street car, bill board advertising can be seen ably functioning every day. They need to test specialties. An interesting journey for some of these users of publicity would be a visit to the big institutions in this country—with hundreds of employes, big art departments, strong batteries of presses, and craftsmen of many kinds—devoting their entire facilities to creating and manufacturing

advertising specialties of every sort.

It is hard to know just where to begin to tell of the use of this advertising on a broad scale. Its use varies radically with the marketing methods of advertisers. Sometimes it is the entire campaign, again it is purely supplemental, and there are times when it about equally divides the honors with other forms.

A case of a large manufacturer in the west is typical of many specialty advertising ventures and will give you an example of broad use. The company manufactures road machinery. Specialty advertising, for a number of years, practically has been the entire campaign. The concern, following the example of others manufacturing similar products, might make use of a number of methods of advertising and corral the readers who could be interested—but that would represent needless expenditure in such a case. It sells its products to municipalities and counties, and so it secures a list of officials whose influence will decide for or against a purchase, and these men alone are the recipients of the advertising. One of the best specialties used is a leather-covered diary, which contains, in addition, from twelve to sixteen pages with copy and illustrations featuring the machinery. No man getting one of these diaries would cast it aside—it is so nicely gotten up and so attractive in appearance.

Having personal value as well, it almost immediately wins his good will and friendship, and makes him feel a sense of obligation to the manufacturer. His state of mind is reflected in his attitude later when the question of road machinery comes up. He has, through the extra pages in the diary, become familiar with the merits of the advertised machinery.

This company used about 50,000 books each year. It also uses other specialties, but the books are the backbone of the campaign.

The above reminds us of another national advertiser, one of the largest rubber products companies in the country, which also has something to sell municipalities—rub-

The Farm Journal

*1,050,000
This Month*



Speaking of Gumption—

We would like to say that the June issue is worth reading. It tells why The Farm Journal wants 2,000,000 circulation, what we recently saw out West, takes a whack at bellwether cir-

culations, elucidates some ideas as to the farmer's future, and makes a few Gumption-like remarks on things in general and advertising in particular. However, don't try to buy Gumption—borrow it!

The Farm Journal

15 E. 40th Street,
New York City.

Washington Square,
Philadelphia.

Crocker Bldg.,
San Francisco, Cal.

Mallers Bldg.,
Chicago, Ill.

ber hose. It has learned that the man whose judgment is most important in the purchase of fire hose is the fire chief. How to keep him constantly reminded of the advertiser's particular brand of fire hose, and get and retain his good will, required some thought. A little study disclosed the fact that most fire chiefs find a game of cards the best way to break the monotony of the long compulsory hours of their employment. It was also learned that a national convention of fire chiefs was scheduled. The rubber products company had a representative

at that convention and he had a supply of gold-edge playing cards for everybody in attendance. These cards were done up in nice leather cases—with a line of greeting stamped on in gold, and a reference to the fire hose. It so happened that the sales manager of the specialty company which furnished the cards and cases was in the convention city when the chiefs met. He asked a few at his hotel if they had gotten the cards. They were enthusiastic about the thoughtfulness of the advertiser, and said that the cards had done more for the social side of the convention

than any effort that had been made. The chiefs were old friends very quickly, and at home with each other, when they were at their favorite game.

In the first case mentioned specialty advertising was the entire campaign. In the second case it was supplemental.

Another large advertiser uses specialties as supplemental advertising in a way that has won many friends and boosters for his product. He manufactures overalls, and in the pocket of every pair of overalls he tucks a little specialty for the purchaser. Naturally when the purchaser finds that convenient little article as he slips his hands into his pocket, he is very pleasantly surprised—he is getting more than he expected—and he is immediately inclined to think well of the manufacturer. The specialty urges him to boost for the overalls—and when friends discuss the subject of overalls, isn't it reasonable to suppose that he follows the suggestion made? Everyone concedes that the best salesman any product can have is the man who uses it. What he says in regard to it carries weight. So the overall manufacturer is wise in his understanding of human nature. This plan might profitably be emulated by a great many advertisers.

THE FRIENDSHIP FEATURE

A plan for the use of advertising specialties which to our mind has tremendous possibilities is the plan of advertising the salesmen of a company. Whenever tried, the results have been most satisfactory. Usually a contest feature has been injected into it, which makes the campaign self-supporting from the start. A buyer, whether he be dealer or consumer, seldom comes in contact with the personnel of the manufacturer's organization. He sees only the salesman, does business with the salesman, and bases his prejudices for or against the house very, very frequently by the manner in which he is treated by the salesman. Therefore why not try to strengthen the position of the salesman by advertising his desire to be friendly and to serve the best interests of the consumer?

The plan is very simple. The manufacturer purchases advertising specialties. He may limit himself to one article, or he may decide on three or four to give salesmen a choice. These specialties carry some reference to the product or products of the manufacturer—also

(Continued on page 68)

The Periodical of the People Who Love the Theatre



FOURTEEN MILLION DOLLARS
was spent for theatre tickets—in two
months—in New York alone!

The people who go to the theatre are
those who have the money to buy things.

When advertising talks to this audience
from the **THEATRE MAGAZINE'S**
exquisite pages, advertising secures results

The Theatre Magazine

SIX EAST THIRTY-NINTH STREET
NEW YORK

Some Views on "Auditing" Agencies

Continuing a Discussion of Methods
for Putting Advertising Agencies Upon
a Standardized Basis of Operation

EDITOR'S NOTE—The following views concern an article, "Auditing the Advertising Agencies," published in ADVERTISING & SELLING on April 17th.

By KARL M. MANN, vice-president and advertising manager, *Fire and Water Engineering*, New York:

Speaking for myself and for *Fire and Water Engineering*, we heartily approve of standardization of advertising agencies.

It has often been our experience, as it has been of most publications, that advertising accounts are handled by so called agencies in a manner satisfactory neither to the advertiser nor to the publisher. The business of advertising is often discredited as the result of immature judgment and careless handling by agencies which should never have been given matches to play with around high explosives.

Publications are supervised and audited, willingly. We feel that it is for the mutual good. Why not the advertising agencies?

By GRANT WRIGHT, president and editor, *The Eastern Dealer*, Philadelphia, Pa.:

The movement to have the advertising agency checked up is fine and your first article states many truths, for at the present time we are going through a very riot of advertising expense, and the men posted know that much of this is wasted effort and will react on advertising when times get normal or when the need for spending the surplus to avoid taxes is not apparent.

The publishers of the Business Press have been placed in the wrong light by the average agency, and our experience is the same as many others who are forced to accept agency business and pay commissions when the business was secured entirely by the publisher and would never have been placed in the business paper had not the advertiser insisted.

The agency has asked an audit of the inside of the publisher's business. It would be interesting and illuminating if it were possible to have the business of an agency audited to show the percentage of some appropriations that were spent in certain general publications. My paper has charged that much of this business has been attracted not by the worth

of the papers for advertising, but by the increased and secret commissions paid to agencies by these publishers, and of course the advertiser pays the bill.

Again, the agencies have claimed to have created much advertising that can be traced first of all to the business press, and many of the agencies when going after any particular line of business take first the business press to see the advertising and this furnishes them with their prospect list.

We are in the same boat with nearly 100 percent of business paper publishers who feel that the agency has rendered no service to us in the

shape of increasing business, but we do appreciate that the copy service of the average agency is an improvement and for this we often pay the commission.

By J. T. MITCHELL, *The Western Home Monthly*, Winnipeg:

It would appear to us that The Audit Bureau of Circulations would in the very nature of things, be the most acceptable people to publishers to take the task. As was the case with newspapers, we presume that the Agencies would welcome such investigation.

It is but fair to state, however, that in recent years our own losses



JOHN M. HERTEL

John Hertel has managed some newspapers and edited others, but for over 12 years now, he has been associated with me. He is manager of my Detroit office, but beyond that, he is one of my closest friends.

Laurel Block

Syracuse Post Standard

The SYRACUSE POST STANDARD is the leading newspaper of central and northern New York. Its daily circulation is at least 5,000 more than any other Syracuse newspaper. Both local and national advertisers pay the POST STANDARD a considerably higher rate than to any other Syracuse paper, which fact becomes doubly significant when you remember that it also carries the largest volume of advertising.

In Syracuse it's the POST STANDARD.

through Advertising Agencies have been comparatively small, and we do not think that any of them in Canada at least, can now stay long in the game, unless they render real service to their clients, as well as discharge their obligations to the publishers.

By F. R. WHITTEN, Secretary,
Automobile Dealer and Repairer,
New York:

We have never looked into this matter with any degree of fullness, but we do feel that something along this line ought to be done.

The advertising agency business has never really been conducted on a proper basis, because the service of an agency is really given to the advertiser and not to the publisher, and it is, and always has been perfectly ridiculous to expect the publishers to pay a commission to advertising agencies, although we admit that we are doing this right along; we are obliged to take conditions as we find them.

It is true that there are many unreliable advertising agencies and if a systematic audit could be made this would be a great benefit to the publishers.

By CLAY C. COOPER, Mgr.,
Mill Supplies, Chicago:

We believe that the question of passing on the reliability of agencies could best be handled by the Audit Bureau of Circulations. We believe that publishers, generally, would support such an effort. As far as we are individually concerned, we lost practically nothing by taking accounts from irresponsible agencies.

By MALCOLM McALLISTER,
advertising, Salt Lake City, Utah:

We are in favor of any procedure that will correct abuses in the advertising profession. Personally, we court any investigation that has for its purpose the protection of the legitimate agent, the publisher, and the advertiser.

As to who should supervise the audit of agencies, we are of the opinion that the A. A. A. A. would function in this capacity better than any other known organization. It is nearer advertising and the advertiser than is the A. B. C. or the publishers, and the maintenance of dependability in service and finance is just as much a part of the ethical standards cherished by the A. A. A. A. as are its other principles of conduct.

I also endorse the suggestion of William H. Rankin that the publishers submit to an audit of their advertising rates by the same organization that may audit the credited agencies.

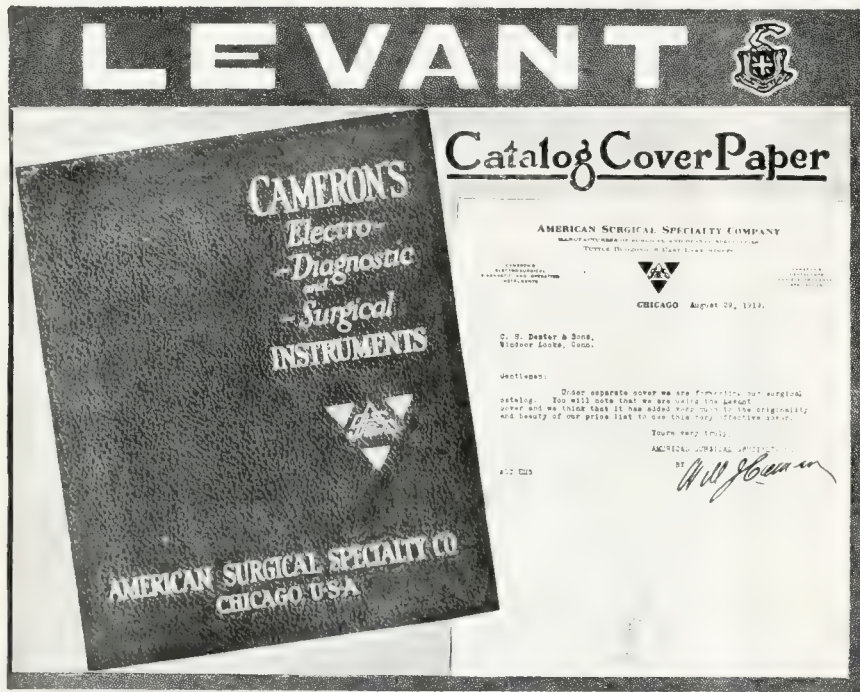
By GEORGE W. DANIELSON,
president, Danielson & Son, Providence, R. I.:

Thank you for your letter of April 20 covering a reprint from your April 17 issue on "Auditing the Advertising Agencies."

Mr. Smith's recounting of the Wall street broker reminds me of a young man who called on me recently to get into the "advertising game." I was so vexed that, without much parley, I advised him on his next approach for a position to characterize advertising as a business. The interview was closed by his brusque admonition to me to "never mind that business college stuff."

Another application we had recently was from a practicing attorney who, being hard of hearing, is unable to conduct court cases and, on the strength of having written some jingles which have been published, expected to be considered seriously as an applicant for a position as an agency copy and layout man.

I have occasion quite frequently to



"A Successful Operation"

"UNDER Separate cover," writes the American Surgical Specialty Co., "we are forwarding our surgical catalog. You will note that we are using the Levant cover and we think it has added very much to the originality and value of our price list to use this very effective cover."

THESE specialists have diagnosed Levant correctly. It always adds originality and beauty to a catalog. Looking like leather—and in a range of seven colors—and being particularly adapted to embossing, the most impressive effects are easily secured.

Let us send you a Sample Book of Levant Cover Paper, made to fit in your letter file. Also ask for a copy of XTRA, the "different" house organ edited by "Marcus."

C. H. DEXTER & SONS, Inc.

WINDSOR LOCKS

CONNECTICUT

address small groups on the subject of "Advertising and Selling." I always make it a point to decry the use of the word "game" as it concerns both of these interwoven activities.

I mention these incidents merely to bear out what Mr. Smith says as to the common view of advertising as a game and the still too general belief that kindergarteners can qualify.

The subject of advertising agency auditing is bound to be the air-clearing process that will separate the sheep from the goats, and it might be well to class as goats those agencies that try to live up to the standards and ideals of the profession in the face of a belief that many agencies do not live up to these standards and ideals, and that by refraining from so doing acquire business which they do not meritoriously deserve.

Personally, I believe that the four A's, so called, has the making of an ideal auditing arrangement, in that, to my mind, such an auditing should not comprise merely a verification of the maintenance of the association's expectations as to financial strength and profit retention, but that such an auditing activity can well include the placing of agencies upon a standardized basis of office routine and accounting practices.

Undoubtedly many agencies, and I am quite willing to believe that ours may be one, are not employing the most scientific methods of internal routine, and I believe that no group is better qualified to improve this situation than the American Association of Advertising Agencies, which embraces in its personnel several agencies which are said to employ comparatively model methods, not merely as it concerns the keeping of the multitudinous detail that is of the multitudinous detail that is more and more becoming part and parcel of agency activity.

Farm Implement Manufacturers Combine

Advertising men will be interested in the news that several large farm implement companies in the East interested in the domestic and export fields and known as extensive national advertisers have consolidated and incorporated under the names of Bateman & Co., Inc. The companies entering the consolidation are the Bateman Mfg. Co., Grenloch, N. Y.; the Bateman-Wilkinson Co., Ltd., Toronto; Belcher & Taylor Agricultural Tool Co., Chicopee Falls, Mass.; the McWhorter Mfg. Co., Riverton, N. J.; Duane H. Nash, Inc., Millington, N. J.; the Cutaway Harrow Co., Higganum, Conn.; and the Richardson Mfg. Co.,

Worcester, Mass. The average age of the units is over fifty years.

Spending Hysteria on the Wane, Says Chicago Reserve Report

The Middle West sounds an optimistic note this week in the report of the Seventh Federal Reserve District, embracing the Chicago territory, which says that country is witnessing a growing tendency towards thrift, a general revision downward of prices of all commodities except food and improvement of the labor situation.

"Ever since the armistice was signed," the report reads, "people have been indulging in a wild spending orgy, buying only the highest priced goods and satis-

fying extravagance almost to an extreme. This spending hysteria now seems to be waning, although the change is not yet pronounced."

A. F. Lorenzen Leaves Firm

A. F. Lorenzen, member of the firm of Cone, Lorenzen & Woodman, daily newspaper representatives, with offices in New York, Chicago, Detroit, Kansas City, and Atlanta, has retired from the firm, his stock being purchased by the other two members, Edward S. Cone and J. E. Woodman. For the present the old firm name will be retained. Mr. Lorenzen had been with the organization for seven years, making his headquarters in the Chicago offices.

Choose Philadelphia for your Advertising Campaign

There's something fine and steady and staunch about Philadelphia.

It's a fine old American city, in traditions, in manners, in habits and customs and in population.

It's a steady thorough-going community rarely affected by sinister or disturbing influences, is a city of workers and for many years has been proud of the appellation, "The Workshop of America."

Its staunchness is proverbial in many ways. For instance, one-seventh of the home building and loan associations in the United States are here, and many of its four hundred thousand homes are owned by their occupants.

There's also something fine and steady and staunch about consumer demand here in Philadelphia, once you get it established in favor of your line of goods.

About three million consumers, about 48,000 wholesale and retail stores, about 16,000 manufacturing places, plenty of rail and tide-water and ocean-going traffic, make Philadelphia the third largest market in the United States.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

Training American Youth for Foreign Trade

Our Representatives in Distant Countries Must Possess Certain Qualifications Which Require Careful Development Early

By CLAYTON SEDGWICK COOPER

Author of "Understanding South America," "The Brazilians and Their Country," etc

"They go! They go! I know that they go, but I know not where they go, But I know that they go toward the best—toward something great."—Walt Whitman.

IT was about 10 years ago that during a sojourn in Holland a Dutch lady asked me if we were troubled much with the Indians around New York City. To many a stay-at-home European, America is still synonymous with prairies and pioneers, if not with cowboys and Indians, so recently, comparatively speaking, has the United States sprung into world-wide attention. This has occurred largely through her expanding industries and her virile manufacturing achievements.

We are still, as nations go, quite young. A wise old Chinese Mandarin a number of years before the European war, said to me while in the city of Nanking, "You Americans cannot expect much culture for several hundreds of years yet. It took China more than 3,000 years to become highly civilized. This condescending and somewhat discouraging statement made me smile at first, but a comparative study of our life and institutions with the old nations of the world is thought-producing. It is a very good thing for prospective world traders not to be too cocksure of success. As a wise general measures carefully the strength of his army, so the foreign trader loses time by stopping to size up the character and the force of his competition abroad.

Only in the last two decades has the world at large become really acquainted with Americans. The war with Spain that drove us out almost against our will into the West Indies and to those far-flung island

possessions in the Eastern seas was almost our first great colonizing trip abroad as a nation. It was only during the last great war that before the eyes of our home-staying people the curtain of the wide world was lifted, making us conscious, in part at least, of lands and

shipping and banking houses for positions that would align them with activities abroad. The sea and ship have caught the imagination of thousands of young Americans for the first time and South America, South Africa, China and East India already contain men who have been sent freshly forth during the past two years by American firms to represent them in foreign offices. Never has there been such a demand for men or for information regarding overseas trade, never so many questions asked relative to opportunities abroad. Men come to our foreign trade houses from schools, from the professions, doctors, lawyers, preachers, writers, and even women, asking for places in this new activity that reaches around the world.

There is evident reason for the belief of these men, in our country's opportunity in trade overseas, for recent statistics gathered by the Department of Commerce at Washington show that, while before the war, the United States ranked second to the United Kingdom as an export nation, we now have the largest foreign commerce of any nation in the world. We have the authority of the Bureau of Foreign and Domestic Commerce for the fact that for the fiscal year 1919 the exports of the

United States more than doubled those of the United Kingdom.

Since 1914, our South American trade has more than doubled, while our exports to the Orient and Australia show an even greater gain for this period. With our expanding resources and with the new alertness on the part of our business men relative to overseas trade in general, there is no reason why foreign commerce as a vocation should not open one of the most fascinat-

United States Exports to Pacific Countries

	Fiscal Year, 1914	Calendar Year, 1919
Costa Rica	\$3,501,386	\$4,020,724
Nicaragua	2,620,034	6,694,497
Guatemala	3,601,813	8,391,404
Panama	22,678,234	22,099,925
Salvador	2,155,138	5,934,418
Mexico	38,748,793	131,451,901
Chile	17,432,392	53,471,688
Colombia	6,786,153	24,143,646
Ecuador	2,967,759	7,500,793
Peru	7,141,252	26,945,191
China	24,668,734	105,519,962
China (leased)	1,647,350	12,759,528
Hong Kong	10,606,214	22,092,880
British Indies	15,625,195	81,514,358
Dutch East Indies.....	3,676,895	46,576,489
French East Indies.....	101,234	1,474,953
Portuguese India		7,492
Japan	52,471,783	369,698,064
Russia in Asia.....	1,214,506	54,678,672
Siam	836,870	1,937,977
Australia	45,775,216	95,084,059
New Zealand	8,950,124	28,171,585
Other British Oceania.....	201,295	725,354
French Ocean	1,057,303	1,280,193
German Ocean	219,892	313,717
Philippine Islands	27,304,587	70,310,262
Total	\$303,384,587	\$1,188,474,879
Total U. S. exports....	\$2,364,579,148	\$7,022,150,592
		Per Cent
Gain in U. S. exports to Pacific countries total		201
Gain in total U. S. exports in same period..		235
(From Pacific Ports)		

people beyond the oceans.

It is, however, a national American characteristic to do everything excessively and not to do anything by halves. Of late this trait of enthusiastic acceptance of opportunity in foreign commerce has captured a considerable and growing portion of our population. Our youth has returned from France with a new vision of world races and world possibilities in their eyes. They have besieged our great export,



THE HIND TEATS ARE FULL

Just because advertising to city and town people has yielded you a pailful of profits is no reason why you should leave the farm market untouched.

You can't get the milk out of the hind teats of a cow by pulling on the front ones, and you can't get the farm trade by advertising to city people.

The farmers of the Great Food Producing Heart of the Country have faith in Successful Farming. They make use of our service. More than 800,000 of them pay us an annual fee for the help we have to offer.

SUCCESSFUL

E. T. MEREDITH, Publisher
Des Moines, Iowa



FARMING

T. W. LeQUATTE
Advertising Manager

ing and lucrative fields for American trading.

An instance of this natural sweep of opportunity is given in the fact that we in the United States have over one-half the known coal of the world and two-thirds of the world's cotton. While we have only 7% of the world's land and only 8% of the world's population, our production of the world's supply of basic raw materials and grains is 50%. We produce approximately 25% of the world wheat, 40% of the world's iron and steel, 40% of the world's lead, 50% of the world's zinc, 50% of the world's coal, 60% of the world's aluminum, 60% of the world's copper, 65% of the world's cotton, 65% of the world's oil and 75% of the world's corn.

Since we are unable to consume at home the total of these vast products, export trade is becoming a necessity for us and if we have the men properly trained to enter this open door we ought to be able to do the manufacturing and carrying of the foreign commerce for fully one-half of the world, but we must have men trained to launch our new ships and an ever-increasing flow of workers for shipyards else our American Merchant Marine becomes a danger rather than a great promise. We also must have men who will accept the opportunity for preparation if we expect to go out with success along the highways of world commerce.

OUR FOREIGN TRADE JUST BEGUN

For, after all, this game of trade with other nations is just beginning for us. It is to us largely a new game, and it is highly specialized. As a nation, we do not yet know the rules. Our competitors are seasoned traders with scores of years of experience behind them, and what is more vital, they feel the urge of necessity for seeking trade outside their own borders if they are to survive in the family of nations. There is no doubt that we, as a people, have the imagination, the energy, and the practical genius to enter into this competitive struggle for world markets, but, unless we give attention to our training, we shall come off as badly as many an upstart trading house that began to seek markets during the war, all unprepared, and even yet is wondering why it lost its money and its time.

The Duke of Wellington said that the battles of England were won on the playing fields of Eton and Rugby where English youth were trained to play the game of life and to play

it fair. Likewise, foreign trade, partially at least, is won at home before the youth go forth. It is here that they must imbibe the elements of success which will enable them to "fall on their feet" amidst alien peoples and to hold their own against the mighty trade veterans who have weathered many a business battle on foreign shores.

THINGS THAT WIN IN FOREIGN TRADE

First of all let no one deceive himself into thinking that the characteristics that win in foreign trade are a kind of mysterious sleight-of-hand,

something that goes along with learning Spanish or Chinese. Foreign trade is not an exercise in legerdemain. The fundamentals are the same traits that make a man succeed at home. It is the spirit of the man that wins quite as much as his knowledge of method. It is the quality of the man quite as much as the export quotations that determine the result.

One of the first necessities for a successful foreign trader is a wide vision. It is easier to do a big thing than a small thing, but only providing the man can visualize an enterprise of great proportion. John Rus-



SO much is being said these days about "service" and such emphasis placed upon the word and what lies behind it that a few facts about what the **AMERICAN EXPORTER service** is may prove interesting to you.

"Serving the Export Department," a book just published by us, gives an idea as to the scope of the **AMERICAN EXPORTER** and what its various departments do for our 1400 clients who are America's leading manufacturers and exporters, and who are sharing in the seven billion dollars worth of export trade of the United States. To help them in their campaign for foreign trade is our aim.

kin once said, "The greatest thing that any man can do in this world is to see something and then go and tell his vision in a plain way."

The foreign trade business has no fixed horizon. It is written upon the skies as upon the seas; the airplanes and the ships are to be the carriers of food as well as of products in the next generation to the earth's farthest lands.

I know an American manufacturer who was able to visualize practically all the inhabitants of Asia using his carriages and rickshaws that he would make in a town out in New

Jersey. As a result today the American traveler rides in these American conveyances in nearly every country in the Orient.

World trade is not for the narrow-visioned. It means a map of the world on one's desk. Beginnings may be small and slow, but the foundations must be laid both in the mind of the manufacturer and his agents whom he inspires for a structure of business world-wide in its reach. Such a merchandising and shipping firm as that of W. R. Grace & Co., which now counts its 25,000 employees, with 17 branches in 26 dif-

ferent nations, began in the vision of one man, W. R. Grace, the founder, who, although he began the firm in a small ship chandlery on the Coast of Peru more than 50 years ago, laid its structure upon principles that he felt sure could include a wide world of trade.

Let a man feel that he is bracing himself against a world task; let him lay patiently and deeply the groundwork of his training and confidence, for it is here trading companies win or lose even at the very beginning. The first principle of success is a world eyesight; a short vision is suicide in world commerce.

PERSEVERANCE AMID FAILURES

There is, furthermore, no realm of business in which perseverance and dogged determination, even despite many failures and losses, are more essential than in foreign commerce. The trader must add to a big vision—Resolution. Nothing short of a cast-iron purpose will weather the vicissitudes consequent upon getting on with a new language, new customs, strange peoples, homesickness, unusual temptations and the onslaughts of his competitors. A man may be trained to a nicety in the regulation methods of trade, language, shipping rules and selling arguments, but, if he cannot brook failure and discouragement, let him not enter here. The need in foreign trade is not merely for able men, but it is always for determined men, men who are not afraid to work and who will "never say die."

Mr. Edison was asked once to define genius and he answered "Two per cent inspiration and ninety-eight per cent perspiration." "It is dogged as does it," said Charles Darwin.

I met a man, a southern youth, in a flourishing town of South Brazil. He was the only American in the place. He had been trained in railroading in a good school of experience in the States and he knew how to manage an American road. In Brazil, however, with indifferent labor, with a strange climate, amid people whose manners and methods and laws were new to him and offered many obstructions, the railroad game took on different proportions. I watched him working at the complicated task in that section of securing proper cars and trains to get a large shipment of Parana lumber from a saw mill on the edge of the jungle down to the sea coast. Being impressed with his efforts, I

The Foreign Trade Service of the AMERICAN EXPORTER

What it is and what it means to our advertisers is told in an interesting way in the following chapters written by the department heads themselves:

Service—The Keynote of the AMERICAN EXPORTER—*Franklin Johnston, Publisher.*

Helping to Solve Your Export Problems—*B. Olney Hough, Editor.*

Editorial Makeup of an Export Paper—*A. J. Barnett, Associate Editor.*

Securing Productive Circulation—*S. W. Keyte, Circulation Manager.*

Credit Reports and Rated Lists of Merchants—*J. C. Evans, Foreign Trade Service.*

Reporting on Foreign Buyers Visiting the United States—*C. K. Clarke, Foreign Trade Service.*

Foreign Trade Opportunities—*Norton Webb, Foreign Trade Service.*

Gathering Data on Foreign Market Possibilities—*L. R. Morris, Research Editor.*

Getting Correct Technical Nomenclature into Translations—*Stephen Naft, Technical Editor.*

Translating Sixty Thousand Words a Day—*R. Bowman, Translation Bureau.*

The Elements of Good Advertising Copy—*C. Z. Offin, Copy and Art Department.*

Direct Contact with the Foreign Buyer—*Edwin C. Johnston, Publisher.*

The book is illustrated with thirty sketches of foreign scenes.

We know that you will agree with us that "Serving the Export Department" is an unique and in many ways instructive book. If you are doing an export trade, or are interested in the subject, we should like to place a copy in your hands. Simply drop us a line and we will send this book to you by return mail.

There is no obligation in any way.

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

Battery Place

New York

asked him what trait was most essential for a young American to possess who went railroading in South America. He thought a moment and then answered: "The grit to hang on." As I followed that man for several weeks through the forest and over the newly laid railway trail of Southern Brazil, watched him adapt himself to foreign labor that included Hollandaise, Portuguese, Hungarians, Swedes, Italians and Brazilians, always finding him personally on the job both night and day, restoring washouts on his roads, devising new lines, haggling with native officials for concessions, drinking maté with his laboring men in the jungle, foregoing comforts and spending wakeful nights figuring his way through difficult and well-nigh insurmountable problems, I became convinced that his key to the things that succeed in foreign lands was worth considering. I thought of Napoleon's famous dictum to his soldiers in his Alpine campaign when he said, "There are no Alps!" and his other trenchant phrase, "Difficulties are just things to be overcome."

A foreign trade pioneer must be a fighter in spirit. As Kipling would put it, "He must go up and occupy." The foreign field is no place for the indolent, the spender or the idler. He must train for conflict and not for an easy job.

It is this fighting opportunity which helps to make the field attractive to the American who is not accustomed to stop at hindrances when his ambition is fired. The Yankee love of enterprise, coupled with business daring, is usually successful.

Apart from these general essentials which we are too likely to take for granted and omit in our training plans, there are other more concrete but none the less important elements in which we must train men for foreign commerce. These men must be in a position to know where they can get authoritative answers to such questions as the following:

"What are the conditions in foreign markets for particular products?"

"Where can I get details of customs duties in foreign countries?"

"Who can tell me relative to the regulations as to commercial travellers, taxes imposed upon them, etc?"

"Where can I get such details in foreign countries as advertising rates and the credit standing of prospective foreign customers?"

"What are the best books on packing, consular requisites, standard weight and measure, patent and trademark laws?"

"Where can I get up-to-date lists of foreign buyers for my goods?"

"Where can the information be found concerning shipping conditions, forward-

ing goods and financing my shipments?"

"How can I learn about foreign contracts and the particular needs of the dealers who handle my products in other lands?"

"What about marine insurance?"

"Is there an authoritative bureau for the translation of foreign correspondence?"

"What are some of the most worth while periodicals relative to foreign shipping and trade?"

The man who is to become a specialist in his field must know something at least of all the above subjects for specialists in foreign trade require something more than the definition which one man has given to a specialist—"a crank on the thing in which you are not interested." He must have a general education to be sure of success.

While I wish to take up a number of these subjects in detail in later articles I would make a few suggestions for prospective foreign traders.

A BUREAU THAT BUILDS TRADE

Among the agencies which are devoting a vast amount of time, attention and money to the answering of the above questions is the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce in Washington, of which the officer who is the present head is Philip B. Kennedy. This Bureau employs scores of men constantly to make digests of consular reports, together with the findings of their travelling trade advisers and commercial attachés of the United States, as well as gathering trade information from many other sources. In connection with this bureau there are specialists connected with such matters as foreign tariffs, foreign customs rates, commercial treaties, trade-marks, patent laws, and almost every kind of service connected with exporting, importing, and shipping. Their information has brought millions of dollars of trade to the American manufacturer and a letter to this bureau concerning any of the above questions will bring the latest information for the price of a pamphlet, and usually free of charge. The Exporters' Index of this bureau lists 17,000 firms in the United States known to be interested in exporting. The bureau has permanent offices in a number of the large cities in which lists of foreign dealers may be found, which lists are continually in the process of revision. We have found the members of the Bureau of Foreign and Domestic Commerce extremely courteous in promptly answering requests for information and the fact that the United States government is

behind this bureau and is expending a large amount of money for its extensive operations makes authoritative the information. It also establishes the fact that the United States has come into the foreign trade field to stay.

For a small sum the weekly Commerce Reports of this bureau, which give a sweep of the world's trade and will be found invaluable, are sent to anyone who is interested.

Other important information for training purposes may be secured from the reports of the National Foreign Trade Council. These may be secured by writing to O. K. Davis, secretary, India House, 1 Hanover square, New York City. This council is composed of the leading men engaged in foreign trade and shipping and its reports cover virtually every phase of world-wide commerce.

Trade and export papers such as those published by the McGraw-Hill Co., *Dun's Review*, the *American Exporter* and *La Nacion*, will be found of help in such training, for these take up special branches of foreign enterprise and are edited by specialists, many times men who have devoted years of their lives in practical and experimental touch with their specialties in foreign lands.

For class study the *Course in Foreign Trade*, issued by the Business Training Corporation, 185 Madison avenue, New York City, composed of twelve books is to be heartily recommended. The director of this corporation is Dr. Edward Ewing Pratt, who for a long time was chief of the Bureau of Foreign and Domestic Commerce, Washington.

The Pan-American Union issues literature upon all Latin-American countries which has been of very great assistance in showing the political as well as the commercial condition of these republics and outlining the open doors for commerce with the United States. This literature may be had by applying to the Pan-American Union, Washington, D. C.

I also recommend the books published by Isaac Pitman & Sons, 2 West 45th street, New York City, such as the Pitman Commercial Encyclopedia and Dictionary of Business (in four volumes), and the publication of the Gresham Publishing Co., London (British compilation); Modern Business Practice (in eight volumes).

FOR STUDENT READING

There are also many sources of in-

The new CURRENT OPINION has added more than 25,000 quality readers to its list since January 1, 1920.

This new circulation is growing at the rate of more than 1,200 per week and every new reader added to this quality list is being put on at a profit.

Dr. Frank Crane, one of the best known writers of today, has recently joined Edward J. Wheeler as Co-editor of CURRENT OPINION. With its new editorial staff (one of the ablest ever gathered into one organization) CURRENT OPINION will not only maintain its established position in the magazine field but it will occupy a higher position in the estimation of its patrons.

An early adjustment in advertising rates is inevitable.

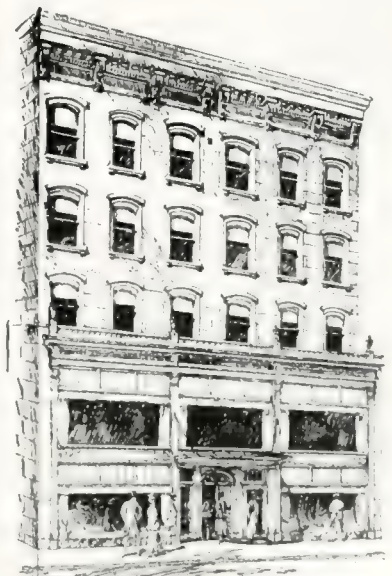
A contract made now will reserve space for one year from this date at the prevailing low rate.

On June 15th Current Opinion will move into its new quarters, the Current Opinion Building, at 48-50 West 47th Street, where the new management hopes to be of continued service to the many friends of the publication.

CURRENT LITERATURE PUBLISHING COMPANY

Current Opinion Building

48-50 West 47th Street
New York City



Current Opinion Building

formation available to the foreign trade student in the United States, such as the reports of the American Chamber of Commerce, the wide information gathered by the Philadelphia Commercial Museum and the more or less regular statements and bulletins of information issued by such organizations as the National City Bank, Guaranty Trust Co. and W. R. Grace & Co. In nearly all of the large cities there are Chambers of Commerce or Boards of Trade whose secretaries are able to give information through their foreign trade departments or industrial bureaus. In some cases, as the Merchants' Association in New York, an active foreign trade information service publishes this material in weekly bulletins, and while local matters are included, foreign trade problems and opportunities are not neglected. There are also American Chambers of Commerce abroad from which important information can be gained. In Paris, Berlin, Constantinople, Naples, Barcelona and Rio de Janeiro these American Chambers of Commerce have been of great service not only in producing a better trade understanding, but in assisting American manufacturers and business men with particular information.

It must also be remembered that our American Consuls, located now in nearly every great city in foreign lands, will be glad to answer questions and secure information when these questions state definitely what is desired.

In another article I shall give a list of books, with suggestions for their use, and suggested reading upon world trade subjects, also hints for course of study, and the experience of certain business houses offering courses for their employees, which may be found useful in classes in schools and business houses as well as for individuals who desire to master this vital, complex, and all-important topic.

EQUIPMENT IN SOCIAL GRACES

It has been stated that, while the North American takes the shortest road between two points, the Latin American uses always the prettiest road. To disregard the usual custom of social or business etiquette in a country simply because we do not follow such custom at home has been the death-knell of too many of our otherwise well-equipped business pioneers. The social life is a great business factor in foreign lands. It

is a means to an end and should be considered in training as well as knowledge of merchandising and banking.

It is probably true that the majority of successful Americans who have gone to South America and built up trade for their American houses have not been college men. Nevertheless, everything else being equal, the man who has a background of collegiate knowledge is more likely to succeed with the type of mind found in South America than the man who is "all business," with no ability to lighten his conversation with thoughts in the realm of what is known as "general knowledge." I happen to think of a young man who devoted much of his thought in college to architectural study, who claims that this one department of knowledge concerning which he knew something definite, has helped him more than any other one qualification in securing a foothold in one of the large South American cities. Avenues of business often come through entrances in which the arts play an important part. The South Americans love music and painting and among them there are most excellent architects, musicians, and artists. They like to talk upon these subjects and the educated man who interests them and is likeable, gains a hold naturally that reflects profitably upon his business success.

A qualification which is undeniably important for men, young or old, in going abroad to learn is that of habits of life sufficiently well grounded as to insure straight-forward and upright living in a foreign land. While it is true that most business houses rightfully demand practical results from their employees, both at home and abroad, and do not inquire too strictly into a man's personal habits, it is important in choosing men for foreign positions to be reasonably sure that these men are not going to make shipwrecks of themselves and their company by losing their heads, simply because they are far away from home and placed among people whose points of view, both moral and social are often different from our own. Take for example the matter of gambling. While the Latin gambles almost as naturally as he breathes and does it for amusement in most of the large cities, the young American who starts in at this sort of thing is quite likely to make a mess of his life and business. No definite rules can be laid down more than the necessity of be-

ing fairly well assured that the man is sufficiently sensible and self-controlled to act in a foreign land as honorably as he would at home.

Furthermore, the American business man is often located in more or less lonely posts and for a time, at least, may be deprived of the society and amusement to which he has been accustomed at home. Therefore, the man with a trained mind, who has some mental resources of his own, who can endure spending an evening alone with a book or with a friend, and who is not dependent upon the stimulations of Broadway or the like, is much more likely to succeed abroad than the one who depends upon external environment rather than upon his own inner resources for satisfaction.

A CASE IN POINT

There is no doubt that by vocational study a man must greatly advance in this new provision of foreign trade. To this end, we quote a paragraph taken from a very important and suggestive pamphlet issued by the Department of Commerce under the title of "Training for Foreign Trade," which can be secured from that body by referring to Miscellaneous Series 97.

"For argument, we may say that a young man enters an export office at 16, is a salesman at 26, and a manager at 36. It is usually a 20-year pull to the position of manager. Yet it is possible to cut down the 20 years by substituting vocational teaching for some of the slowly acquired experience. For example, by studying until 19 or 20 the managerial rank may be reached at 30—a gain of 6 years in a young man's life, in addition to greatly increased efficiency in the work done along the line of progression. The young man on the job may likewise reduce his term of apprenticeship by supplementing actual working experience with systematic vocational study."

Finally, then, we would urge the increasing use of our schools (night schools, commercial and technical schools, and colleges). Our business houses, which in many cases have already begun to train their men in classes for work abroad, also our press and our trade periodicals should emphasize the need of getting ready for American foreign commerce. Men are needed on all sides for foreign branch managers, for salesmen, for office workers, as well as on board our new merchant marine.



THESE Boys of today will be the Leaders of tomorrow. Right now they have a buying capacity and influence of their own. This will increase as they grow older.

Are you advertising consistently enough to incline them favorably toward you and your product, at this, their most impressionable age?

BOYS' LIFE

200 Fifth Ave.
New York

THE BOY SCOUTS' MAGAZINE

MEMBER A. B. C.

203 So. Dearborn St.
Chicago

The Friendship Angle in Advertising

(Continued from page 56)

the well wishes or compliments of the salesmen. The article may be a pretty art calendar, or it may be a pocket rule, or a pencil—or one of a dozen different articles. But whatever it is, it gives the salesman in personally presenting it a feeling that he is an important part in the business of his company, and this has a most stabilizing effect on him while encouraging him exceedingly. The customer develops a warmer feeling for the salesman, and thereafter usually feels it discourteous to turn him down without an opportunity for an interview.

Usually salesmen are asked to qualify for this advertising by making an increase of a stated percentage over the previous month's sales, or over the sales of the same month in the preceding year.

DIRECT MAIL ADVERTISING

There are few national advertisers not making use of direct-by-mail advertising in some form. It may be educational literature to send to dealers, or dealers and their clerks—it may be follow-up literature in response to inquiries of prospective buyers—it may be literature to develop interest in an undeveloped field. This direct advertising may be sent in the form of circular letters, or in mailing cards or folders of many shapes and sizes. To get it read is the constant aim of those who prepare it and put their money in it. In appearance and phraseology this literature may be the last word in pulling power, but the recipient's temperament and interests on the day of its receipt may cause him to ignore that fact entirely and discard the message with no more than a glance. When a little advertising specialty is enclosed—a stamp case, a rule, a blotter, calendar card for the year, or something similar—the busiest, grouchiest man in the world isn't going to flip the entire mailing into the waste paper basket without some attention. The letter or circular may look impersonal or detached, but the insert causes a mental shock that is decidedly pleasant and it stays the destructive hand until the literature gets the once-over at least. The message is pretty apt to be recalled every time the little enclosure is used. We have watched test cases—without the enclosure and with it. In every case the inquiries or results have been vastly better where the circular matter

carried a little "Stop, look and listen!" in the way of an insert. These inserts seldom add to the postage—in fact they enable the advertiser to get full value for his postage. The distribution of the inserts costs nothing, as it was already existing.

Replies to magazine advertising are helped very much, the right class of readers segregated and a fine mailing list secured for future intensive solicitation by offering in the advertisement to send a valuable little article to "carpenters," for example, who answer the advertisement. What an opportunity there is here for many more national advertisers than use the plan to tie up interested readers with their magazine advertising for a long time to come. If stenographers, for example, are being told how "Big Ben" can help them increase their chances for advancement by helping them to be punctual, why not hold that thought in the minds of these particular readers by presenting them with a little specialty for personal use. Below the advertisement proper in the magazine this line could appear "Are you a stenographer? Then put your name and address on a post card and send to Dept. D., etc., and we will present you with something very pretty and convenient for your personal use to remind you of Big Ben." We recall in particular a large manufacturing company doing a national business which among other products had one for architects, and it got a valuable list of architects in this way from which a splendid volume of business year after year was secured. The plan is always profitable.

It is impossible in this article to give more than a few representative examples of the use of specialty advertising on a big scale. Many and varied are the plans it enters into. We have not much more than opened the subject, but it is plain to be seen from the experiences touched on that specialty advertising is a form which is very direct, and therefore must be economical. And because, when intelligently distributed, it reaches only the best possible sources of trade, the results naturally are usually most satisfactory. The manufacturer who buys it need not also buy a circulation, which may represent waste to him. He must devise his own circulation, and he is, therefore, careful to see that it is as suit-

able and satisfactory as the information at hand will permit.

Specialty advertising never has and never will claim that it should be used exclusively by a company doing a national business—although it is actually being so used. Those who know it most intimately feel that it serves best these advertisers when it is given the place in a campaign where it seems to peculiarly fit. If thought and care are used to suit the medium to its place, specialty advertising seldom fails to respond in a manner that is most gratifying to those who have put their money in it.

Floating Exhibit to Advertise American Products

An ocean liner, showing the choicest products of American factories, will leave New York about the first of October for a trip that will include the principal markets of the world. Headquarters were opened in New York recently, at 50 Broad street, for the necessary arrangements.

The American Manufacturers' Export Association and other prominent organizations interested in foreign trade approve of the idea as a practical and unique way of selling America to the world. England and Japan have adopted the idea, so that American exporters exhibiting their goods on this vessel will not be placed at a disadvantage when it comes to competing with the merchants of these countries.

W. P. Braley, manager of the First American Foreign Trade Floating Exposition, Inc., issued last week the following statement:

"The world war has upset all previous trade routes and customs. New fields and vistas are opening up. The foreign buyer has been forced to come to us for some things during the war. We gave him what we had, not what he needed. The war is over now, and unless we give him what he wants others will do so. By no other method than the touch of personal contact and by giving him the satisfaction of seeing our products can we completely satisfy him. This once done, the trade is ours as long as we merit it. American prices may be a trifle higher, but American goods are vastly superior.

"A floating exposition will leave New York about October 1, showing the choicest products of American factories. It will be in charge of a competent director of exhibits, who will have under him competent salesmen, interpreters and instructors, a traffic manager who is thoroughly acquainted with foreign ports and customs regulations, a physician and trained nurse to protect the health of participants, an orchestra, camera men to display motion pictures of American life and industry, a first class cuisine on board ship and everything that can add to the attraction of buyers or the comfort of guests and patrons will be included."

Collier Service New Advertising Firm

Collier Service Corporation has been incorporated in New York, with a capital of \$100,000, to engage in advertising. B. B. Schoonover, T. J. Mazza and L. A. Edwards, 220 West Forty-second street, are the organizers.

Making Advertisements Hold the Attention

Too Many Advertisements are Announcements Without Reader-interest

By C. F. HYLTON

IT was said in an earlier article in these columns that there should be no "padding" in advertisements. For one thing, space is too valuable to permit it. For another, readers will have none of it; the "padded" advertisement is uninteresting; it is avoided.

The necessity for eliminating "padding" is important for other reasons, too. Advertisements are not read like editorial matter. A reader buys a journal usually with the specific purpose of reading its literary contents; any advertisements it may contain are, to use an American term, "butters in." They "butt in" because they do not usually form part of the reader's intended purchase. The interest in the literary matter exists before the cover is opened, but an interest in advertisements has to be created.

This may be done first by some headline or picture that appeals to the reader; then by the copy. Therefore, when the interest has been created, the attention must be led on, *and must not be allowed to slack for a second until the last line has been reached.* If, through an uninteresting sentence or paragraph, the reader's attention is lost, and he turns from the advertisement to some other feature of the journal, he may not return; and the advertiser has lost him. Multiply this action thousands of times, according to the circulation of the journal, and it is easy to see that a few careless words may make a serious difference in resulting inquiries and a possible loss of hundreds of orders.

Then, as already hinted, an advertisement costs money for every bit of space it occupies, and space costs anything from two shillings to five pounds an inch.

DON'T EXAGGERATE

To make an advertisement contain nothing but that which is essential for its purpose, the writer must see that every paragraph has its distinct idea or central thought. A paragraph that does not contain a central thought has no right to be in an advertisement. This does not necessarily mean that the first sentence of the paragraph should con-

tain the central thought, because, in order to hold the attention of the reader or to lead up gradually to a striking statement, the topic sentence of the paragraph may be in the middle, or even at the end; indeed, sometimes the topic is so well distributed over the sentences of the paragraph that it is impossible to indicate exactly the topic sentence, but, nevertheless, the topic is there.

Simplicity is important in writing interesting advertising copy. Some advertisers make the mistake of thinking that the most effective language is that containing the longest words. But if a short word will convey exactly the same meaning as a long one, the short word is the one to use. A study of good literature will show that the most beautiful works are those written in the simplest manner. Of course, when writing to a special class of people, it is correct to use phraseology that will especially appeal to that class. But the unnecessary indulgence in high-sounding, unusual words and quotations from foreign languages, etc., is to sacrifice interest. If one has occasion to say that a certain statement is an untruth, it is more emphatic to say so; don't say, "It is a fabrication."

AVOID ABRUPT CHANGES IN STYLE

Abrupt changes in style of expression weaken copy. It should be decided beforehand what is the style to be used in any particular advertisement, and that style maintained to the end. The style to be adopted is governed by the nature of the subject and character of the people to whom the advertisement is addressed. The business man is interested only in a practical common-sense style; to suddenly change to artistic rhetoric or to try to appeal to the sentimental side drives away his interest. Such abrupt changes create a different atmosphere for the reader, and the distraction so caused will cause an appeal to fail entirely owing to the mental disturbance created.

For instance, a motor car advertiser published an advertisement, two paragraphs of which read as follows:

"You could get a better car than this—but you would have to pay at least £200 more for it. These cars are constructed on sound mechanical principles that enable the manufacturer, by means of mass production, to place them on the market—backed with a four years' guarantee."

"Who could over-estimate the joy of spring with one of these cars? Away for the week-ends, over hills and down valleys, by babbling brooks and trickling streams—away from the smoke and care of city life. . ."

Here you have an abrupt change of style that is quite inappropriate for the subject. Both of these paragraphs are good, and each, used in appropriate context, would produce an excellent advertisement. But in this case the writer of the advertisement started with a well-reasoned logical argument on the reason for the low price and the high quality of the car. This, we are justified in assuming, will have created a business atmosphere, and the reader begins to think it over. Then, with that train of thought in his mind, he is abruptly switched on to a psychological appeal to the natural love of recreation and pleasure. A distinct mental effort is required to change the thought atmosphere from logic to sentiment. The result of the clashing of the two appeals is an unconvincing advertisement. The two appeals should have been made in separate announcements, and in each case rounded off so that the reader is left with something definite on which to cogitate. The interest should have been sustained, instead of which it was divided and lost.

DON'T EXAGGERATE

Exaggeration is another form of diminishing reader-interest. Unfortunately, there have been advertisement writers in the past so prone to indulge in this folly that many people still regard all advertising as open to suspicion. Nothing can be gained by making exaggerated claims. Successful merchandising can only be built on a foundation of truth. To use flamboyant expressions like "Our prices are staggering," "Prices simply slaughtered," "Enormous reductions," "Finest on earth," "Absolutely the best in the world" is to sacrifice interest to unimpressive sensation. The public, at any rate, is reasonably educated, and such "gas" simply makes people smile, lose interest, and—buy somewhere else! — *Advertiser's Weekly*, London.

The Value of Monthly Advertising Service

How Some Lines of Specialties Help to Promote
Continuity of Contact With the Dealer and the Customer

By **THEODORE R. GERLACH**

President of the Gerlach-Barklow Company

THE INTEREST of the American people in art and their appreciation of reproductions of famous paintings, is scarcely realized by the average advertiser. Landscapes, marine subjects, historical paintings are seized upon and conspicuously exhibited in homes and offices all over the land, and in these days when color printing has so nearly reached perfection and hand-colored reproductions are so exquisite, it is no wonder that advertisers are more and more tying up their message, sales talk or even their notifications to the trade, with an art reproduction in a mount-de-luxe, the free space in front and back being utilized as pre-eminently advantageous advertising space.

Pictures from the most noted living artists, and canvasses of special studies, by acknowledged interpreters of color and design, are eagerly sought for and reproduced in order to make an appeal to the temperament and aesthetic tastes of the American people.

Such Monthly Calendars, House Organs, Folders and Blotters all carry a tipped-on reproduction of some painting or series of pictures, either in water color, process or offset, and the type used in setting up the advertiser's name and business, as well as the calendar pad, is selected to blend and harmonize with the general artistic effect of the whole, so as not to stand out glaringly or conspicuously.

Thus avoiding the appearance of commercialism, the advertiser places in the home or office of his prospect, a high-grade mounted picture for which every home or office is glad to find conspicuous space—above the desk in the private office or over the mantel shelf in the living room, where all business associates and friends may see and admire it.

A FIELD OF GREAT POSSIBILITIES

The inconspicuousness of the advertising is its strong pulling power, for anything glaring would not have preferred space, while anything artistic and not marred or vandalized by blatant and assertive advertising will be treasured for itself, and its sender will have created and established good will wherever Uncle Sam carries his calendars.

The American business man has

not fully wakened up to the value of associating and tying up his advertising with art pictures. When I say he has not wakened up to it, do not misunderstand me, for many business men have—witness the marvelous colored art reproductions and



THEODORE R. GERLACH
President of the Gerlach-Barklow Company

advertising in all of our magazines, on the billboards and in the street cars.

Not so long ago, boys and girls used to leave school as soon as they could get into the potato field or harness a team or milk a cow, but today it is very different and the boy or girl of very ordinary circumstances stays in school until eighteen. The result is a greater general dissemination through America of the love of art and literature—an appreciation of the beautiful and aesthetic in life.

The Monthly Calendar in its simplest form is a reminder that a certain business is being conducted by a certain person at a certain address. In its more extended form, with special copy, it is all that, plus an advertising campaign enlarging on the merit of what the advertiser has to sell. In addition, of course, it has the art reproduction and calendar feature for a month which gives it a permanent value for at least a month and causes it to command a conspicuous position in the home or office where it is sent.

Monthly Calendars are sent out twelve times a year which gives them the admitted value of reiteration, repetition and continual pounding in of the advertiser's message. They go to a selected group of prospects who are logical buyers of the ar-

ticle advertised, and there is no waste, sending to people not interested, consequently, the advertiser's message is pounded into the consciousness of prospects who are in the market for what the advertiser has to sell. By reaching out in this way to the people the advertiser wants to reach, there is not a cent of wasted effort as is frequently the case with certain forms of general publicity.

THE SALES MESSAGE

The message written on the back of the Monthly Calendar carries the selling and appealing points of the product after an analysis has been made of each man's problem, and the most effective copy is short, snappy, attractive and typographically appealing to the eye, so that prospects can quickly visualize the product, service or goods featured each month.

Simplicity and brevity should characterize all copy for every unnecessary word bores the reader and the direct appeal combined with the use of good, common, everyday words, is more effective than the striving after academic and literary effect.

The president of a million-dollar furniture corporation, who is a big user of monthly calendars, recently said that in his opinion monthly calendars were an improved elaboration of the idea upon which he had built up his business, for he developed his business originally by sending out form letters twice, three times or four times a month to dealers, then next month, twice or three times again to the same group of dealers, and so on, but he found monthly calendars, because of their beautiful art reproductions, remained a whole month before the eyes of dealers instead of being relegated to the waste basket as his form letters had been. Furthermore, he added that attractive type and ability to express in a word what it often takes a manufacturer a sentence to say, makes the message better remembered and more strongly impressed on the dealers' minds than a long typed letter.

Care must always be taken in securing the mailing list, the right pictures, the snappy, impulse-giving copy and the good typography that are essential, and then, as William



Remembrance Advertising



"The House of Quality"

"Harrison certainly must appreciate my business"

AMID clamorous selling effort that obtrudes ruthlessly and argues interminably, Remembrance Advertising quietly makes its subtle appeal—not to sheer reason, but to the heart.

By deed—not word—it acknowledges the debt of gratitude to those whose patronage makes business successful; injecting a fine spirit of appreciation into a selfish commercial world; warming cold business relations with the genial glow of friendship.

Remembrance Advertising builds Good Will. And Good Will is the greatest asset any firm may have. So through twenty-four years of thoughtful service Brown & Bigelow have prospered by helping others prosper. They have shown sixty-five thousand grateful clients how to say "Thank You" sincerely—with welcomed articles of discriminating design and certain permanence—the silver Redipoint Pencil here shown—useful desk and pocket specialties of rich Mission Leather—worthy Calendars of rare harmony and beauty.

Today, for an ever-increasing clientele of far-seeing advertisers Brown & Bigelow are devoting the skill and labor of a thousand ingenious workers to the intelligent business principle of warm-hearted remembrance.

Brown & Bigelow — Quality Park — Saint Paul — Minnesota

SAULT STE. MARIE, ONTARIO

Wrigley says, "There is only one thing needed, and that is, tell 'em quick and tell 'em often."

Fold-over Cards, Business Announcements and Artistic Blotters all have their useful function in promoting business, and their use is greatly extending, especially in the high-grade classes where water colors and hand-tinted pictures are used.

House Organs with art reproductions, but containing in addition, magazine features, with short, snappy sayings, are wonderful business builders. The inspirational character of the copy, the business maxims, the

pointers on business conduct, all reflect the policy and attitude of the advertiser.

THE HOUSE ORGAN FIELD

The field for these House Organs has scarcely been scratched, but they mark a new era in a better understanding between manufacturer and dealer, dealer and consumer, employer and employee. They inject the human personal touch between interests irrevocably intertwined which heretofore have been coldly impersonal and even sometimes dangerously hostile.

Whatever will make for coopera-

tion and create goodwill and mutual confidence is something every employer is seeking, because, with the production problem on his hands, it is necessary to avoid disputes, discontent or strikes in his factory and the House Organ gives the employee often for the first time, a real personal contact with the human side of his employer.

Broader Obligations of Business Editors

By Richard H. Edmonds*

Editor of the *Manufacturers' Record*

The subject upon which you have asked me to speak cannot, I think, be too strongly stressed at the present time. To a very large extent the daily papers of the country are so completely tied to party politics that they commend or condemn any measure before the public or before Congress according to their party interests. The country is therefore constantly misinformed. It does not get a fair chance to know the real truth unbiased by party affiliations.

There was never a time in the history of this country, or of the world, when absolutely unbiased, non-partisan newspaper work was so sadly needed as at present. I do not see how any great change can develop for a long time to come in the management of daily newspapers, since they, necessarily, by virtue of their character, are, with few exceptions, partisan in the presentation of the great issues of the day. In the rush and hurry of daily newspaper life there is but little time for the thorough investigation which should be given to every important question.

I believe, therefore, that the responsibility rests upon the business papers of the country to a far larger extent than ever before to deal broadly, fairly and from an absolutely independent point of view with every question that affects the welfare of this country and of the world.

In former years, it was felt that the business paper should discuss only the questions that particularly affected the business represented. The farm paper was supposed to deal only with agricultural questions; the coal paper with coal; the iron and steel paper with iron and steel; the textile paper with cotton and wool. But it seems to me that it would be a very narrow view to hold that this condition should any longer continue. Every business paper, it seems to me, should study with the utmost care every question affecting finance, commerce, industry of every kind, as well as the broad agricultural conditions of the country. It should be absolutely unbiased in the expression of its convictions upon these questions; unmoved by friendship or enmity; by political or financial affiliations.

The business papers have a responsibility to the public many times greater than in the past. They are no longer vehicles of thought or of news upon the particular industry which they represent. They have been called to a new mission, to a higher work than in former years, and indeed to a higher work than that of the daily papers. Their editors have more time in which to

The New Advertising Medium

THE development of the window display into the first of rank of advertising media finds the Einson Litho, Inc., fully prepared to work shoulder to shoulder with progressive advertising agencies.

A COMPLETELY equipped lithograph plant, a carefully selected studio of artists, and a capable merchandising and copy department furnish the personnel of the Einson Litho Organization with the well nigh perfect tools for high class production of window displays and other lithograph material.

AN organization that pools the diverse abilities and extensive experiences of Morris M. Einson, Arthur Freeman, Gus Hutaf, Herbert Everett and Joseph Ellner, may confidently submit itself to measurement by the highest standards.

EINSON LITHO INCORPORATED

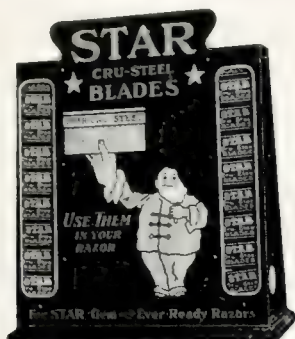
Executive Offices
and Art Studios
71 W. 23rd St., N. Y.

Chicago Office:
McCormick Bldg.,
332 S. Michigan Ave

Production Plant:
Bush Building, 327 East 20th Street, New York City

Specialty Advertising

Is the selling force
That seeks out and works
On the particular people
Whose attention it is desired to attract.



METAL MERCHANDISE DISPLAY

The efficient counter salesman



BEAUTIFUL ART CALENDARS

Carrying an advertising message, hold for a year valuable wall space in homes which money could not buy



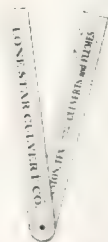
INDOOR METAL SIGN

Which influences the choice of shopper's purchases



LEATHER SPECIALTIES

Coming in the nature of gifts, never fail to build friendships for the advertiser



Vast quantities of Celluloid Specialties are used by advertisers



FLANGE SIGN to mark the store where the advertised product is on sale

SPECIALTY ADVERTISING makes a **definite, personal and direct** appeal to the individual—and it is the **individual who buys.**

It is the human equation in advertising.

It quickly develops good will.

Above are specimens of successful specialties. There are many others. These specialties have a place in the publicity plans of hundreds of national advertisers. Every method of general publicity used **becomes more productive** when harnessed to the advertising that makes the personal appeal. We solicit inquiries from national advertisers.

THE AMERICAN ART WORKS
COSHOCTON, OHIO

THE BIRTHPLACE OF ADVERTISING SPECIALTIES

study the problems of the hour to dig out the facts which relate to the problems of the nation in legislation and in finance. No man can intelligently study the situation of the country today without being forced to a realization of the fact that the agricultural conditions of the United States are in a very dangerous position, that the farms are being drained of laborers, that the supply of foodstuff is steadily decreasing in proportion to population. It will not do to leave the discussion of these facts to the editors of agricultural papers because they only reach the farmer, and the farmer knows his troubles to the full extent. The manufacturer, the capitalist, the man in public life, must, through the business papers, be made fully aware of the difficulties which confront the agricultural interests, for a

decreasing food supply with steadily advancing prices will endanger every industry in the land and the existence of the government itself. In continued food shortage with increasing prices might be born a revolution which would shake the foundation of our government.

On the other hand, the farmers through their agricultural papers, should have presented to them intelligently and honestly, whether the statements agree with their preconceived notions or not, the difficulties which the manufacturer and the general business man must face while the world is passing through the turmoil of the hour.

Everything which affects the welfare of the whole country, whether it be the development of a dye industry, the pro-

tection of our infant potash business, our merchant marine upon which the foreign trade of this country will so largely depend, the League of Nations viewed from every possible angle, are questions which vitally affect not merely the individual interests represented, but the future progress and safety of America.

I feel very deeply, therefore, that the business papers of the country must, with sincere desire to save the nation, to safeguard its future, and absolutely without any personal political bias, tell the truth as God has given them the power to see the truth, whether they condemn or commend their closest friends or their bitterest enemies.

In the development of the business papers along lines such as I have taken the liberty of suggesting, though I know that the editors of most of the business papers of the country appreciate these facts, is to be found I believe the largest opportunity for service to the country and to every industry which they represent.

* A letter written by Mr. Edmonds to E. T. Howson, chairman of the program committee of the convention of Business Paper Editors, in Chicago, and forming a resume of his address before that body.

Summer Advertising to the Farmer

By Howard W. Harrington

Advertising Manager, Moline Plow Company

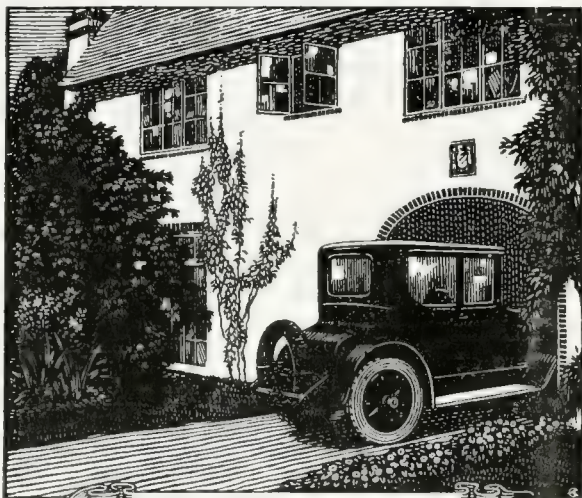
The Moline Plow Company is a firm believer in advertising its tractor and farm implements in farm papers in the summer.

The argument that the farmer does not have time for much reading during the summer months, when his peak load work is on, has some weight, but is more than overbalanced by the distinct advantage that we feel is gained by talking to him right at his busiest time. This advantage is, that we call his attention to his need for better implements and machinery to do faster and more work, just at a time when the needs of the work are the greatest.

The average man does not buy a suit of tropical-weight clothes until he has had some days of sweltering experience in wearing heavier garments. The advertiser who does not advertise tropicals during the sizzling hot season is undoubtedly losing a big share of the tropical business. Naturally, he should advertise tropicals in advance of midsummer weather, but if he contents himself with that only, he misses an appeal to the big immediate market, that comes at the last minute when the purchaser's need for tropicals is great.

We apply the same reasoning, and we feel with entire correctness, to the advertising of farm implements and farm machinery.

Our observations and inquiries show pretty clearly, however, that



IF A BETTER tire than the *Silvertown Cord* is ever made, it will still be a *Silvertown Tire*, and Goodrich will make it

Goodrich Silvertown

America's First CORD TIRE

The Goodrich Adjustment Basis:
Silvertown Cords, 8000 Miles
Fabric Tires, 6000 Miles

the farmer has more chance to read during the winter months than in the summer and that, in the main, he starts in to read most intensively, if at all, shortly after the holidays. We, therefore, slant our national copy during the winter months, more into the "reasons why" of our products and send out our larger literature to the farmer at that time.

Then, as the season advances, we make our copy shorter and more to the point and our literature more brief—a sort of summing-up of what we have said before, knowing that during the summer months the ex-

perience the farmer has with anything less than the latest in labor-saving machinery will create a strong desire to make his next purchase the best that he can get. Thus, we strike the most telling blows while the iron is the hottest and, we might say, while the weather is the hottest.

We are, therefore, practically all-the-year-around advertisers with a definite plan of release of advertisements and the distribution of literature and our experience with this plan dating over a number of years, is that it is the most satisfactory of any that we have yet worked out.

Handling Advertised Goods

Standardization and Advertising Put the Stamp of Reliability on Good Products

THERE is a similarity between well-advertised goods and "coin of the realm." They are both standardized and therein is to be found the peculiar and chief value of each of them. To illustrate: A silver dollar is just so much metal plus the insignia of the United States Government. A lump of silver has an intrinsic value, to be sure, only you cannot spend it. Put the insignia on it and everybody will recognize its value and accept it in payment of debts.

So it is with a package of merchandise. An advertised commodity must first be of uniform quality, else it would be the height of folly to advertise it; for there would be no repeat orders to pay for the advertising. Now add a trade-mark to this uniform quality. Then make the meaning of the trade-mark well known by advertising and you have a standardized product. This is what makes a good seller for the merchant. Everybody accepts the product on its face value, just as a person accepts a silver dollar on its face value. There is no uncertainty as to the worth of either.

On the other hand, take your unadvertised product. Its quality, to begin with, is an unknown factor. It may be very good or it may be very bad. In any event there is not the compelling motive to put uniform high grade quality into such a product, for no advertising investment is at stake.

Profits depend directly upon rapidity of turnover. Some merchants are deluded by the long margins offered them as special inducements to handle non-standard brands. Long margins are inconsequential compared to the absorbingly mo-

mentous stream of turnover. It takes but little mathematics to make plain that three profits of 2c each are better than one profit of 4c. Standardized, advertised brands are quick movers. They are the ones that put the profits into the cash till—the hustlers, the real workers, that make a business successful.—*Retail Grocers' Advocate.*

Publishers to Fight Express Rate Increases

Facing threatened increases in express rates and a change in classifications on magazines which will aggregate a jump in the cost of shipping by express amounting, in some instances, to nearly 100 per cent, periodical publishers represented in the National Publishers' Association are preparing a strong case for submission to the Interstate Commerce Commission at Washington on June 28 when they will be given a chance to argue their case against the American Railway Express Company before the commission.

According to the facts brought out at the hearing granted by the Interstate Commerce Commission in New York this month at which the publishers asked, and were granted, a postponement, the express company, which is now forwarding magazines at one-half of the first class rate asks permission to charge the full first class rate. Interpreting the company's exhibits at that hearing, the National Publishers' Association finds that an increase in first class rates is also intended which, even with the zone system proposed, will nearly double present costs.

SOME INCREASES PLANNED

For instance, the express company submitted at the hearing a compilation of the shipments of one large publishing house to towns all over the United States during June, 1919. For this the express company charged \$4,471.24. The company asks permission now to charge for this same service \$8,439.00, an increase of nearly 80 per cent.

The company submitted another compilation of the express periodical business of the American News Company and six "independent" magazines as of the month of May, 1919, showing a charge of \$7,585.77. The company would now like to charge \$13,878.03 for the same service, an increase of over 82 per cent.

The new schedule asked for will figure still higher percentages on shipments under 100 pounds.

As soon as this matter came to its attention, The National Publishers' Association submitted a protest to the Interstate Commerce Commission's examiners, asking that nothing be done until the National Publishers' Association had time to collect evidence in defense of its contention that the increases are out of all reason.

This was granted, June 28 being set as the date for the continuation of the hearing which will be held in Washington.

A conference will be called in a few days to formulate a plan of action to demonstrate to the commission that the proposed rate increases are unjustified and confiscatory.

Douglas Motors Appoint Smith

The Douglas Motors Co. Inc., Omaha, Neb., has appointed C. A. Smith as director of publicity.

Remby Association New Agency

The Remby Association, an advertising agency, has been organized with an active capital of \$50,000 by W. G. Bixby, H. C. Davidson and F. Tieleke, 402 Fifty-sixth street, Brooklyn.

Prizes Awarded for Artistic Advertisements

A gold medal has been awarded to the Franklin Printing Co., Philadelphia, by the American Institute of Graphic Arts, for their excellent typographic work in an advertisement entitled: "How Packard Balance Reduces Transportation Costs." The Marchbanks Press received a silver medal for the advertisement of the Irving National Bank, called: "Matching the Growth of American Business." A bronze medal was given William A. Kittridge, Philadelphia, Pa., for the artistic display of an advertisement of "Art." These advertisements, together with the prize winning posters, display cards and other printing, were on exhibition at the galleries of the National Arts Club.

O'Neill Is Vantine Vice-President

J. F. O'Neill, advertising manager and general manager of the wholesale department of A. A. Vantine & Co., New York, has been elected vice-president of the company.

Moore Conducts Cincinnati Agency

Thomas J. Moore, former advertising manager of the Rudolph Wurlitzer Co., Cincinnati, is now conducting an advertising agency under the name of the Srafe-Moore Co., in that city.

Victor Lawson Gives 100 Tons of Newsprint

Victor F. Lawson, publisher of the Chicago *Daily News*, has released 100 tons of newsprint to be distributed to smaller newspapers in need of supplies.

Urge \$40,000,000 Tax on Gold to Keep Mines Open

Immediate passage by Congress of a bill levying an excise tax of \$10 an ounce on the gold used by the jewelry and other trades, the money so raised to be used as a subsidy for the country's gold mining companies, said to be in need of speedy financial relief, was urged this week before the House Committee on Ways and Means by H. W. Seaman, of Chicago, president of the Trojan Mining Company. Every ounce of gold now produced costs the companies \$8 to \$10 more than the government price of \$20.67, Mr. Seaman said, warning the committee that the country's gold production, already greatly reduced, will practically cease, unless some such subsidy is provided. H. N. Lawrie, economist for the American Mining Congress, said that a

\$10 an ounce tax on the trade use of gold would raise \$40,000,000 a year, giving the government a net revenue of \$10,000,000 after the payment of an adequate subsidy.

Publishers Commend Second Class Mail Rate Bill

A resolution commending the "wisdom and justice" of the House Committee on Post-offices and Post-roads in reporting the bill continuing present second class mail rates on newspaper until July 1, 1921, submitted by Louis Wiley, business manager of the New York Times, was adopted by the Publishers' Association of New York City at its meeting, May 25. Copies of this resolution, which declared that "the enactment of the impending bill into law will materially aid in stabilizing the newspaper industry, avoid increase in sub-

scription rates and give the relief of delay in the enforcement of additional postal rates, the wisdom and justice of which is a matter of grave doubt" were sent to the members of the committee and to New York Senators and Representatives.

Congratulations to Associated Advertising

ADVERTISING & SELLING wishes to congratulate Mr. Sammis, editor of the *Associated Advertising*, on the editorial contents of the June issue of the publication, and also Mr. Daych, eastern advertising manager, and Mr. Ikerd, western advertising manager, on securing for that issue the largest volume of advertising ever carried in any one issue of an advertising journal, amounting to \$23,000.

Willson Directs Gas Engine Sales and Advertising

Harry S. Wilson, for the past eight years on the Chicago staff of Nelson Chesman & Co., advertising agents, has been placed in charge of the sales and advertising of the Nelson Brothers' Co., manufacturers of the Jumbo line of gas engines.

Ridley is Southern Motors Advertising Head

Brow Ridley, formerly advertising manager of the *Houston Chronicle*, is now advertising manager of the Southern Motor Manufacturing Co., Houston, Tex. It is understood that a advertising campaign for Ranger products, which include tractor, trucks, trailers and a light four automobile will be instituted soon.

Figures on Newspaper Rate Increases

Thirty-six representative newspapers, according to a bulletin of the A. B. P., recently announced increases in advertising rates. The new minimum average rate per agate line was \$1.37 as against the old rate of \$1.12, a net increase of 25 cents per agate line, or 22.23 per cent. These changes affected a total daily circulation of 327,292, and was the second advance since October on nineteen of the papers.

Frank Seaman Gets New Accounts

The Indian Packing Co. of Chicago, which is entering into a large newspaper campaign, principally in the Southern States, to advertise Council Brand Meats, has placed its account with Frank Seaman, Inc., New York.

The advertising for the Clydesdale Motor Truck Co., of Clyde, Ohio, and for the American Tobacco Co. on Riz la Croix Cigarette papers, is also being handled by the Seaman agency now.

"Southern Picture News"

The *Southern Picture News* is the name of a new weekly magazine which is to be devoted to the film industry in the South. It will be published at Atlanta, Ga., and will be edited by Nat. L. Royster, managing editor. Charles Franz, one of the owners, will be temporarily in charge of a New York branch.

Albert Smith Will Place New National Advertising

A newspaper campaign, to be followed by advertising in national mediums, is now being placed for the Equitable Trust Co. by Albert Frank & Co., New York. The Queen Insurance Co. of America has also placed its advertising account with Albert Frank & Co. Business papers, to be followed later, by other national mediums, are being used.



Build Your Business on

Poster Advertising

IRAN R. NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays
in the United States & Canada

11 West 40th Street - New York City • Bessemer Bldg. - Pittsburgh, Pa.

Short Talks to Advertisers



NUMBER
ONE

Getting Your Message Across

To induce reading and assimilation of "copy" is the ultimate of all advertising effort.

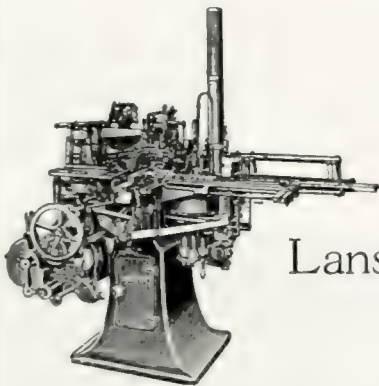
To that end, the best thought is employed in preparing argument, thousands of dollars are spent in illustration, and yet—many do not achieve *hoped-for* returns.

One of the most potent aids to attractive, readable sales promotion is frequently overlooked—the *kind of type* used.

In impressive and effective pieces of advertising the type is in *single* letters. The reasons for this will be explained in this series of short talks.

In the mean time, ask your printer about "Monotype."

- Talk No. 1.—Getting Your Message Across
- Talk No. 2.—Single Types
- Talk No. 3.—"Motor Habits" in Reading
- Talk No. 4.—Alignment
- Talk No. 5.—The "Art" of Composing Type
- Talk No. 6.—Ben Franklin and the Monotype



Lanston Monotype Machine Company

PHILADELPHIA

NEW YORK
CHICAGO

BOSTON
TORONTO

Monotype Company of California, SAN FRANCISCO

245

Building Supply Association Will Advertise

The National Building Supply Association, meeting in Indianapolis recently, voted to assess members one-tenth of one per cent of the total net business in 1919 to provide a \$50,000 fund for a national advertising campaign. An agency will be selected and details decided upon at a meeting to be held in Cleveland soon.

Epstein Is Ever-Tight Sales Manager

H. E. Epstein is the new sales manager of the Ever-Tight Piston Ring Co., St. Louis, Mo.

Topeka Daily Capital

Sworn government report
for 6 months ending Apr.
1, 1919

35,247

Arthur Capper Publisher
TOPEKA, KANSAS
Member Audit Bureau of Circulations

THE JEWELERS' CIRCULAR
New York, has for many years
published more advertising
than have the seven other
jewelry journals combined.

We specialize in house to house
distributing of
**Advertising Literature
and Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE
SALES MANAGER—Monthly
will be found on the desks
of "Sales Managers"—
because it makes
them better
sellers

SALES MANAGER

Better
selling means
better pay.
25c a copy—\$3 a year
The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The 25c monthly magazine that
tells how to transact business by
mail—Advertising, Selling, Collecting,
Catalogs, Booklets, Circulars, Letters, Office
Systems, Money Saving Ideas. Since 1916 the
official magazine of The Direct Mail Advertising
Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 18 East 18th St., New York City

Glenn Buck Directs Phoenix Advertising

Glenn Buck, of Chicago, has started an advertising campaign for the Phoenix Knitting Works, Milwaukee, Wis.

Whitehead & Kales Appoint Campbell-Ewald

To handle their advertising of tractor wheels, started on June 1, Whitehead & Kales have appointed the Campbell-Ewald agency of Detroit.

Keyes Directs Aberthaw Advertising

H. E. Keyes is now advertising manager of the Aberthaw Construction Co., Boston. G. W. Maker formerly held that position.

Cut Out Poster "Sniping" in St. Louis

Recently representatives of all the down-town theaters and a majority of the out-lying moving picture houses of St. Louis met with the Chief of Police O'Brien, of St. Louis, and agreed to eliminate all advertising on trees, poles, and on windows of vacant houses.

Miss Atwater Is Turner Advertising Manager

Miss Frances E. Atwater is now advertising manager for the Turner Construction Co., New York. Charles Chidsey, former advertising manager, is now acting in that capacity for James W. Elliott, sales counsellor.

Calkens & Holden Handle Globe Advertising

Calkens & Holden, New York, are now handling the account of the Globe Rubber Tire Mfg. Co., New York.

Moore-Shafer Appoint Geerer

S. E. Geerer has been appointed sales and advertising manager of the Moore-Shafer Shoe Mfg. Co., Brockport, N. Y. The advertising of the company is placed direct.

Prout, Jr., Directs Hoist Advertising

C. E. Prout, Jr., formerly with the E. A. Strout Farm Agency, is now advertising manager of Gillis & Geohagan, makers of telescopic hoists in New York. Philip Vyle was formerly advertising manager. Advertising for this company which is placed through Redfield & Fisher will be made up this month.

New Packard Advertising Head Selects Assistants

William Elliot, whose appointment to the position of advertising and sales promotion manager of the Packard Motor Car Co. of New York, was an-

nounced in this magazine last week, has chosen as his assistants William H. Walling and Bert C. Chambers. Mr. Walling will have direct charge of direct-by-mail advertising and Mr. Chambers will have charge of publicity and display advertising.

English Advertising Men Guests of Honor

Charles F. Higham, M.P., of C. F. Higham, Ltd., London, and W. S. Crawford, head of W. S. Crawford, Ltd., London, secretary of the Thirty Club of London, were the guests of honor at a luncheon held at the Advertising Club of New York on Thursday of last week.

"I believe the time is coming," Mr. Higham said, "when you men are going to sell ideas, morality and health to the world."

Declaring that both America and England are "going out to get the export trade of the world," Mr. Crawford spoke of London as the natural advertising and business center to which Americans must resort.

Frank Presbrey, the new vice-president of the Advertising Club presided. Among the other guests were: Cyrus H. K. Curtis, R. E. Rinchart, O. J. Gude and D. Fitzgibbon.

Paper for Letterheads

LETTERS but they can never be best
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS
A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY
New York Pittsfield Boston
San Francisco Chicago

Blotters

**"To make Better Letters
Use Our Better Blotters"**

Famous World and Reliance Brands
THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

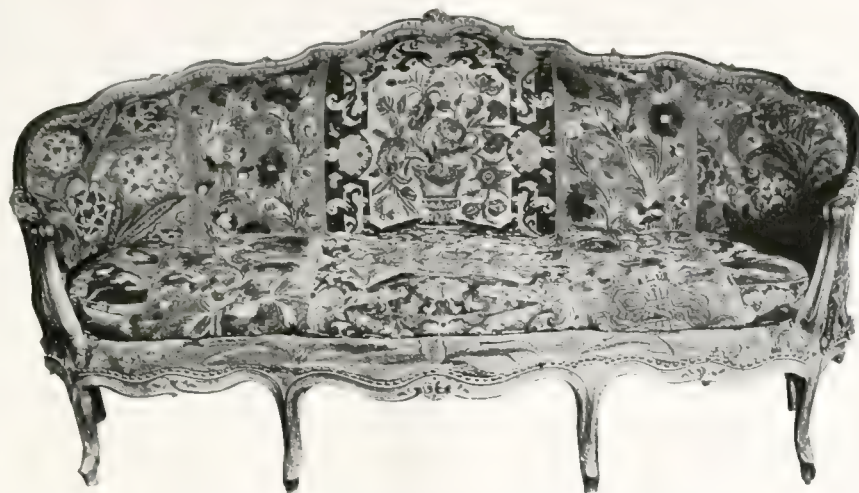
TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago
References: Agency Books or any bank or business house in Chicago.

"GIBBONS KNOWS CANADA"
MONTREAL TORONTO WINNIPEG

COMPLETE ADVERTISING
and MERCHANDISING
SERVICE in ALL
FOREIGN LANGUAGES
and ADVERTISING AGENCIES

H. L. Winer Special Agency
PUBLISHERS' REPRESENTATIVES
The Leading American Foreign Language Newspapers
TRIBUNE BLDG. NEW YORK, N. Y.

25 YEARS of SPECIALIZATION
and EXPERIENCE with
FOREIGN LANGUAGE
ADVERTISING
in THE UNITED STATES



\$9,000 SOFA, REGENCE PERIOD, WITH YELLOW POINT
Reproduced from an advertisement in Arts & Decoration

Marketing The Exclusive

YOU will find advertised in a current number of Arts & Decoration:

- one pair of small candlesticks at \$1,200;
- a sofa at \$500 and another at \$9,000;
- a mantle piece at \$3,000;
- a tapestry at \$350 and also one at \$17,000;
- painting at \$12,000 and another at \$125,000.

Page after page advertising the costliest merchandise that enters into fine homes—furniture, rugs, tapestries, wall-hangings, paintings and related accessories—show the power and influence of Arts & Decoration in selling these things.

The character of this advertising is an index to the wealth and position of the readers of Arts & Decoration.

For nine years some of its advertisers have used every issue to help sell their merchandise.

The significant thing is not the price of the articles advertised in Arts & Decoration, but the proven capacity of the magazine to establish selling contacts with those able and willing to pay these prices to gratify their love of beauty and luxury.

Whether the merchandise is for the equipment of America's most luxurious homes, or enters into any part of the activities of their occupants, Arts & Decoration offers one of the most certain methods for delivering your message to those of position and wealth.

In the past six months the circulation of Arts & Decoration has trebled, and its advertising volume increased six-fold

ARTS & DECORATION

Published by

The Joseph A. Judd Publishing Company

Incorporated

25 WEST 43d STREET, NEW YORK CITY

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Contents of This Number

June 5, 1920

CONVENTION TO BRING NEW VISION.....	Chas. F. Higham	3
The Field of Usefulness of the World's Most Potent Force for Progress Is Ever Widening.		
BEYOND INDIANAPOLIS, 1920	Bruce MacGregor	6
Problems That Confront Advertisers and a Discussion of Their Solution.		
THE WEEKLY ADVERTISING CARTOON	Thomas B. Stanley	10
"And If All Advertising Claims Make Good."		
THE MARKETING FUNCTION OF ADVERTISING.....	Homer B. Vanderblue	16
Distinct Models of Selling and Methods Causing Them to Become Active.		
HOW ADVERTISING AFFECTS OUR BUSINESS.....	George M. Verity	20
A Candid Testimonial to the Efficacy of a Sound Policy of National Publicity.		
ADVERTISING AMERICA AROUND THE WORLD.....	Ph. Lecoq	27
Some of the Big Campaigns That Have Employed American Methods in Foreign Fields.		
CO-OPERATING WITH ADVERTISING MANAGERS.....	Wm. H. Walsh	32
Pointed Questions Regarding the Human Side of Business News.		
DEFINING DIRECTION IN ADVERTISING.....	Joseph D. Bates	36
The Benefits That May Be Gained by Guiding Reader Attention to Given Points.		
PLACARDING THE SINS OF THE MAKE-UP MAN.....		38
They're the Kind That Cannot Be Forgiven, As They Mar Good Advertising.		
MULTIPLYING DEMAND FOR YOUR GOODS.....	Carl E. Widney	42
By Intelligent Display of Allied Products the Selling Value of Your Advertising Enhanced.		
A PUBLISHER WHO PIONEERED	Jason Rogers	47
Victor F. Lawson, of the Chicago Daily News.		
THE FRIENDSHIP ANGLE OF ADVERTISING.....	Anna McCartan	54
How Useful, Helpful Articles, Intelligently Bestowed, Serve to Promote Orders.		
TRAINING YOUNG AMERICA FOR FOREIGN TRADE,		
	Clayton Sedgwick Cooper	60
THE VALUE OF MONTHLY ADVERTISING SERVICE.....	Theodore R. Gerlach	70
The Constant Reminder, Attractively Designed, Influences Good Will.		
PUBLISHERS FIGHTING EXPRESS INCREASES		75

Calendar of Coming Events

June 6-10—Sixteenth Annual Convention of the Associated Advertising Clubs of the World, Indianapolis.	June 18—Meeting of the Folding Box Manufacturers National Association, Hotel Traymore, Atlantic City.
June 6-10—Annual Convention, Association of North American Directory Publishers, Indianapolis, Ind.	June 20-25—International Association of Rotary Clubs Convention, Atlantic City.
June 7-12—Annual Convention, National Association Sheet Metal Contractors, Peoria, Ill.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

McIntock Joins Reuter Agency

Frederick S. McIntock, recently with Gornay, Inc., has joined the staff of the Reuter Advertising Agency, New York.

Quincy "Journal" Consolidated with "Whig"

On June 1, the Quincy, Ill., *Journal* was sold to the Quincy *Whig* for \$150,000. Under the name of the Quincy *Journal-Whig*, the paper will be issued every evening except Sunday and every morning except Monday. Lindsay Brothers, who purchased the newspaper from John R. Wheeler, are the owners of Decatur, Ill., *Herald*, also.

Hirsch Becomes Promotion Manager for Landay Bros.

Louis J. Hirsch has resigned from the advertising management of Bloomingdale Bros., New York, to take charge of advertising and sales promotion work of Landay Bros. chain of piano and Victrola stores.

Prior to coming to Bloomingdale Mr. Hirsch was assistant advertising manager of Gimbel Bros., New York, and advertising manager of Park & Tilford.

Old Advertising Brings a \$17,000 Order

To a small 56 line advertisement, inserted in a technical magazine several years ago, the Ottawa Manufacturing Co., Ottawa, Kansas, manufacturers of drag saws for cutting up timber and wood, now trace directly a \$17,000 export order, "cash with order or bank credit guaranteed." This case is an interesting example of the power of advertising, and more proof that it lives on long after its insertion.

New York Convention Delegation Numbers 150

New York advertising men and women to the number of over 150 are scheduled to leave on special train over the New York Central at 4.30 P. M. Saturday, June 5th, to attend the Convention of the Associated Advertising Clubs of the World, Indianapolis, June 6th to 10th.

Dan A. Carrell, chairman of the "On-to-Indianapolis" Committee, says this is the largest delegation of New York advertising people that has ever attended a convention of the Associated Advertising Clubs. The special train will comprise two dining cars, an observation car, and seven Pullman sleeping cars. Special entertainment will be provided for the party en route.

The New York delegation will be quartered at the Hotel Claypool, Convention Headquarters.

Touzalin Gets Forge Account

C. H. Touzalin Co., Chicago, has secured the account of the John Obenberger Forge Co., West Allis, Wis. The company formerly placed its advertising direct.

Critchfield Has Russell Milling Account

Critchfield & Co., Chicago, has obtained the account of the Russell Milling Co., Minneapolis.

Overall Account With Potts-Turnbull

The Miller Manufacturing Co., Kansas City, Mo., has appointed the Potts-Turnbull agency in that city as their advertising representative.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

29th Year

JUNE 12, 1920

Number 51

Twenty-Nine Years of Advertising

There Is Human Interest Galore In the Most
Momentous Period Through Which the
Business of Printed Salesmanship Has Passed

By GEORGE FRENCH

Author of "How to Advertise," etc.

THE TWENTY-NINE YEARS during which ADVERTISING & SELLING and its predecessor, *Profitable Advertising*, have been published cover a period in the history of advertising more interesting and important than any other period of the past of that great business.

It is interesting, before passing to the more general phases of this time, to note that for fourteen years, before June 1919, *Profitable Advertising* was owned and managed by a woman, Miss Kate Griswold, and that she was the editor and manager of the slim pamphlet several years before she became its owner; so that the leading periodical in the advertising field in the world owed its creation and success to a woman. The absorption of *Selling Magazine*, the sale of *Profitable Advertising* to New York parties, and the removal of the publication offices from its New England setting to New York, marked the beginning of ADVERTISING & SELLING, which has been published under three owners for twenty-nine years.

WOMEN AND ADVERTISING

I am not to write about this periodical, but it is as well to note these facts to get a focal point from which to obtain a perspective of the advertising field during that time, and bring into relief some of the high lights of the business. We observe the significant fact that the protagonist of almost every advanced idea and theory in advertising, by reason of ownership of this periodical during

this long period while the business was finding itself, was a woman. It is a significant fact, and the forerunner of what it is no exaggeration to refer to as the irruption of women into advertising—something that has helped largely to give the business a tendency toward a broader realization of its field.

So many developments have been

Quite a Long Time

MUCH may happen in twenty-nine years, even in this slow, old world of ours. And if the writer does not mention every event in the field of advertising and selling occurring in that time he is to be forgiven by reason of the fact that time and space have limitations.

Mr. French, who has had a long and notable career as an editor and writer, herewith recites not perhaps so much of what has happened in the life of ADVERTISING & SELLING, down to this anniversary of our birthday, but more of contemporaneous events, and of the ever-changing nature, the ever-increasing power of written salesmanship.

The eloquent tribute Mr. French pays to woman—to one woman in particular—is, as we all know, putting into a few words what we might be justified in writing at great length, if space allowed, in view of the fine work that women are doing in advertising.—THE EDITOR.

working quietly in advertising during the period beginning about the time ADVERTISING & SELLING began that I am embarrassed as to which to mention. A book would not furnish too much space for the proper treatment of the matter. Advertising as a profession has emerged. It was, when I joined Miss Griswold as editor of her periodical, a business—so much a business that one of the great mas-

ter printers of that day asked me, with sarcasm without a fine edge, "What in hell has art got to do with printing, anyway?" This was an embarrassing question, the more so as I did not quite know how to answer it, and as it was propounded to me as a part of an introduction to an audience of printers that I was to address upon advertising in connection with printing. Nobody now would think of art in advertising, or printing, in that brutal way, even if many men still persist in defining art in their own comfortable manner. Back there I was frequently accused of being fifty years ahead of the times, in what I tried to do as editor, and now the advance in advertising is made very vividly apparent to me when I realize that in many ways I have slipped into the attitude of a conservative.

Raking the field over and over, and then going back and "raking after," there are two or three things that enlarge themselves in the mind: Advertising has become merged in marketing, along with salesmanship. It is not many years since one would be scorned, ridiculed, if he were to even intimate that advertising had any real relation to selling. The new science of marketing had not been thought of. It is of very recent origin, as an accepted element in business. The germ was working, however, and it was recognized and encouraged in this paper. It has become so well established in practice now that the best advertising men are inclined to talk much

of advertising and selling as "mass salesmanship."

Along with this swerving of advertising to new lines of definition there has grown an increased vagueness as to just what is the field of advertising, and just how its functions may be indicated. Progressive sales managers have injected into their work elements that are so new, and so different, that a wholly new theory of selling has grown up around them, and the business of transferring goods from the makers to the consumers has become something else altogether. The buyer is now regarded as a real human being, and it has become necessary that he be dealt with by real human beings. This has brought on the boards salesmen who are required to comport themselves as real human beings. And this condition in selling necessitates a like condition in advertising. The sales managers of record have now to cultivate the amenities to the *nth* power, not only as to the contact with the buyer, but also as to the internal relations between the salesmen and their managers. The salesman is now regarded as an implement in business more delicately organized than the most costly watch, and requiring more skilful handling than an airplane. He has to be kept in tune with the infinite possibilities of the potential buyer, considered as a human being rather than as the dispenser of valued blanks signed on the dotted lines.

THE MODERN MERCHANDISER

Advertising has been developed to play smoothly with the policies of the sales managers, and properly so. It has, therefore, to revolutionize itself; and this it has pretty nearly done, in form and substance as physical units appearing in periodicals, on posters, as direct-by-mail units, in specialty advertising, and in every other manifestation, as well as in fundamental concept and the personality of its creators and managers.

The advertising manager of today concerns himself not only with the routine of producing and placing advertising, but with the problems of production, distribution and selling in all of their phases. He is essentially a discoverer of new fields for selling, new methods for supplying needs of people, new needs for the people to realize through his advertising—with marketing as his ultimate aim and his background. One of the better of these modern advertising managers said not long ago: "I am not at all interested in any new advertising thought, or suggestion; I am not interested in any periodical that wants my business, nor in any brilliant idea

that any advertising man may wish to give me—unless there is a definite and well digested proposition to open a new field for our goods, or definitely to increase the sales in some old field."

The broadening and defining of the field of advertising, and making of it a major factor in merchandising, brought its responsibilities to the agencies that handle advertising, and developed almost what may be called a new breed of advertising men. Campaigns are, in consequence, not as they were, but strikingly different. Now the campaign that is expected to justify itself in sales is built upon knowledge of the goods, the potential selling field, the exact class of people who are expected to buy, manufacturing processes and facilities, the personalities involved, and that almost another science, distribution; as well as a multitude of smaller matters such as packages and the psychology that pertains to all the moves in the process of getting ready to begin sales.

All of these considerations now present new phases for the study and guidance of the advertising man—radically different from the way they were thought of, or not thought of, 20 years ago. They have been studied, modified, amplified, changed, finished off, tinkered and codified by collateral interests, by the printers, package makers, experts in many branches of business. They have been analyzed and studied and reformed by specialists in business covering many new vocations, who have come upon the stage to help along, and reap each his little moiety of income and renown.

No more radical change has been registered in any branch of advertising agencies. George P. Rowell and his contemporaries bought space in mediums at wholesale rates and sold it to advertisers at retail; and that is about all there was to the so-called agent in the infancy of that function, though he had progressed a considerable distance from it before the beginning of the era we are thinking about. The agent of a quarter of a century ago was, however, a somewhat embryotic element in advertising compared with the establishment of the agent of the first class today, which is built more or less like a watch.

The modern agency knows pretty well what it is about. It does not merely "handle" the accounts of its clients, but it arranges to turn over to them a pretty definite amount of new business in return for the honorarium it receives from publishers for filling their columns; and it al-

most invariably delivers the business it leads the advertiser to believe it can. It is a pretty scientific workshop, with its business systematizer, its research department, its psychologist, its elaborate system for producing the copy and the physical advertisement. It is able to call upon organizations that specialize in typography, in illustrations, in engraving, and upon a new variety of service agency that takes the copy and clothes it with illustration and typography. But the real agency does not wholly rely upon any of these sub-agencies. It has its copy and plan department, its art manager, its type expert, its art engineer, its visualizer, and the work of these limbs of its organization has to pass the scrutiny and get the approval of a committee made up of the chiefs of the various departments and the owners and managers of the agency. Finally, the finished work of the agency has to go to the advertiser and his advertising and sales managers, who do not hesitate to apply the acid tests of their knowledge of manufacturing and distribution, as well as their prejudices—and not infrequently of their ignorance. The finest campaign in the world is often mangled beyond recognition when it is returned to the agency. And then the work has all to be done over, and the wrath of copy writer, artist, planner, visualizer, etc., has to be appeased or swallowed.

AS IT USED TO BE

In the older days I have often had an agency manager say, just before time to wend his way homeward to wife and dinner at the day's end: "Well, I have to write ten pieces of copy before I can leave"—and he would do it, too. The advertisers would not see those pieces of copy until they read them in the periodicals, and they would not think of questioning the taste or judgment of the copy writer *ad interim*. Results came from the old-fashioned way of advertising, sometimes; often, in fact. Advertising was more informal then. Probably the advertiser would himself write some copy, in a style that pleased him, and the agent rarely took the pains to question it, or try to improve it. He was more likely to call up the advertiser and compliment him on his ability as an ad writer, while cussing it out with his assistant. Service such as is now given by the first-class agent was almost unknown ten years ago. It would take a book fitly to indicate the advance in this one field; and it would be a mighty interesting book, at that, filled with news to most of

(Continued on page 40)



What the "Advertising How And Now" Program Brought to 5,000 Advertising Men and Women

THE SHARP crack of a gavel resounding out over the auditorium of Tomlinson Hall at the corner of Market and Delaware Streets, in Indianapolis, late Thursday afternoon, marked the close of the sixteenth annual convention of the Associated Advertising Clubs of the World and signalized the arrival of international advertising thought at a new milestone in its history and development.

Today, the last of the more than 5,000 advertising men and women who attended the convention sessions—the greatest number that ever attended any A. A. C. W. convention—are at home or wending their ways homeward, and are sorting out in their minds the dominant inspirational notes struck in the big meeting. Some lingered behind in the Hoosier capital to enjoy a little longer the warm Hoosier hospitality which contributed so much to the convention's success. A few went on to Chicago to taste the excitement and confusion of the Coliseum. Most of them hurried back to their offices in the four corners of the nation to attack that pile of letters that mounts so swiftly on a busy advertising man's desk.

Tomorrow, the thought of the advertising world will be "On to 1921." Out of the confusion of impressions that come from the Indianapolis convention rises clearly

and strongly the conviction that the ensuing twelve months are to see the most effective use of advertising to which that force has ever been put—despite all the handicaps that unstable economic conditions may

has now, that advertisers have never served the world with as good advertising as they are now putting forth and that the broadening and extending of the field of advertising awaits only the broadening and extending of the advertiser's vision.

This message was driven home in every one of the many speeches listened to by the throng crowding the general and departmental sessions, that filled the heavy convention schedule from Monday until Thursday afternoon, when the meeting closed with the election of officers for 1920-1921. "One of the most forceful programs that has ever been prepared for an advertising convention," was the promise given by the program committee months in advance of the opening date. Excerpts from the speeches published in this issue of ADVERTISING & SELLING give evidence of how thoroughly that promise was carried out. The speakers were chosen from the foremost ranks of the brilliant and successful business men of the nation. Their speaking was keyed to the thought emphasized in the

invitations to which they responded—that the time of the men and women attending the convention reaches a value of just about \$250 a minute. They were speakers fully competent to give \$250 worth of value every minute they stood on the rostrum.

The Story of the Elections

The officers of the Associated Advertising Clubs of the World for the 1920-1921 term will be:

President—CHARLES A. OTIS, of Cleveland, president of Otis & Co., investment bankers, former owner of the Cleveland News.

Vice-Presidents—District No. 1, Frank S. Black, Boston; No. 2, Rowe Stewart, Philadelphia; No. 3, John E. Raine, Baltimore; No. 4, Edgar M. Foster, Nashville; No. 5, Bert M. Garstain, Louisville; No. 6, E. J. Fitzgibbon, Milwaukee; No. 7, John Ring, Jr., St. Louis; No. 8, Bentley Neff, Duluth; No. 9, T. W. LeQuatte, Des Moines; No. 10, H. C. Burk, Fort Worth; No. 11, F. D. Zimmerman, Denver; No. 12, William Strondborg, Portland, Ore.; No. 13, F. W. Stewart, Montreal; No. 14, W. S. Crawford, London, Eng.; No. 15, J. B. Powell, Shanghai, China; Miss Jane J. Martin, representing women.

P. S. Florea will continue as executive manager.

TROPHIES

The Cleveland Advertising Club won the Baltimore Truth-in-Advertising Trophy, Toledo, Minneapolis and Portland drawing mention; Chicago's women brought home the Women's Trophy; Des Moines captured the Big Brother Cup; Dallas receives the cup offered the women's advertising club with the largest membership coming the longest distance to Indianapolis.

Atlanta will be the next convention city, getting 63 votes to Milwaukee's 49, Des Moines' 4 and Shanghai's 1.

impose. 1921 will show the results.

The general theme of the Sixteenth Annual Convention was "Advertising How and Now." The inspirational message was that the world has never had so much to gain from good advertising as it

As a preliminary to the convention an inspirational meeting was held on Sunday afternoon in University Park at which Reuben H. Donnelley, who succeeded Secretary of Agriculture Meredith as president of the A. A. C. W., presided. In the evening, convention leaders like Dr. Jeremiah Jenks of New York University; George H. Hopkins, sales manager of the Columbia Phonograph Company; and W. Frank McClure, advertising manager of the Fort Dearborn National Bank of Chicago, spoke from the pulpits of five Indianapolis churches.

By Monday morning the delegates who had not arrived during the preceding week or had not pulled in on the special trains which reached the Hoosier capital on Sunday arrived in town to round up the last billiard table bed and the convention proper opened at Tomlinson Hall.

LAUNCHING THE CONVENTION

The audience at this first session found Reuben H. Donnelley in the chair in a stage setting which represented a richly furnished directors' room with the necessary "props." The session was opened by "the first advertiser"—man attired in an old-fashioned town crier's costume who, with bell and scroll, heralded the convention in the appropriate manner. Immediately afterwards, the program went directly, in brass tacks fashion, to the subject of the initial session, "How to Make the Best Use of Advertising Now," with Joseph French Johnson, D.S.C., Dean of the New York University School of Commerce, Accounts and Finance and president of Alexander Hamilton Institute making the first address on the subject, "Advertising as an Economic Force." Other talks in this session were in line with the key subject. E. G. Weir, advertising manager of the Beckwith Company, of Dowagiac, Mich., spoke on "The How and Why of Buying Motives"; L. D. H. Weld, manager of the Commercial Research Department of Swift & Co., on "The Economies and Economics of Product and Market Analysis"; A. H. Deute, advertising manager of Borden's Condensed Milk Co., on "Putting Longer Legs on the Advertising Dollar"; and Tim Thrift, advertising manager of the American Multigraph Company on "How to Keep Production Up With the Advertising by Selling the Advertising to the Workers." This session saw the presentation of a memorial in commemoration of the late William Woodhead.

These general sessions were continued on Tuesday and Wednesday mornings. The subject on Tuesday morning dealt with the problems of distribution, specifically "Advertising How and Now in Its Relation to Distribution," the speakers including the Hon. E. T. Meredith, Secretary of Agriculture, former president of the A. A. C. W., who received a tremendous ovation; Edward N. Hurley, former head of the United States Shipping Board; Saunders Norvell, chairman of the Board of McKesson & Robbins, Richard H. Lee, special counsel of the A. A. C. W.; C. J. Potter, of the Economist Group, and Alfred Koch, of La Salle & Koch, of Toledo.

BRASS TACKS TALKS

On Wednesday morning when the spotlight of criticism and interpretation was thrown forward with the discussion of the subject, "New and Significant Developments in Advertising," the delegates had the pleasure of listening to a woman speaker, Mrs. Christine Frederick of the Applecroft Experiment Station, Greenlawn, L. I., who, in summarizing "What Women Owe to the Home-Making Influence of Advertising," emphasized the necessity of selling the women of the nation on the service that advertising performs for them. James O'Shaughnessy, secretary of the Four A's, spoke on "Uncle Sam's Venture Into Paid Advertising," discussing the work of the Advertising Agencies Corporation. Dr. A. I. Gates, of the faculty of Columbia University, dealt with a scientific phase of advertising in telling "What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds." Don Francisco, advertising manager of the Southern California Fruit Growers' Association, recounted some of the accomplishments and possibilities of co-operative advertising. Roy Soule, vice president of the A. C. Penn Company, spoke on the "Clean-Up, Paint-Up Movement."

As had been planned, the first two afternoons were taken up with the sessions of the departments. This Sixteenth Annual Convention was remarkable for the thoroughness of its departmental programs. There were no purposeless "get-together" meetings after the old style. Everywhere that one went on Monday and Tuesday afternoons in the Senate and the Representatives' Hall of the State House, on the Severin roof garden, in the Odd Fellows' Building, in the Moorish

Room of the Claypool, in the Indianapolis library, in the Columbia Club—one stumbled upon meetings of departmental members attentive to the business in hand, which was listening to the best and newest advertising thought in each division as expressed by the leaders in that division. On Thursday morning when the various departments met in Tomlinson Hall in one big inter-departmental session they came in the capacity of graduates from a highly valuable, intensive short course in the art and science of advertising as applied to the problems of their various divisions. They brought with them for presentation at that session the papers which they had felt to be of most help when read at the separate sessions. Especially comprehensive and valuable programs were carried through by the Advertising Agencies, the Agricultural Publishers, the Associated Business Papers, the Direct Mail Advertisers, the Financial Advertisers, the Periodical Publishers, the Poster Advertisers, the Screen Advertisers, the Specialty Manufacturers and the Community Advertisers.

AN INTERNATIONAL MEETING

Conferences of the Retail Advertisers' Association, of club secretaries and advertising women took place on these afternoons. The Pan-American Division held two notable conference sessions terminating in a business meeting on Tuesday afternoon, which carried far forward the task of organizing the Latin-American advertisers into a component body of the A. A. C. W.

It did not take the Latin-American representation to make this Sixteenth Annual Convention thoroughly international in tone—the first international convention since 1914. Two of the most closely attended speakers in the departmental sessions were foreign visitors sounding the modern European note in advertising criticism. These were Charles F. Higham and W. S. Crawford of London, who addressed the Advertising Agents, the former speaking on "American Advertising Agencies as Viewed by British Advertising Agency Men," and the latter on "Advertising Agency Progress in England Since the Armistice." Other representatives from abroad sat in the general sessions.

The third general session of the convention was held Thursday afternoon when the business of the big meeting was wound up with the annual award of trophies, submis-

sion of reports for the year, adoption of resolutions, selection of the convention city for 1921, and election of officers, as recounted elsewhere on these pages.

That, in brief, to catch the convention number of ADVERTISING & SELLING, is the business story of the convention. But the business story of the convention is not the whole story of the convention—"not by a long sight," as our Slang Editor would say. Every day in Indianapolis had its evening and every evening had its entertainment. Every day had its reunion luncheon, too, and its odd hour when the delegates, who represented one of the world's most sociable professions, could get together to cement old friendships and form new ones. Indianapolis gave its guests a royal welcome, 500 of its business men uniting to make this event go down in convention history as the "world's greatest convention of the year and the A. A. C. W.'s best to date." Headed by Felix M. McWhirter, president of the People's State Bank, 42 city committees co-operated with Mayor Jewett in the task of making the delegates at home in Hoosierland. Mrs. Jewett had charge of the entertainment of the convention women.

SOME ENTERTAINMENT FEATURES

Among the more formal events that left pleasant memories of Indianapolis in the minds of the delegates was the big parade and historical pageant on Monday evening in celebration of the city's 100th Anniversary, viewed by the advertising men and women from the State House grounds, the outdoor advertising show of the Indianapolis Advertising Club on Tuesday evening, participated in by more than 300 persons, and the official dinner to club presidents and the executive committee of the A. A. C. W. on the Severin Roof Garden the same evening. The theatre parties and the thousand and one little extemporaneous affairs to which Tom took Dick and picked up Harry on the way, were too numerous to record. But they certainly did a great deal toward making the Sixteenth Annual "the world's greatest convention of the year and the A. A. C. W.'s best to date."

On Wednesday evening the clubs provided their own show—the special session held in connection with the National Advertising Exhibition which was an important attraction of the big meeting. With Charles H. Mackintosh, head of the National Exhibit Committee acting as

chairman, the crowd gathered in Tomlinson Hall heard F. H. Gale, advertising manager of the General Electric Co., George W. Hopkins, advertising manager of the Columbia Phonograph Co., and other speakers explain some of the leading campaigns represented by specimen matter among the display.

Complete campaigns had been the watchword of the various departmentals in preparing their displays and complete campaigns, emphasizing in each case the essentiality of the particular kind of advertising the department was directly interested in, were featured in this year's exhibition.

SOME OF THE DISPLAYS

Four complete national campaigns centering upon the effective use of farm papers made up the chief display material sent by the Agricultural Publishers; complete campaigns showing how St. Louis, Omaha and Nashville sold themselves to their citizens and then to the nation attracted attention to the Community Advertisers' section; six big panels showing the relation of direct mail to the complete campaign represented the Direct Mail Advertisers; graphic illustration of the value of the special appeal of the business paper in the well-rounded campaign made up the contribution of the Associated Business Papers.

Once again this year, as in former years, the splendid outdoor displays of the Outdoor Advertising Association and Poster Advertising Association co-operating were marked features of the exhibit convention, while their miniature displays in the exhibit won wide comment. Once more, also, the National Association of Employing Lithographers put on an effective display of color panels. The Specialty Manufacturers were on deck with specimens of their work of every conceivable description made up in every conceivable material.

But no earnestness of effort will bring the National Advertising Exhibit adequately to these pages; nor would it serve the purpose if so brought. To get in touch with the motif of the Sixteenth Annual Convention one turns rather to the *ad* dresses delivered there. To provide a cross section impression of the big event for those who did not go to Indianapolis and for those who, having gone there, have returned in that confusion of mind that conventions breed, ADVERTISING & SELLING is reproducing herewith salient paragraphs from some of the im-

portant addresses heard both in general and in departmental sessions.

Dean Johnson Lauds Advertising

Joseph French Johnson, Dean of the New York University School of Commerce, Accounts and Finance, who delivered the keynote address, speaking on "Advertising as an Economic Force," said, in part:

"Since a nation's standing in the scale of civilization depends upon the number of wants its people are able to gratify, it is evident that advertising is not only an economic force, but a great civilizing force; in fact, in all reverence I am tempted to call it the John the Baptist of civilizations. Wherever there has been progress in the past, advertising has led the march, and where nations like China have existed for ages in stagnation, advertising has been almost unknown.

"As an economic force advertising gives birth to new wants and so creates an economic demand for more goods, thus tending to increase the demand for labor. Economists commonly say that the manufacturer creates 'form utilities' and that the railroads add a 'place utility' to goods. No matter how wonderful your invention or how fine the quality of your goods, people will not buy unless they know what you have got. Therefore, you simply must advertise.

"It is entirely wrong to look upon the expense of advertising as one of the costs which add to the price. The truth is quite the contrary. Without advertising, large scale production is absolutely impossible, and large scale production is the *sine qua non* of low prices. Someone has estimated that the business men of the United States in the normal times before the great war were spending fully one billion dollars a year in advertising. A mushroom economist would immediately jump to the conclusion that the poor ultimate consumer footed this enormous bill. If we could get all the facts, however, I have no doubt we could prove that this billion dollar expenditure for advertising reduced prices to such an extent that the American people at the end of the year were more than a billion dollars better off than they would have been had some fake economic czar begun the new year with an edict against advertising.

ADVERTISING RAISES STANDARDS

"Furthermore, advertising sees to
(Continued on page 28)

Have You Ever Handled This Account?



There are many such — How Do They Get That Way? Ask your Agency Man

They Answered "Present" At Indianapolis

Hugh H. Riner and Herbert P. Sheets, of the Argos, Indiana, contingent thought they were the baby contingent until New Castle, Pa. and Emporia, Kans., each bobbed up, with one delegate and one "present" for roll call.

St. Joseph, Mo., obtained a unique reaction—a large set of them in fact—by sending a delegation wearing black clothing, of the stage undertaker sort. "Gee, St. Jo must be a stiff proposition," was the first thought, as Earl Humphrey led his eighteen undertakers into the convention hall. "We bury the dead ones," was the explanation furnished by President Humphrey.

Topcka, Kans., came out in great force, with 25 delegates, and on the same special came eight from Hutchinson, seventeen from Atchison and the Emporian. Messrs. Bartlett and Cooper ushered the Capper representatives, to the number of a dozen, upon the scene.

Atlanta did all a town could do, systematically and intelligently, to win the 1921 meeting, even to bringing along Mrs. C. V. Hohenstein, who vamped right and left, with fine disregard for the frailty of advertising men's hearts. There were 100 in the Atlanta contingent, headed by Dave Webb and W. R. C. Smith. In the Atlanta contingent were numerous lovely songbirds.

Dallas! Magic city of the South, sent through 35 advertising club members, in-

cluding five ladies, headed by W. R. Patterson. Dallas now has a membership of 300.

One who doubts that twenty persons may make themselves very much in evidence among five thousand, reck not with the Buttleman-Buswell-Conn contingent from Kalamazoo.

Dashing Nashvillians numbering fourteen were brought safely through by President Back and E. D. Peyton. Who took the President back? Ask of stilly night.

Louisville, Kentucky, sent 45 visitors, including eight women and none other personage than F. C. Adams.

F. W. Hunt, leading twelve Canadians, appeared early upon the scene, minus, alas, the Kilts of other days, but wearing for dear memory's sake, a Scotch plaid insignia. That was the only Scotch to be seen. But then, one can't always see everything everywhere. A mohair couch has springs, very much in evidence, but you can't see 'em. F. W. Hunt, be it known, headed the search, however.

Montreal sent about sixty and London considerably fewer. But they certainly were live ones.

Fort Wayne, Ind., was represented by thirty able citizens, including three women and Charles Pask.

From Cincinnati, city of pleasant memories, came twenty-two visitors, including six women.

You'll like Tulsa, fastest growing city in America, after you have met I. G. Long, E. A. Guyse and the others of the nine delegates. Tulsa has formed a Better Business Bureau, and in two weeks raised \$10,000 of its \$15,000 fund to boost the city. Note that "city" inasmuch as you thought Tulsa was something else.

Norfolk, Newport News and Richmond clubbed through in a special from that enterprising district which in the last two weeks has been harboring twenty per cent of all the world's shipping. President Night, R. L. Shea, C. H. Tunison and some of the other delegates were very helpfully in evidence in the tight pinches.

Forty strong, and including five fair members of the Women's League, Philadelphia "blew in" under the leadership of Lee Hood and Miss Bertha Shaffer.

President Jones, of Shreveport, La., led in twenty busy delegates, all Generals, Colonels, Majors, Captains and Sahjents.

(Continued on page 39)

Statistical Comparisons

No. 5

Eastern States

Population - 24,910,446
Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Pacific States

Population - 7,188,854
Area (sq. miles) 707,264

Washington, Oregon, California, Idaho, Utah, Nevada, Arizona.

	Eastern States	Pacific States
Bank Clearings (year Sept. 30, 1919)-----	\$202,480,000,000	\$9,720,000,000
*Individual Deposits (all banks) Nov., 1919-----	\$13,228,248,000	\$2,324,300,000
*No. Depositors in National Banks-----	5,040,210	1,497,080
Liberty and Victory Loan Subscriptions-----	\$9,656,091,150	\$1,534,390,850
†Value Manufactured Products, 1914-----	\$8,516,406,000	\$1,263,538,000
†Value Crop and Live Stock, 1919-----	\$1,904,915,000	\$1,760,558,000
†Number of Farms, 1919-----	527,000	298,000
†Farm Acreage, 1918-----	19,854,000	15,976,320
No. Personal Income Tax Returns, 1917-----	1,050,943	321,562
Net Income Shown on Returns, 1917-----	\$4,313,278,222	\$805,443,777
Tax Paid, Income Tax, 1917-----	\$378,131,268	\$29,984,482
Number of Families, 1910-----	4,626,789	1,192,798
Number of Illiterates, 1910-----	937,384	100,521
Number of Automobiles, 1919-----	1,379,000	837,000
Expenditures for Better Roads, 1918-----	\$49,308,307	\$44,516,150
Expenditures Public Schools, 1915-----	\$166,852,734	\$63,968,131
No. Morning Newspapers-----	104	84
No. Evening Newspapers-----	298	170
Average Circulation Daily Newspapers-----	8,646,981	\$2,152,403
Combined 5,000-Line Rate Daily Newspapers---	\$20.12	\$7.20

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

180,000
A Day

*Report Comptroller of the Currency.....†Department of Agriculture.

Selling Security to the Wary Tire Dealer

How the McGraw Company's Campaign Is Concentrated On the Idea of Assured Mileage

OF ALL the enemies to which tires are exposed, accident and abuse are the only ones to which a McGraw Tire surrenders."

That is the keynote, the motif, the slogan, you might call it, though the advertiser does not, of the 1920 campaign of the McGraw Tire and Rubber Company.

The McGraw Company is selling the motorist on security—security, one of the essentials a motorist demands above other things of his tires and tubes.

The reader who is interested in advertising from a technical point of view will have but a detached interest in the security of tires thus advertised, and will remain listed as "from Missouri" until he has tried them out for himself. He *will* be interested in how the manufacturer of these widely-known and nationally advertised products is selling its customers on security—particularly on how it is selling its dealer customers. Instilling confidence in the heart of the consumer is one thing; pounding conviction that breeds confidence into the head of that dyed-in-the-wool cynic, the dealer, is quite a different proposition.

SELLING THE DEALER

Selling the dealer on security is a two-fold operation. He must be sold on the security your product offers; and then he must be sold on the security of your service, of your institution.

In an attractive, gray, board-bound portfolio of advertising and dealers' sales helps, entitled "Reaching Your Market," sent out by the Company, there is a page listing seven features offered dealers by what is called "The McGraw Proposition for 1920." These are, briefly and in an abridged form: 1. "A complete line of quality goods." 2. "Fabric tires that really give uniform, dependable service" because they are made "structurally sound." 3. "Cord tires that embody all that a motorist can desire—in appearance, riding com-

fort and long mileage with minimum gasoline consumption." 4. "Dealers' service at the most strategic points." 5. "Widespread, sustained national advertising." 6. "Effective sales helps"—direct mail campaigns, signs, banners, transparencies, prepared newspaper advertisements, electros, etc. 7. "A generous margin of profit for the dealer."

urges, and goes on to ask and answer: What is the essential difference between one high-grade tire and another? If tire mileage depended solely upon materials, every high-grade tire would deliver six, eight and even ten thousand miles—and you would know beforehand just what that tire would do.

"The real difference—as you have found from your own experience—lies in freedom from uncertainty in tire service."

Then, after citing examples of how a customer will get from eight to ten thousand miles out of one tire and only a couple of thousand out of a second—the second being structurally imperfect—it continues:

TALKING ASSURED MILEAGE

"Your customer cannot understand why one casing should not perform as well as another. He tells you that what he wants is not phenomenal mileage now and then—he wants four good tires out of four. What he bargains for is not mileage by adjustments but assured mileage."

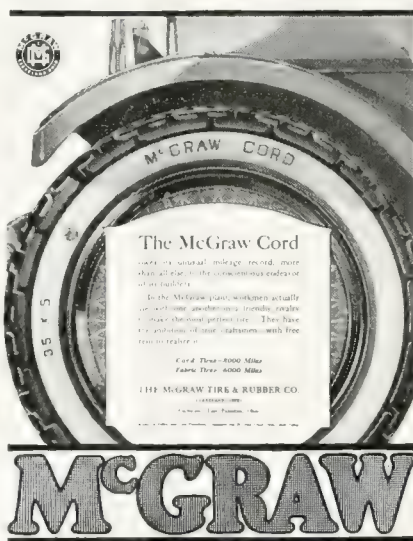
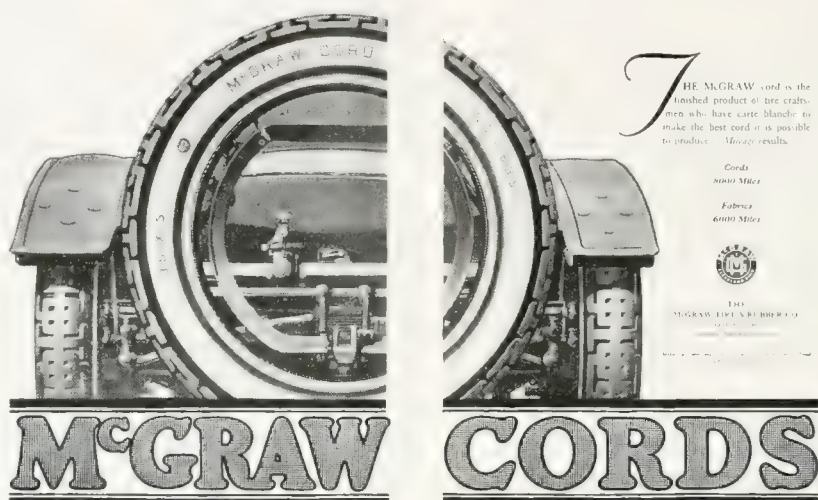
"And unless you can sell him a tire that he can ride on in peace of mind, unless he can feel the same confidence in it that he feels in his motor—you have no hold upon his permanent trade."

"That is just where the McGraw serves to fortify a dealer's business. Users of McGraw tires get something more than mileage—they enjoy a feeling of security."

"Selling assured mileage" is another slogan line—specifically for dealer consumption this time—that sums up a ream of argument in one happy phrase.

We are not concerned here with the first three or the last of the promises of "the McGraw Proposition for 1920"—those which have to do with product, quality, or sales profits; nor with the fourth, which takes up dealer supply service. We are concerned with the two that cover national advertising and dealer helps.

The company is now one of the large national magazine advertisers of the tire industry. Its advertising campaign for 1920 will reach more than 15,000,000 readers of magazines and newspapers. Through the newspapers specifically it will go to more than 10,000,000 readers, those news-



Copy that emphasizes sound workmanship

The word "security" is not specifically mentioned here, but the security of the HOUSE is breathed through every statement.

What about selling the dealer on a sense of security in the PRODUCT? Further on in the book a whole page is given over to this purpose.

"Consider the Advantage of Selling Assured Mileage," the copy writer

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
10 cents in Canada

Oldsmobile and Collier's

The Olds Motor Works is using Collier's as the backbone of the Oldsmobile's national advertising campaign.

Watch Collier's

40000 and 8000

More Proof that Publius Was Right

NOT long ago in this publication, we called attention to the fact that the growth of "The Railway Service Unit" proved conclusively that Publius Syrus was dead right when he remarked—"*Powerful indeed is the empire of habit.*"

You will remember how we showed that due to this habit of railway officials of reading the "Railway Service Unit" of "The House of Transportation" — Railway Age, Railway Mechanical Engineer, Railway Signal Engineer, Railway Electrical Engineer and Railway Maintenance Engineer—that each month it takes 40,000 copies of them to satisfy their habit. And the result of this has been that those who desire to sell the railways have made such demands upon this Unit, that it takes 800 pages of advertising space each month to satisfy the habit which they have formed of placing their sales' messages in the Railway Service Unit.

Right here it is, too, that another remark of Friend Publius proves correct—"*You should go to a pear tree for pears, not to an elm.*"

SIMMONS--BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING

—Charter Members—

NEW YORK

AUDIT BUREAU OF CIRCULATIONS

ASSOCIATED BUSINESS PAPERS

Publishers also of Shipbuilding Cyclopedia, Marine Engineering—"The Shipbuilding Unit," and Locomotive Cyclopedia, Car Builders' Cyclopedia, Maintenance of Way Cyclopedia, Material Handling Cyclopedia and The Boiler Maker.

CHICAGO

CLEVELAND

CINCINNATI

WASHINGTON

LONDON

Periodical Publishers' Association and the Advertiser

Some of the Young Ideas of An Old Organization
In the General Publications Field, and Some
Mighty Interesting History of the Movement

By RALPH BEVIN SMITH

CURIOSITY prompted me to ask an advertising man returning early from the convention of the Associated Advertising Clubs of the World at Indianapolis what was the most definite impression that he had carried home with him from the big exhibition of national advertising held at the Indiana State House in connection with the convention.

"It's difficult to give precedence to any one of the flock of impressions that crowded themselves on us while we were in Indianapolis," he replied, "but, perhaps, I remember best the way I was struck with the power of the Periodical Publishers' Association as it was graphically depicted there. I am interested in national advertising and am constantly on the lookout for a means of estimating the relative strength and efficiency of the carriers of national advertising. I must admit that I was caught by the way 'P. P. A.' was shown to spell 'power.' The big map giving the populations of the various states and the combined circulations in those states of the publications represented in the Association; the impressive color splash made by the display of cover pages of Association magazines and the showing of effective color advertisements from the magazines certainly 'got across' to me."

THE POWER OF THE PERIODICAL

Theodore Roosevelt expressed broadly the keen observer's feeling of the power and responsibility of the periodical press when, upon rising to address the distinguished assemblage gathered at the first annual dinner of the Periodical Publishers' Association of America on April 7, 1904, he said:

"It is always a pleasure to a man in public life to meet the real governing classes. I wish to bid you welcome to Washington this evening, and to say but one word of greeting to you, and that word shall take the form of a warning. I did not speak in jest when I alluded to you as representatives of the governing classes. I think we of the United States cannot keep too fresh in our minds the fact that the men ultimately responsible for the government are not the representatives of the people, but the people themselves, and that, therefore, heavy is the responsibility that

The Voice of the Magazines

AT EVERY issue, 24,695,683 copies of the publications represented in the Periodical Publishers' Association go out to English-speaking readers over the entire world, 23,684,804 of that number circulating in the United States. That many men, women, and children are reached periodically by the hundreds—thousands—of voices that speak through the editorial and advertising pages of these fifty publications.

The fifty publications have one voice that speaks for the group as a whole. It is the voice of the P. P. A. It is with that voice that they speak to the advertiser.

Mr. Smith tells of a man who saw the Indianapolis exhibit of the Periodical Publishers' Association and decided that "P. P. A." spelled "power." His article explains how and why "P. P. A." spells "power."

It is published with the aim of acquainting advertisers more fully with the work of an old and important organization.

—THE EDITOR.

lies upon the people, and, above all, upon those who do most toward shaping the thought of the people."

What my friend returning from Indianapolis was most interested in and what all of the others who attended the convention are most interested in is the work of the periodical press in "shaping the minds of the people" through its advertising pages; and not only in that, but in its ability to safeguard the people who read its advertising papers.

The task of the Periodical Publishers' Association has been to render more efficient the performance of that dual task—education and protection.

HOW THE P. P. A. SERVES

"It is in recognition of the larger aims of the magazine, of its increasing influence in the life of the nation and of the world, and with the hope of defining these high aims more clearly and furthering them more effectively that this association has been formed," Dr. Hamilton Wright Mabie told the publishers at that first dinner at which the President of the United States was the guest of honor.

That purpose translated afresh in terms of service was outlined in practical detail in a pre-convention bulletin issued by John Adams

Thayer, executive secretary of the association. It gave the information that the Periodical Publishers' Association at present renders service along the following lines:

It apprehends and prosecutes fraud subscription agents, advising members of the presence, methods and appearance of such agents.

It investigates and recommends advertising agencies.

It cooperates with all other organizations whose functions affect the publishing industry.

It serves as a clearing house for all manner of information of value to its members.

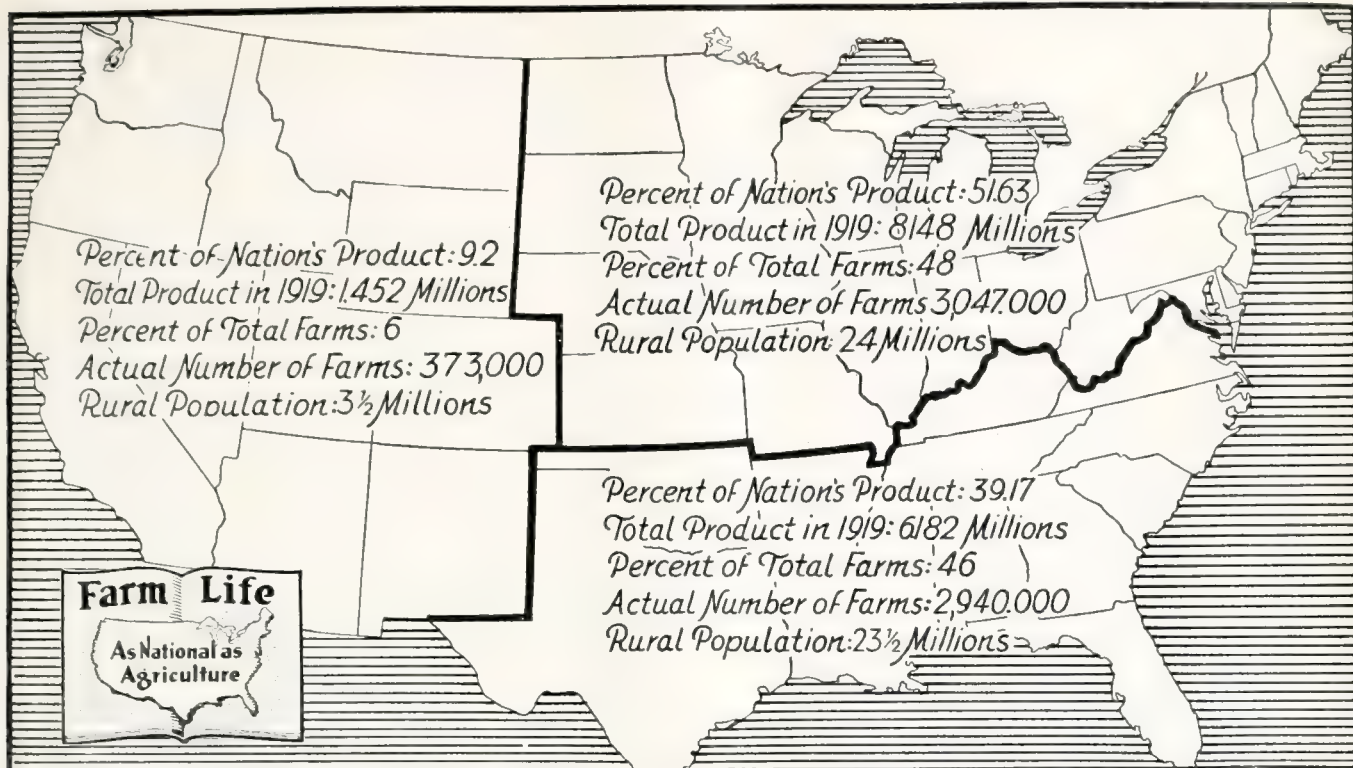
It maintains an employment bureau for the benefit of member publications.

In the same bulletin there was foreshadowed an ambitious program of expansion which will be referred to later.

THE P. P. A. IN RETROSPECT

The Periodical Publishers' Association embraces some fifty publications, most of them of national circulation—general ("popular") magazines, farm periodicals, religious journals, scientific papers, women's magazines, etc. It maintains offices in the Fifth Avenue Building, New York—and John Adams Thayer is its prophet. John Adams Thayer, printer, advertising man, veteran publisher, publicist and critic re-emerged from the quiet—but not oblivion—of his Connecticut home to become executive secretary of the P. P. A. in 1917 and has contributed the wealth of his experience to the management of its affairs since that time. "Every man owes some of his time to the upbuilding of the profession to which he belongs," Theodore Roosevelt once wrote and there is evidence, in the picture of Colonel Roosevelt bearing these words which hangs behind Mr. Thayer's chair in the Fifth Avenue Building that this was the inspiration which brought him back into the fight for high ideals in publishing after he himself has retired from the publishing business bearing the laurels of success and reputation.

The Periodical Publishers' Association was organized in May, 1902, and incorporated under the laws of the State of New York in June,



Another Look at the United States

Here we have the country divided into three sections—West, South, and North.

It shows that 3,047,000 or 48 per cent of all the farms in the United States are in the North, and 2,940,000 or 46 per cent of all American farms are in the South.

In 1919 the total crop values in the North amounted to 8,148 million dollars or 51.63 per cent of the country's total. Southern production reached 6,182 millions or 39.17 per cent of the national total.

Farm population in the North and in the South is not so far apart as many suppose.

The point in these figures is the narrowness of the spread between the figures for the South and the North. The center of agriculture has been moving southward. Many of the great northern producing states now have southern rivals that equal or better their production.

Farm Life is naturally neutral in this rivalry for it has friends and readers evenly distributed through every agricultural State in the Union, North and South. In each State about the same percentage of farmers read Farm Life. It is the only national farm paper that covers the South as thoroughly as it does the North.

Write for the facts

THE FARM LIFE PUBLISHING COMPANY

THE JOHN M. BRANHAM COMPANY, Advertising Representatives

New York

::

Chicago

::

Detroit

::

St. Louis

::

Atlanta

SPENCER, IND.
Farm Life

1903, the purpose named being "to discuss questions relating and pertaining to the publishing business; to promote and protect the interests of its members and the publications represented in its membership and to stimulate social and friendly relations among its members." The certification of incorporation gives the names of the incorporators as follows:

John Brisben Walker, William B. Howland, Frederick L. Colver, Arthur T. Vance, Theron McCampbell, William J. Merrill, W. D. Mann, Samuel H. Rowland, Metz B. Hayes, E. C. Locke, O. W. Brady, Harry Bearsley, F. N. Doubleday, Arthur W. Little, Thomas A. Barrett, R. J. Cuddihy, Edward E. Higgins, William Morrow, John Adams Thayer, and Louis Klopsch.

It is interesting to note that at the present time only four people in this long list are now active in the association. They are R. J. Cuddihy, publisher of the *Literary Digest*, a member of the executive committee of the P. P. A.; Thomas A. Barrett, of the Orange-Judd Company, treasurer of the association; Arthur T. Vance, now editor of *Pictorial Review*; and John Adams Thayer, now executive secretary.

The first president was John Brisben Walker.

Any history of the Periodical Publishers' Association which neglected reference to the efforts devoted "to stimulate social and friendly relations among its members" would be culpably inadequate. Its dinners have been famous for the distinction of the speakers, for the quality of the speeches and for the way in which they have reflected the spirit of their time.

ITS FAMOUS DINNERS

Writing of these dinners in a reminiscent strain, Thomas A. Barrett, treasurer of the P. P. A., says:

"The first one, as I recall it, was the one held on April 7, 1904, in Washington, at which President Roosevelt was the guest of honor and the other speakers were Henry Van Dyke, Ambassador Jusserand, F. Hopkinson Smith, Dr. John H. Finley and some others whom I do not recall.

"The second one was held at Lakewood, N. J., and I think that Grover Cleveland was the principal speaker there.

"Another was held in New York at the Hotel Astor, at which Theodore Roosevelt and Bishop Williams, of Michigan, were the principle speakers. Another was held at Albany, N. Y., at which Charles E.

Hughes, 'Uncle Joe' Cannon, President Hadley of Yale, Commodore Peary and an eminent Japanese visitor then in the country addressed us.

"Then, there was a dinner at Washington with President Taft as guest of honor, at which Senator Cockerill also spoke, as well as some others. This dinner occurred during a postal hearing and was extremely controversial in tone as President Taft found it desirable to reply to some of the criticisms made during the hearing, instead of delivering the formal speech which he had prepared.

"There was also a 'Peace Dinner' held in New York at Delmonico's on the occasion of Ambassador Page's accepting his appointment to the Court of St. James', and, with this, there was a reception to the members of the Peace Commission appointed to celebrate the 100 years of peace between America and England. Right after this dinner was held the great World War started!

"The last dinner was the one in Philadelphia to Governor Wilson, of New Jersey, and Senator LaFollette."

THE COMBINE OF 1917

Since that time other dinners have been planned but, what with the worries and crises of the world war, the postal rate battles, the strain of the paper situation, printers' strikes, etc., the periodical publishers have been obliged to forego their periodical social diversions.

In 1917, the membership of the P. P. A., then including about twenty publishers of national magazines, was doubled by the amalgamation of the Periodical Publishers' Association of America and the National Periodical Association. This latter organization, also known as the "Quoin Club," succeeded the "Mallet Club," famed in the days when E. W. Spaulding was its president; J. Rowland Mix, its vice-president; John Adams Thayer, its secretary, and R. C. Wilson, its treasurer. It had been composed of the publishers of several of the big periodicals banded together in the ancient quest of standardizing advertising agency practices. When the Quoin Club united with the Periodical Publishers it brought twenty-three new member publications into the combine, which carried on the name of the P. P. A.

This year, we have seen the formation of a new organization in the periodical field called the National Publishers' Association. Some have been led to believe, through a misunderstanding of the scope and func-

tions of this new organization, that it was intended to take the place of the Periodical Publishers' Association. This is not at all the case. In explaining the distinction between the two, Mr. Thayer said:

"There is no more reason for the idea that the National Publishers' Association can take the place of the Periodical Publishers' Association than that it can take the place of the Associated Business Papers, Inc., or the Farm Press Association, or any other organization.

THE NATIONAL PUBLISHERS' ASSOCIATION

"The National Publishers' Association is designed to attend only to such matters as affect the periodical publishing industry as a whole, and which cannot well be handled by one group of publishers alone. In the past, the necessary effort and finance for any movement for the benefit of the industry as a whole has been left to a few publishers who wearied of the unfair burden, and who were naturally unwilling to finance a large enough enterprise to secure the accomplishment of what all have admitted to be necessary and desirable.

"Consequently, those same serious problems which we have merely toyed with in the past are still with us, but in aggravated form.

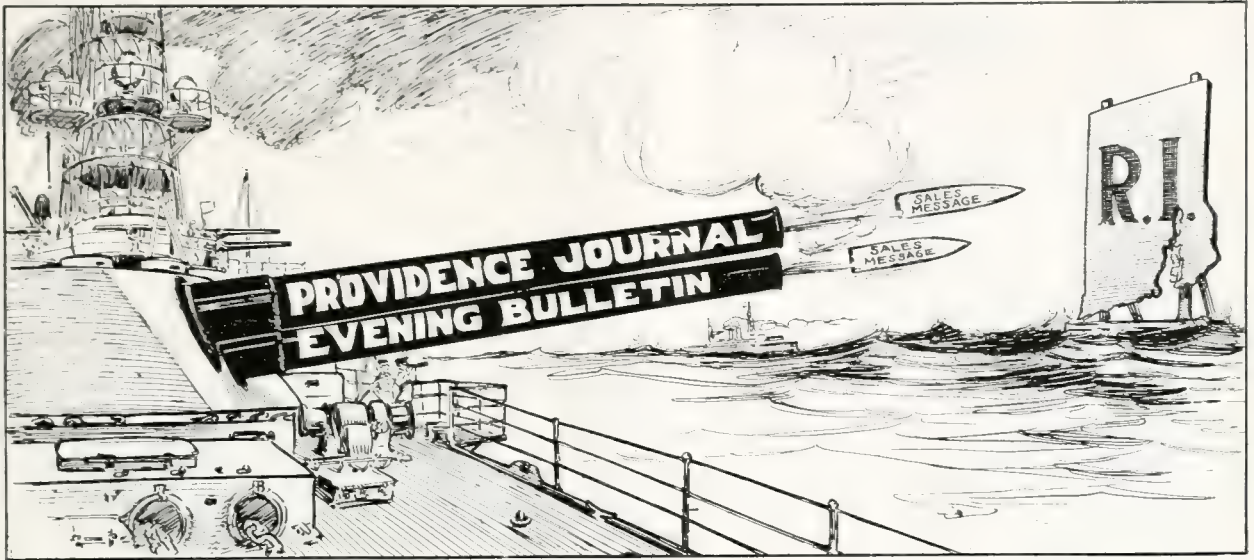
"Now, it is proposed through this new Publishers' Advisory Board to secure the moral and financial support of all periodical publishers to accomplish what is agreed to be for the good of all, and, at the same time, to relieve the Periodical Publishers' Association and other such group organizations of heavy burdens which they should not attempt to handle alone, such as postal rates, service and legislation; labor and manufacturing problems; magazine paper prices; group cooperation with respect to advertising.

"These are problems requiring the moral and financial support of all periodical publishers (not newspapers) and should not be attempted by individual groups, especially in view of the fact that all publishers are willing to help along these lines if given a chance."

PLANNING P. P. A. EXPANSION

In thus shifting some of the burdens, of which it feels that it has been bearing an unfairly heavy share, the Periodical Publishers' Association becomes free to devote its energies exclusively to the solution of the problems affecting its member publications as a group. It is already maintaining an investigated list of 400 recommended ad-

Rhode Island— the Proving Ground



If You Want To Know—whether your sales ammunition is good—whether you need a single shot or a broadside—the kind of copy that will appeal to people in every walk of life—

Try It Out in Rhode Island

You can cover this prosperous State by using Rhode Island's two great and influential newspapers—

THE PROVIDENCE JOURNAL
DAILY AND SUNDAY

THE EVENING BULLETIN

21½¢ a line week days and 12¢ a line Sunday buys their combined circulation.

The Rhode Island market is a field of strong concentration. It is the most densely populated State in America. The compact area, diversified industries, well-paid wage earners and ample transportation facilities make it the logical target for intensive sales campaigns.

Reader confidence and influence make "The Journal" and "Bulletin" valuable mediums for manufacturers who seek good company and insure a friendly welcome in nearly every worth-while home in the State.

If you want real action, you can get it in Rhode Island

THE PROVIDENCE JOURNAL CO.

CHAS. H. EDDY CO., REPRESENTATIVES

NEW YORK

BOSTON

CHICAGO

vertising agencies. In connection with this work, it is considering the advisability, under the extended program of activity projected at the last annual meeting, of taking over and establishing a statistical bureau, to gather, classify, and disseminate information of value to its members with respect to the advertising business; and of making the recommendation of agencies of more value to publisher and agency by more rigid and more continual investigation and by stiffening the requirements for recommendation and issuing annually a certificate of recommendation.

Its Circulation Division, already does a big work in the apprehension and prosecution of fraud subscription agents and in the issuing of a "Fraud Agent Bulletin" at frequent intervals—a book of 200 pages giving full data regarding all known fraud agents—to members and to police officials throughout the country. It is now proposed to improve and extend the work of this division along these lines. Striking out in another direction, its scope will be extended to enable it to cooperate more fully with the Audit Bureau of Circulations. An educational feature is to be introduced with the institution of a series of

discussions with respect to the merchandising of magazines.

"P. P. A." SPELLS "POWER"

In the Publishing Division the association executives are planning close cooperation with the National Publishers' Association, as well as with all other group organizations in their grapple with postal rate legislative, labor, manufacturing, taxation and paper problems.

The Periodical Publishers' Association has long been a potent force for good in the periodical field. Today, with its revised and extended program of activity, freed to attend to what is more strictly its own

personal, private business, it is destined to ever-increasing effectiveness. It is a force which the advertising man must meet and measure with when he brings his copy to any one of a large group of powerful periodicals.

"Influence, begot by confidence, expresses the great power behind the 'general' magazine as a carrier of national advertising," Mr. Thayer has said in a much-quoted lecture on the advertising power of the "general" magazine. The P. P. A. is pre-eminently the representative of the "general magazine." "P. P. A." spells "power," as my friend from Indianapolis decided.

Stockford-English New Toledo Agency

Clark C. Stockford and Frank W. English, of Toledo, Ohio, have organized the Stockford-English Company, Inc., advertising agency with a capital of \$25,000. Mr. Stockford was connected with There's A Reason Company, agency at Battle Creek, Mich., for more than six years. He was advertising manager for the Rand Company of North Tonawanda, N. Y., in 1916, later becoming sales and advertising manager for the Kardex Company, Tonawanda, N. Y. For the past year he was connected with the Toledo office of the Charles H. Fuller Company.

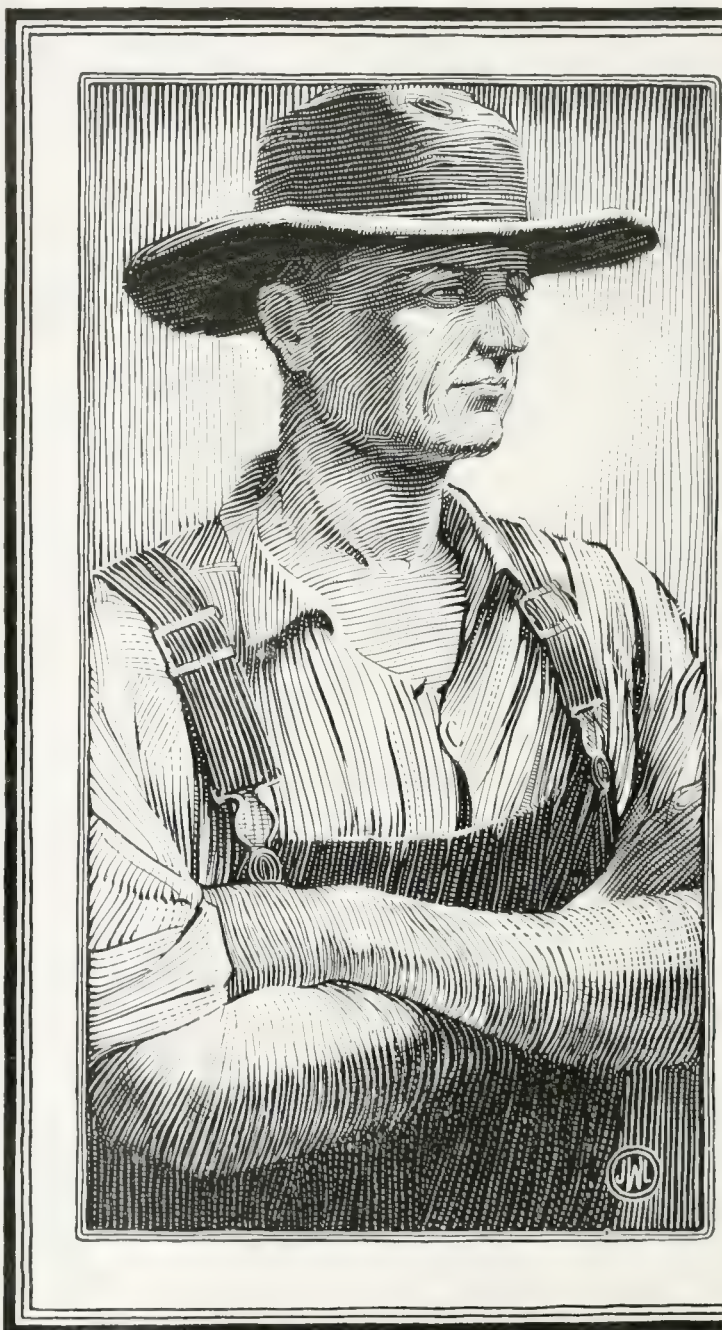
Mr. English has been engaged in newspaper work for many years and at one time was advertising manager of the Piqua Daily Call. He has been conducting publicity campaigns for the past several years. In the new agency he will have charge of an educational publicity department, while Mr. Stockford will direct the general advertising service.

Miss Guck Starts An Agency

Miss L. Z. Gluck, formerly of Gornay, Inc., advertising agency, and who for many years was in charge of the advertising of J. M. Gidding & Co., in New York and in the Middle West, has established an agency at 3 West 20th street, New York.

Drysdale With Brooke, Smith & French

K. P. Drysdale, for ten years advertising manager of the Cadillac Motor Co., and recently associated with Theodore F. McManus, Inc., Detroit, has joined the agency of Brooke, Smith & French in that city.



New Angles on Marketing to Farmers

Some of the Interesting and Helpful Information Obtained During a Two Weeks' Tour of the Mid-West

By RAY YARNELL

A TWO WEEKS' study and analysis of the farm market in four Mid-West states—Kansas, Oklahoma, Nebraska and Missouri—has convinced fourteen Eastern advertising agency men of these facts:

That the farm market is a reality and a very important one and that it must be given attention in a larger measure than in the past.

That the agricultural region is the most conservative and sanest in the United States.

That it is a market of great, almost unbelievable possibilities.

That in it there is a growing and steady demand for advertised goods.

That farmers are rapidly bettering their standard of living.

That the farmer is a business man and his wife a business woman.

That young men are dominant on the

farm and that the appeal of advertisers should be directed to them.

That dealers in rural communities need the assistance of advertisers in stimulating buying because they have already succeeded in opening the market and creating a demand and are now ready to develop this demand as it has been developed in the cities.

That the present is not a time for the advertiser and manufacturer to become self-satisfied because sales are relatively easy, but that they must prepare themselves for the keen competition that is to come. They must analyze more carefully now and watch the dealer and his interests more closely.

That the merchant in the country town is eager for advertising assistance that will help him extend his market and build up demand for the goods he carries.

That dealers throughout the four states are handling advertised goods and are thoroughly sold on this proposition, to the extent that they are pushing these lines extensively.

That the demand for advertised goods by the consumers, growing out of advertising media they read, has compelled retailers in small towns to stock advertised goods and has opened their eyes to the possibilities facing them.

That the farmers have turned from the old habits of existing on bare necessities and are buying luxuries and conveniences in a quantity unrealized by those unfamiliar with the territory.

That methods of safe farming, taught by agricultural papers and agricultural colleges, have been so thoroughly assimilated by the farmers that their prosperity is well insured. The adaptation of crops to soil and climate is a powerful factor in preventing crop failures.

That agricultural prosperity is further being insured by the building up of livestock on the farms, much of it pure bred.

That the farmer's standard of living must be still further raised to insure that he remains on the farm and that the food supply of the nation be not jeopardized.

Those are the outstanding facts discovered. The analysis reached many other details, all pointing to the possibilities of the farm market and the chances for its development.

These facts were gathered and stated by the advertising agency men themselves. They obtained the information from talking to farmers, farmers' wives and retailers, on farms and in rural towns and cities. It was first hand information, obtained by personal interviews. The persons questioned had no previous intimation that they were to be interviewed. The stage was not set. Both favorable and unfavorable information was obtained, but the great

A Type of the Midwest Farmer -

- Here is a man who doesn't go on strike
- He produces. ~ ~
- His father used to drive the team to town, over a rutty road, once every week or two. ~
- But those were the days before the renaissance of farm life. Our farmer motors to town every day or so with his family.----- it's a matter of minutes instead of hours—a pleasure instead of an irksome necessity. ~
- He and his family have preconceived notions of what they want to buy in town. They read the advertisements in

The CAPPER FARM PRESS

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

A medium, with 1,100,000 subscribers, reaching one in every three farm homes in the sixteen Capper states—the one-third of the United States which produces two-thirds of it's agricultural wealth!

bulk of the statements supported the conclusions stated.

The purpose of the tour was frankly announced—it was to sell the farm market and its possibilities to these men. It was more than that because it was believed that the trip, which was called the big "See" trip, would open a new world to these men and would afford them a yardstick by which they could measure facts and statistics obtained later.

Two things interest the manufacturer and advertiser when he is considering the selling of his production. One is the market. The other is the money in that market. The tour demonstrated that there is a market in the Mid-West and that the people there have the money.

The agency men studied the Mid-West from the point of view of their accounts. They wished to analyze it regarding the possibilities of exploiting particular merchandise there. They gathered facts to present to account executives which would make it possible for them to decide whether it was advisable to place advertising in media reaching the farm people, which would stimulate demand already existing, or whether it was necessary to use advertising to create a demand.

They did not desire a mere ride through the territory. What they wished was an opportunity to obtain the dealer and consumer view point through actual conversations. They desired the dealer reaction to advertising and they obtained it—very often in disconcerting form as when one tractor dealer frankly declared that the media chosen in the past for pushing the tractors he merchandised had done him absolutely no good because it did not reach his prospective customers. This dealer pointed out the media he considered valuable because he knew that it was read by persons he desired to sell and he gave his reasons. And because he was on the spot and knew his territory his statement carried a convincing weight.

One of the very important things investigated was the papers and magazines read by the people living in the territory visited. Often the fleet of motor cars carrying the Capper party would stop at some farm house without warning and the agency men would interview the farmer or his wife regarding the magazines and papers read. Information thus obtained, averaged, showed that the

farmer was a well read man and he took a surprisingly large number of periodicals and newspapers.

It also showed that his favorite farm paper was the sectional or state paper, the one which more directly dealt with the conditions natural to his territory. The personal value of this paper to him in solving particular problems of agriculture was a deciding and very important factor in his mind. Next came the more general or

The Richness of the United States

At the annual meeting of the U. S. Chamber of Commerce at Atlantic City, John Fletcher, vice-president of the Fort Dearborn Bank, of Chicago, thus recited the United States' position in the world, industrially and financially:

"With but 5 per cent of the earth's population, we have 24 per cent of its agricultural production.

"We have 40 per cent of the mineral production, and we manufacture 35 per cent of its goods.

"Our natural wealth is above \$225,000,000,000, while that of our nearest competitor, England, is but \$80,000,000,000.

"With this, it is impossible for things to go wrong.

"Our trade balance today is \$5,000,000,000.

"We have repurchased our foreign-placed securities to the value of about \$8,000,000,000. We have loaned our Allies \$9,000,000,000 to \$10,000,000,000.

"Half of the gold in the world is in the United States, and the deposits in the banks of this country are billions more than the totals in all the other banks of the world."

national farm paper, with a pronounced preference for those dealing with specific problems, even though the treatment was of a general nature. The popular national farm paper placed third.

The farm women, it was found, were also interested in the strictly farm papers as well as in national women's papers. One news-magazine was found to be quite generally liked by farmers.

The investigation of media revealed that the farmer and the farm family generally were good readers. The agency man found

the farmer surprisingly well posted on national and state affairs, discovered him to be a growing student of marketing and to some extent, a critic of advertising. They discovered that he read and was familiar with the advertisements he saw in the papers he was acquainted with and that he was responsive to an advertising appeal, whether it was a direct selling appeal or strictly educational in character. In other words, they found the farmer a thinking, interested, progressive, aggressive, business man, who was striving to better his condition in every way and was studying and planning how to accomplish his purpose.

Perhaps this was one of the very most important things the agency men carried back with them—a new conception of the farmer. The farmer has been long considered the sort of man who tilled the soil because he was more or less incapable of doing anything else. This opinion of him has been more or less general. But in the minds of the agency men who have talked to Mid-West farmers, such a suggestion would be laughed at. They know.

FARMER A PROSPEROUS CITIZEN

The prosperity of the farmer was a revelation. The high percentage of well-built, well-kept farm homes was a surprise. The evidences of material prosperity were on every hand, no matter into what byways the tour led. Farm equipment was found to be of high class. Power machinery was seen on practically every farm. Scores of farm homes were found to be equipped with labor saving equipment, electrically driven. Pianos and phonographs were in evidence. The furniture was of good quality. Barn and field equipment was plentiful and good. Motor cars, of nearly every make were found in enormous quantities.

But the crops, just coming into virile life in the spring season, enormous fields of wheat and corn, and alfalfa, countless silos in which corn and sorghums were transformed into excellent feed and good dirt roads, spoke loudest of the prosperity of the agricultural region and the ability of its inhabitant to buy the merchandise they desired.

One important factor to the advertiser that was discovered was that the young men are in control of the farming industry and that they are converted, almost without exception, to new, scientific, present day methods of farming

The
Warning Signal Man
Is a National Figure

ADVERTISING which renders a service to the public is worthy of public approval.

That is the reason why the famous warning signal man of the Hood Rubber Products Co. is welcome wherever he stands.

He's a great big — pleasant — traffic officer, on duty where motorists ride.

— And he is one of the figures which represents the creative ability of our organization.

Outdoor Advertising Everywhere

The O. J. Gude Co., N.Y.
 550 West 57th St. Peoples Gas Bldg.
 New York City Chicago, Illinois
 Philadelphia Cincinnati St. Louis
 Atlanta Richmond

and buying. They have the urban desire for better living conditions and the determination to obtain them for themselves. They are equally determined to remain upon the farm if they can obtain from the farms the recompense necessary to enable them to raise their standards of living.

These young men are believers in power farming in all its phases. They are progressive and aggressive. They are not so conservative as their fathers and are very open to advertising suggestions.

Such is the opinion of the ad-

vertising men who have just visited and talked with them. As one man expressed it, the third generation is now in control on the farms, consisting of young men and women, many of whom have had the privilege of college training and who have had an opportunity to see and appreciate the better things of life.

THE DEALER VIEWPOINT

Retailer after retailer declared in conversations that the farmer trade was his best trade, that the farmers were asking for and buying the

better quality merchandise, that they were purchasing luxuries in greater proportion than many city people and that they were paying cash. One furniture dealer declared that he carried two styles of phonographs, one at \$200 and the other at \$290. He said that he sold more \$290 machines to the farmers and that the difference of \$90 made little difference in the sale.

Jobbers in the territory visited repeatedly declared that the demand for silk shirts was strong in the small country town where the bulk of the trade was with farmers.

Other dealers said that farm women were demanding late style in ready-to-wear and possessed a knowledge of those styles. It was discovered in one small Nebraska town that a merchant had been forced to stock a well-known brand of advertised underwear because the farm women called for it and declined to purchase anything else.

In the same Nebraska town a grocer stated that dealers there were selling 420 loaves of bread daily, on the average, to strictly farm customers.

Manufacturers can be of untold assistance to the rural dealer thru advertising their products in the media that reaches the farmer and the farmer can be sold on their products through a proper campaign. This fact was brought home to the agency men through their talks with small town and city dealers who are in touch with the farm market and who are developing it. Everywhere these dealers were anxious to receive assistance from manufacturers through advertising directed entirely to the consumer. They all expressed a liking for advertised goods because they found them ready sellers.

As an evidence of this interest a store in Oklahoma was found where literature sent to dealers by manufacturers of advertised goods, was given the feature display position in the store, just inside the door. This literature was contained in a large rack, which afforded a maximum of display. And that it was used was evidenced by the fact that many of the pigeon holes in which the advertising matter was kept, were nearly empty.

The extent of the education afforded farm children is an important factor to the advertiser. Agency men found the educational system in the agricultural region well developed. And they saw an opportunity to cash in on the education the farmer's children have had. Many children spent two or

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Successful sales executives do not merely send out a letter replying to an inquiry, or to a list of prospects they are anxious to do business with, without making sure the contents of the letter is sent on the right kind of a letterhead.

You and thousands of other business men are constantly using the wastebasket for sales messages presented in so poor a manner that you do not even trouble yourself to read through the letter.

One look at the letterhead convinces you that the message of the concern sending it out cannot be of much importance, but you will read a message if it reaches you addressed in the form in which it should be, which means the right kind of a letterhead.

We will be very glad to send upon request samples of letterheads on SYSTEMS BOND in white and six attractive colors. Why not send for these samples now and see if you cannot improve your present letterhead.

Eastern Manufacturing Company

General Sales Offices:

501 Fifth Avenue

New York

Mills at Bangor and Lincoln, Maine

three years in high school in the small towns. These children become familiar with new things and their desire for better living conditions is wetted. On their return to the farm they demand these things and create an opportunity for the manufacturer to sell, if he is on the job with his advertising appeal.

The coming of the movies and goods roads, which cause the farmer to go more frequently to town, tend to make a better and larger market for advertised goods.

The tour of the Mid-West was valuable to the advertising agency men in these respects:

It demonstrated the prosperity and progressiveness of the people living on the farms.

It gave a concrete picture of the types of stores in this territory, the goods carried, store arrangement and the kind of advertising necessary to do the most good.

It afforded a slant on the dealers' own problems and the work necessary to be done to get better dealer cooperation.

It developed an appreciation of

the farm market, which one agency man declared, "will lead me to investigate it for every account and appreciate it to the extent of compelling an investigation of the farm market before finally deciding upon the media to be used for any advertising campaign for any article."

It furnished assurance that the money already being spent in the farm market is effectively spent and that the accounts there are active.

It raised the question: Is

(Continued on page 27)

Publishers to Cooperate With A. A. A. A. Committee

The National Editorial Association at its convention in Boston last week adopted a resolution for the appointment of a committee of three publishers to cooperate with a similar committee from the American Association of Advertising Agencies with a view to bring about the standardization of widths and lengths of newspaper columns and pages. The action was influenced by James O'Shaughnessy, executive secretary of the A. A. A. A., who made an address pointing out the importance of the standardization of the mechanics of advertising.

"Evening Mail" Raises to Three Cents

Effective this month, the *Evening Mail* in New York advanced its price per copy to three cents. The increase was made to provide a somewhat larger profit for the newsdealer as well as to meet the higher paper and labor costs, Henry L. Stoddard, president of the *Mail*, announced.

Amazon Rubber Account With Akron Agency

The Akron Advertising Agency has secured the account of the Amazon Rubber Company, Akron, O. A. H. Levitt is now advertising manager, R. H. Dreyer, having formerly held that position.

Cross Co. Gets Dill Medicine Account

The Dill Medicine Company, Norristown, Pa., has appointed the J. H. Cross Company, Philadelphia, to place their advertising. An appropriation of \$35,000 has been made.

Safetee Soap On the Market

The Safetee Soap Corporation, recently organized by the American Safety Razor Company, in Brooklyn, will market Safetee Shaving Sticks and Cream. The Federal Advertising Agency will place the account.

Wright New Advertising Manager

W. C. Wright, formerly with the Burton-Dixie Corporation, Chicago, and at one time in the advertising department of the Moline Plow Company, is now the advertising manager of the Associated Manufacturers Company, Waterloo, Iowa, manufacturers of cream separators. C. P. Green has been made sales promotion manager. The advertising account of company is being handled by the Leroy A. Kling Advertising Company, of Chicago.

"Advertising Campaign" Sounds Fine and Impressive

As a generality it means anything you please in describing that subtle force that is the life-blood of merchandising.

Whirlwind enthusiasts rush out and buy up a lot of "general publicity," shoot reams of "dealer helps" through the mails, unload consignment lots on the dealer, and the "big launching" don't come off. But the bills come in.

Steady, seasoned campaigners work the other way.

First, they carefully choose their market and plan a concentrated campaign, making sure to choose the dominating newspaper in that market.

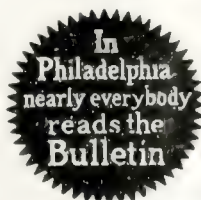
Then, most important of all, they make sure they use the right copy appeal to ensure constant and steady "consumer demand."

That's the right, sensible and practical way to make an "Advertising Campaign" a real lasting profitable success.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

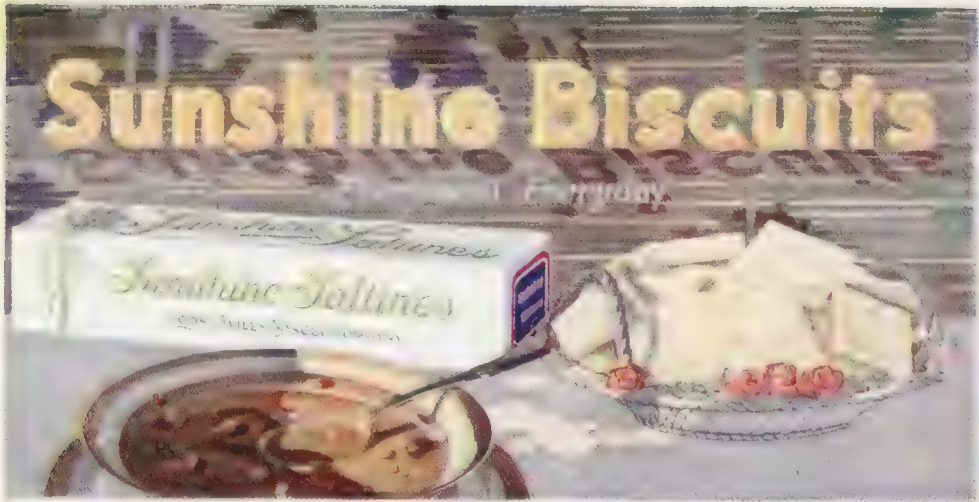


Net paid average circulation for six months ending April 1, 1920, as per U. S. Post office report

466,732 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States



"ACTUAL"

WHEN the food is set before you on the table
That is the *nth* power of arousing desire.

Next to the object itself there is nothing quite so
and colors, just as it is.

The Sunshine cards, shown here in miniature, fairly
cakes and crackers look just as they do when they
Day after day, throughout the year, these tempting
wherever these cards appear. Realism of *actual color*

STREET RAILWAY
HOME OFFICE

CENTRAL OFFICE, Borland Bldg., Chicago





L SIZE"

...e, you see it *just as it is*—*natural colors, actual size.*

...g and convincing as that object reproduced, actual size

the spirit of Sunshine. In their full car card size these
from the Sunshine package into the cake dish at home.
are set before the millions of riders in the street cars
actual size make them irresistible.

ADVERTISING CO.

Bldg., New York

WESTERN OFFICE, Monadnock Bldg., San Francisco



The Tribes of the Himalaya Mountains Never Destroy a Picture

This requires paper of great strength because your illustrations will be folded many times.

White is the mourning color of China and yet some colors arouse resentment in the Oriental mind. Do you know these things—are you choosing your paper so as to overcome superstition and tradition and to create the good will of the Foreign buyer.

Let us make an analysis of your Foreign Advertising from a paper standpoint

Our research work has covered the buying habits of all types of men. When paper is a factor our suggestions will increase the returns from your catalogues, booklets, house organs, mailing cards, enclosures, circulars and letterheads.

Send samples of your Direct Advertising for analysis—give your sales message added power

Research Laboratories

Seaman Paper Company
1162-208 South La Salle St.
Chicago, Illinois

PAPER AS A FACTOR IN FOREIGN TRADE



Marketing to Farmers

(Continued from page 23)

enough weight being exerted to sway the farm market and is the appeal correct? Should the farm market be entered? Is there opportunity there?

It opened the eyes of the agency men to the opportunity of securing new business for their agencies to be exploited chiefly in this market through consistent advertising, as the devolving field offering the greatest opportunity.

The big "See" trip was a grass roots affair. It was not a sight-seeing tour and in that fact it was unique. Previous trips have been by train, with stops in town. The Capper tour was largely by motor car and so arranged that stops were made in many towns and farms, affording the advertising men ample opportunity to go direct to farmers and dealers for their information about conditions.

In this respect it was very much of a success. The idea was to let the agency men investigate for themselves. And they did. Many note books were filled with information obtained from the source, information that could have been gotten in no other way. The agency men worked by themselves and as they wished. There was no supervision. If a request was made to stop at a certain farm or a certain town, the stop was made. The farm market was permitted to sell itself.

The big "See" trip covered 5,200 miles, 2,300 miles in the four states. Of this distance, practically 1,300 miles was travelled in motor cars which brought the party into the closest contact with farm and small town life.

John A. Kingman Goes With Frank Presbrey Co.

John A. Kingman, recently general advertising manager of Hare's Motors, Inc., and who for many years directed the advertising of the Locomobile Company, has become associated with the Frank Presbrey Company. He will have charge of the Rolls Royce advertising.

Johnson Advertising Agency in Frisco

Donald M. Johnston, formerly with the Carl S. Von Poettgen advertising agency in Detroit, has opened the Johnson Advertising Agency in the Pacific Building, San Francisco. A. C. Decker, formerly with the Pierce Canning Co., Ogden, Utah, is associated with Mr. Johnston.

Medley Scovil, Inc., in New Quarters

Medley Scovil, Inc., agents specializing in bank and export advertising, have moved from 25 Pine street to 25 Broad street.

The trip began in New York City, May 8, and ended there May 24. The actual investigation began in Kansas City, Mo., May 10. From there the route led through Oklahoma, southern, central and eastern Kansas, eastern Nebraska and central Missouri, the trip lasting two weeks.

Every phase of advertising and merchandising was studied. Attention first was given to the jobbing end. Then the retailer and consumer was studied. Much interest centered on the farm itself. Many meals were eaten in farm homes, and neighboring farmers were invited in to meet the visitors. The closest possible contact was established.

A number of farm homes were inspected from cellar to garret.

There were no speeches or entertainments on the trip. Commercial organizations did not participate and blow figurative horns. The visitors were not presented with a mass of figures about the territory they were inspecting. They were permitted to ask questions and gain the information for themselves.

The analysis of the farm market was made at the invitation of Marco Morrow, assistant publisher of the Capper Publications, of Topeka, Kansas. Representatives of advertising agencies in New York City, Boston and Buffalo, were invited to make a two-weeks' trip to the Mid-West as the guests of the Capper Publications.

The tour was conducted by B. P. Barlett, head of the promotion and merchandising department and L. R. Booth, assistant director of advertising. Other members of the Capper Publications accompanied the party.

"Chemical Engineer" and "Chemical Age" Consolidate

The McCreedy Publishing Company, publishers of the *Chemical Engineer* in New York, have purchased the *Chemical Age*, and have consolidated the publications under the name of the latter. Lloyd Lamborn, editor of the *Chemical Engineer*, will edit the new publication.

Schaeffer, Marshall Field Retail Advertising Manager

George R. Schaeffer, for two years head of the advertising department of Marshall, Field & Co.'s wholesale house, has been appointed to succeed Russell A. Brown as director of the advertising board of the retail store. Mr. Brown resigned recently to join the Federal Advertising Agency in New York. No announcement has been made as to who will succeed Mr. Schaeffer at the wholesale house.

BRIDGEPORT Connecticut

is New England's foremost industrial city. Easily accessible by rail and water, it is a most desirable mercantile and manufacturing location. In a radius of 20 miles 350,000 people, all employed at wages higher than even during the war period, come to Bridgeport to shop. Its varied industries, 761 mills and factories, producing more than 15,000 different articles, insure continuous prosperity and keep the population of skilled mechanics contented and the city free from disturbing labor conditions. The weekly payroll exceeds \$1,200,000. The merchants and business men are live, up-to-date and willing to co-operate with advertisers. Property value per capita \$976.49. Bridgeport is the home of over 60 nationally advertised articles and a large portion of the family income is spent for products placed on the Bridgeport market through advertising. Fifteen parks comprising 300 acres of playgrounds and sixty-six public schools contribute to the advancement of the coming generation. Bridgeport is progressive, it is busy and it is prosperous. It is your field if you have something of merit to sell.

The TELEGRAM and POST

cover this extraordinary field morning and evening and Sunday. Circulation exceeds 50,000 daily. Only Bridgeport papers members A. B. C.

Foreign Representatives

JOHN GLASS	I. A. KLEIN
Peoples Gas Bldg.	Metropolitan Tower
Chicago.	New York

The Convention Program

(Continued from page 7)

it that people shall get goods of the best quality. It lifts the market standards. People want the best and when, with the aid of advertising, they have found out what is best, the man who makes it has their almost unanimous patronage, and the man who makes the inferior article must either go out of business or improve the quality of his goods. Advertising puts no royal crown on the head of a humbug. No man succeeds through advertising who would not succeed without advertising. Advertising merely makes his success swifter, bigger, more certain.

"Advertising is absolutely essential to the successful distribution of

goods. Without its aid a manufacturer is at the mercy of wholesalers and retailers, for he has not the ear of the consumer. But, with advertising as his agent, he trade marks his goods and makes them familiar household words in the homes of all classes of consumers, broadens his markets and prospers, utterly indifferent to the frantic and mendacious tricks and devices of unworthy competitors. So it has come to pass that 'an article of merchandise without a trade mark is like a mule—without pride of ancestry or hope of posterity.'

"Little by little, the world is beginning to appreciate the significance of these facts; it is your duty and your privilege to spread that appreciation and understanding. To make men know that the progress of civilization is dependent upon the progress of Truth and of Democracy; and that advertising is the greatest servant of both.

"We think we have seen great development in advertising. What we have seen is nothing in comparison with what we shall see. Advertising is hardly out of its swaddling clothes. It will have its childhood diseases; its growing pains. It will be picked on by jealous rivals. We shall have our epidemic of laws to tax advertising on the ground that some advertising is wasteful. This would be as wise, in the words of Governor Calvin Coolidge, of Massachusetts, as to 'abolish writing in order to prevent forgery.' But we shall come through all these tribulations to full grown manhood, if we hold our heads high and keep the faith—proclaiming the good gospel of advertising, not merely as an economic force, but as the prophet of progress, and the moulder of public opinion, which is the strength of democracy and the hope of our civilization."

Weld Advises Better Research Work

Speaking on "The Economics and Economics of Product and Market Analysis," L. D. H. Weld, manager of the Commercial Research Department of Swift & Co., formerly head of the Department of Business Administration of Sheffield Scientific School, Yale University, made a strong case for the research department as a vital adjunct to the manufacturer's selling equipment. He said in part:

"After an advertising campaign has been started the safest and surest way for a manufacturer to keep up a

continuous and comprehensive analysis of sales results and sales possibilities is to have his own department of sales extension or his own commercial research department, in order to supplement and cooperate with the advertising agency.

FOR FIELD SURVEYS

"Such a research department can obtain its information partly from the sales records in existence within the office; but a large part of the most valuable data must be got by means of outside market analyses or field surveys. When it is desired to find out, for example, whether prices are being maintained by dealers, how dealers feel toward the product, whether stores are sold in proper quantities, how many different competing brands dealers handle, and to what extent consumers ask for the product by its brand name—recourse must be had to market surveys rather than to records in the company's files.

"Advertising agencies usually are not equipped to carry on such continuous and comprehensive analyses as are necessary for the most scientific kind of field surveys or trade promotion. Such a department should not only cooperate with the advertising agency, but it should also serve as a check on the agency by carefully analyzing advertising results and by making a careful study of the choice of mediums, etc.

"In addition to the kind of analyses suggested above, there are other problems for which many industries can employ a research department to advantage. And these are some of the most vital problems of the day. These have to do with the broad and fundamental relations of an industry with the public and with the government. The economics of any industry are well worth studying. Just what economic function does any particular industry perform? How is it a benefit to mankind? To what extent is it misunderstood by the public? How can its service be improved? What is its policy in dealing with the public and with its own working people?

"In conclusion, be it said that product and market analysis yields economies because it results in more effective advertising, which in turn reduces sales and manufacturing expenses. Advertising is justifiable from an economic point of view only as it accomplishes this purpose, or as it results in a higher standard of quality of product for the same selling and manufacturing expense. The effectiveness of advertising for the future depends upon the amount of

Keeping Up With The Times

A FACT A WEEK

"**T**HEN we put our ad in The TIMES and the increased results were exactly in proportion to your circulation claims."

So said one of Washington's leading clothing merchants to our business manager the other day. And he gave expression similar to messages that we invariably receive when advertisers "slow to act" finally come into The TIMES.

The Washington Times,
WASHINGTON, D. C.

Write
for
This Book

Fort Worth
With A Billion Dollar
Territory All Its Own

The Star-Telegram
95%
of its Circulation
is in this Territory

New
STAR-TELEGRAM
Building

And

Own It

W.T. Waggoner Building

FORT WORTH
The Gateway to a
BILLION DOLLAR TERRITORY

Fort Worth is the gateway to the richest trade territory in the southwest—over a BILLION DOLLAR market is supplied thru FORT WORTH, the fastest growing city in the country.

This territory is completely served by the FORT WORTH STAR-TELEGRAM. Circulation now over 75,000 DAILY—90,000 SUNDAY.

THE FORT WORTH STAR-TELEGRAM
FIRST PAPER IN TEXAS

AMON G. CARTER, Vice Pres. and Gen. Manager
A. L. SHUMAN, Advertising Manager
FORT WORTH, TEXAS

F&M
Bank
Bldg.

brain power used in its preparation and in the quantity and quality of the scientific analysis on which it is based."

Sell Workers On Advertising

Sell your workers on your advertising if you want that advertising backed by their cooperation, was the burden of the plea made by Tim Thrift, advertising manager of the American Multigraph Sales Company, in his speech before the Monday morning session of the convention. After recounting how his company's efforts in this direction had enabled it to put across a big sales campaign, Mr. Thrift said in part, describing how Multigraph workers were subsequently given educational demonstrations on the ways and whys of Multigraph advertising and selling:

"The worker in the plant has little or no conception of why his company advertises or what that advertising accomplishes. Now and then he sees an advertisement of the product he helps to manufacture, and, because the name is familiar, he identifies it with his 'job' and may even take a faint pride in the fact that he is thus connected with something that is 'advertised.' But, on the whole, advertising is something far removed from his ken.

"And yet, advertising has a great deal to do with his particular job, if he only realized it.

"With this in mind our advertising department sought to make clear, not only the function of advertising—the why and wherefore of it as a sales stimulator—but what the company's advertising meant to the worker and what he, in turn, meant to the advertising.

"It was pointed out that even an apprentice in the factory might make or break a sale that advertising had created.

"To illustrate:

"It was shown how a business man read one of the company's advertisements in a magazine. He was located, say, in Oshkosh, Wis. He answered the ad, using the coupon. What the advertising department did when the coupon was received was explained; the follow-up that was sent, how the nearest division office was notified, the proper records were made, etc.

"Then how the salesman got on the job was gone into. How he arranged for a demonstration of the machine—the preparation he made to

convince the prospect he needed the equipment for his business.

"Then, the actual demonstration, and how the salesman lost the order because the machine failed to function properly. And here—the whole point of the narrative—the evidence that the fault lay back in the factory where that workman had failed to do his part of the work as he should. Perhaps it was a minor matter—to him—one that he got away with the inspectors by cleverly covering it up. But the weakness was there, and because it was there—his negligence had offset the good work of the advertising and the sales effort—had been an injustice to a score of men in departments of the business

he had believed had no connection with him or he with them.

"The illustration was purposely exaggerated to drive the point home. And the men got it—came to a realization that they were important cogs in the business machine; that they had a definite part in the success of the company, and that even the advertising could be ineffective if they were not on their jobs.

"An interesting outgrowth of this educational work was a request from some of the men that they be given an opportunity to get into the sales organization. As a result, a sales and advertising class was formed this past winter, with a definite course of training in sales and advertising

Can You Use "The World's Greatest



SINCE 1855, The Iron Age has been the authoritative exponent of conditions, prices and progress in the world's basic industries—blast furnace, steel plant, foundry, machine shop and metal-working establishment. The field covers the manufacture of machine, tools, machinery, automotive vehicles, agricultural implements, ships, and the countless other products of iron and the non-ferrous metals.

Its circulation is powerful without parallel as it is composed almost entirely of manufacturing plants, each subscriber representing a separate and distinct company. In short, The Iron Age reaches a tremendous, world-wide aggregation of buying units—plants which are exceptional as regards size and importance, annual volume of business transacted and buying capacity. It also goes to the purchasing executives of every railroad in the country of 500 miles of track or over.

Reliability in its editorial and advertising values

work. The men who elected to join this have proved eager students, quick to grasp fundamentals. Already some have graduated into the field and without exception they have made good.

Norvell on Jobber

Saunders Norvell, chairman of the board of McKesson & Robbins, Inc., speaking before the general convention on the subject of "The Function of the Wholesaler as an Independent Advertiser and Merchant as Well as a Distributor," scored the short-sightedness of many in the jobbing business.

He said in part:

"Not only do I believe that in the

future the progressive jobber will do general advertising on his own lines in his territory out of his own pocket but I believe he will find it to his interest to divide the cost of advertising with manufacturers on their lines. I believe if the jobbers would pay a part of this advertising cost they would become more interested in advertising and I also believe they would do better work than when they depend entirely upon the manufacturer to work up the trade and tacitly accept the position of simply being the warehouse from which the goods are drawn as sold by the manufacturer."

"Cooperation," Says

Don Francisco

"Cooperative advertising is a social service as well as a powerful sales force," Don Francisco, advertising manager of the California Fruit Growers Exchange, told a large audience at the Wednesday session of the convention.

"Cooperative advertising can accomplish for an industry, or a group of industries, all that advertising can accomplish for the individual producer. It can enlarge and stimulate the basic market by creating new users. It can spread a seasonal demand into a longer and more uniform demand. If the commodity to be sold has any points of superiority it can, by communicating these features to the public, win a large share of the total business. It can reduce the cost of selling by supplementing personal salesmanship and making it more effective. It can reduce the unit cost of production by causing a larger volume of goods to be produced. It can improve the *esprit de corps* of merchants, salesmen, clerks, and workmen by awakening an increased consciousness of the importance of their industry, and by bestowing upon them a better prosperity. It can correct misunderstanding by telling the truth. It can foster good-will by pointing out services and policies of mutual benefit. It can educate the consumer to be a more discriminating buyer and set up trade marks for the buyer's protection. It can promote standardization and dependability by developing new incentives for uniformity in quality.

Hurley Talks of Foreign Advertising

In his address before the general session of the convention on Tuesday morning, Edward N. Hurley, former head of the United States Shipping Board, discussing the place of advertising in international trade, said:

"Those American manufacturers and merchants who are not planning to sell at least ten per cent of their products to foreign countries, and to carry on advertising campaigns that will keep American products before the eyes of the world, are not doing their parts as Americans. For, otherwise, we cannot realize the fullness of American prosperity."

Industrial Paper?"

have long made it the standard. The scope and quality of its service come from years of primacy in its field. Thus, this medium has become the right hand of executives charged with the problems of management involved in purchase, production, costs and sales.

Physically The Iron Age reflects the mighty industries it so thoroughly serves. In an advertising way, it is the representative medium of representative firms.

To companies selling this market we will be glad to send a copy of our new Buying Units booklet, "The Purchasing Power of the Metal-Working Industries," illustrated.

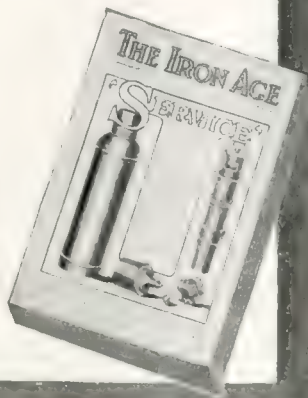
THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 W. 39th Street, New York City

Charter Member A.B.C. and A.B.P.



The Woman And Your Advertising

Mrs. Christine Frederick, of the Applecroft Experiment Station, Greenlawn, L. I., the only woman speaker before the general convention, dealt with the need of selling women on advertising. In the course of her address she said:

"Today a serious situation is foreshadowing for the business of advertising, and advertising should bestir itself so that the plain truth may become more widely known. I am quite sure that if the bright advertising agents of this country saw another line of industry, or any other association facing possible public antagonism, that they would go before them and win an appropriation to be spent to educate the public. Like the shoemaker whose children go unshod, advertising is doing nothing about throwing light on its own profession. Women have universally responded to advertising, but they are as yet unconscious or uninformed as a class regarding the economic function of advertising. You who are publicity experts, have never yet let the light of publicity glare on your own acts.

"As advertisers I look upon it as your opportunity to turn the spotlight on advertising, to show its economic functions, to prove to the consumer that it is her best friend. The woman consumer believes in advertising as long as it plays fair and serves, not exploits, her interests. The standards of the home of today are built on advertising and it is your duty to see that this home is built on a rock of faith and consumer confidence and not on the shifting sands of doubt and betrayal of the consumer's interests. Advertising must be her shield against the high cost of living and the beacon to guide her along the path of more efficient housekeeping."

Rankin Counsels Hard Work

William H. Rankin, head of the William H. Rankin Agency of New York and Chicago, speaking before the Advertising Agencies Department, made a plea for the adoption of work—hard work—as the remedy for unsavory economic conditions—with the advertising man setting the example. Mr. Rankin said in part:

"One of the big new agency functions—and really an important one—is the successful building up of a business not only from the produc-

tion and sales standpoint, but by developing the very character of an institution to inspire loyalty and good will among the workmen.

"The agency should above all help make a business grow by making the executives realize that advertising is not cleverness in words, but the presentation of the ideals of an institution.

"I don't like that phrase—'putting a campaign over.' No big business makes a success by putting anything over on the public. And the sooner the people know this the better.

"The advertising agency that fosters the impression that advertising success is a matter of magic—of cleverness in wording, is fostering an untruth and demeaning an honorable profession.

"For success in the long run depends upon a worthy product, sold and guaranteed by a worthy house—and advertised attractively, sincerely and consistently.

"An advertising agency builds business by showing the value of continuity, and the waste in spasmodic effort.

"An advertising agency builds business by creating advertising with a view to stabilizing business.

"The agency that is working for its clients' interest will make the appeal that earns the confidence of the class of people who are steadfast in their allegiance.

"When sales are easy—when every one has money—when every one can buy, is the time for the agency to build better business for a quality business through sales discrimination.

"SELLING" THE WORKER

"I don't care whether you call it propaganda or what you call it, but it is the duty of an agency to cultivate and inspire loyalty in every working man.

"The advertising should make the producers, the men who work in the factory, proud of their product, and their part in the making.

"It should make them feel that not only are they a vital part in creating prosperity for their institution and themselves, but for the whole country. And in that way advertising builds quality into production.

"And we can all help best by setting these workmen an example. It is up to us to put more work into every hour and more hours into every day to serve as an example to other working men and the rest of the world.

"Let us do our best to make progress and increase production

through more work done per hour and work more hours per day.

"Let's work with all our might—all our brain—all our heart to make the world see that the only road to permanent prosperity is hard work."

The Agency and the Publisher

On Monday afternoon the members of the Agency Department listened to an important address by Collin Armstrong, national chairman of the Newspaper Committee of the Four A's in 'selling' the publisher on the Advertising Agency and the Publisher Have in Common." Reviewing the progress made through the Four A's in selling the publisher on the value of agency service and in standardizing rate and commission practices, Mr. Armstrong gave this interesting description of the relations between publisher, agency and direct advertiser:

"The publisher has white space to sell. It is of the same class of material as the cloth that the converter or printer of fabrics buys or the manufacturer of wall paper uses for his manifold decorations. White space is the raw material of the silent salesman. We buy it and we pay for it. Why? Because we have convinced those who have commodities of service to sell that we can put an effective selling message in that space. We have sold the white space of the publisher at the price he has fixed for his raw material plus the price of our services in making it useful to the buyer. Like every skilled artisan we have increased the value of the raw material by our intelligent labor.

"Upon this point the direct buyer of space may say: 'If I see fit to utilize the space I buy in my own way and with the aid of my own employees, why shouldn't I get it at a reduction for my services?' The publisher's answer is or should be: 'You are not trying to help me sell my space. You don't maintain an organization to create a demand for it, or to help those who use it to do so effectively and profitably, so that they will continue their demand for it. You are not contributing brains, experience or energy to make advertising universally successful because it is your livelihood as well as mine. You want me to sell you on the same basis that I sell these professional advertising men who do all these things for me as is shown by the fact that we publishers get from 75 to 95 percent of our national business from them. You maintain an

National Advertisers

To effectively reach the Northern Indiana and Southern Michigan field the South Bend News-Times should be used.

Mark you well what we said—to *effectively cover* the territory the News-Times should be used because the News-Times dominates in South Bend and the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no national newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

Let Us Send You News-Times Jr.

South Bend News-Times

Morning Evening Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago New York Detroit Atlanta Kansas City

advertising department because you think you are saving money by doing so.

Taylor Optimist On National Publications

Speaking on the subject of "National Circulations" before the Agricultural Publishers Department at its Tuesday afternoon session, C. A. Taylor, president of the Farm Life Publishing Company, said, in part:

"The farmer no longer thinks of his business in local terms. Every detail of his life and every phase of

his agricultural operations is affected by out-of-state condition. He wears a shirt made in Massachusetts from cotton grown in Georgia. He buys seeds to plant and concentrates to feed from distant states. His plow comes from a city halfway across the continent.

"I might multiply these instances almost without end, but the simple fact is that the farmer has come to believe in and even prefer the standard article made and distributed and advertised nationally. His experience has taught him that the national product is a good product—of stand-

ard quality and reasonable price. He has no hostility to the article that comes from a far-away point, whether that article be a cake of soap, or an idea, or a threshing machine—not hostility, but rather a friendliness born of the knowledge that the service which outgrows its own locality and becomes nationwide must have some peculiar merit.

"And the farmer not only buys and sells in the national market, but he has come to have sympathy and understanding with the national viewpoint. He thinks nationally and acts nationally.

"The national farm paper influence is increasing rapidly because this national spirit is expanding and crystallizing. The national farm paper never before found it so easy to obtain subscriptions, to obtain renewals—to obtain a hearing among the farmers. The national farm paper never before yielded such certain response and profit to advertisers."

Audit The Agencies Urges LeQuatte

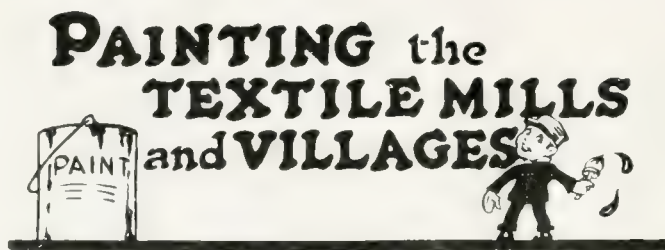
"One of the best speeches of the whole convention" is how some of those who heard it are describing the talk delivered by T. W. LeQuatte, advertising manager of *Successful Farming*, before the Farm Publishers Department on Monday afternoon. "Our Agency Problems" was Mr. LeQuatte's subject and he came out four-squared with a strong recommendation for the organization of some agency to audit the advertising agency, along the lines of the widely discussed article on this subject recently published in *ADVERTISING & SELLING*. Mr. LeQuatte said in part:

"Publishers are very properly required to submit to an audit twice a year. But death or bankruptcy are the only known and recognized methods of terminating an agency franchise.

"Publishers, advertisers and advertising agents have been enjoying prosperity without parallel in the history of the business.

"The combination of vast accumulated taxable profits, an unprecedented demand for merchandise, a hitherto unknown buying power and the cumulative effect of a ten-year clean-up of advertising pages has made an abnormal showing for advertisers during the past year.

"Ignorance, incompetence, inefficiency, carelessness on the part of both advertisers and advertising agents, have not been sufficient to



Many of the 8,500 textile mills own complete villages and towns in addition to their factory buildings. Cottages, stores, churches, meeting halls and factories keep a regular plant gang busy all the time. Supplies are often bought by the car load.

For interior painting of textile mills the most important color is white. Several of the large paint manufacturers make a special product for this particular use.

That paint is successfully sold to this market through intensive advertising in *Textile World* has been demonstrated beyond doubt. At the present time there are 18 paint accounts running in *Textile World*, 2 for paint spraying equipment and 1 painting contractor. May we discuss this interesting problem with you?

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

dam the overwhelming stream of orders.

"But the day of reckoning is coming. It may be in six months. It may be in six years. The time is coming when manufacturers will have to fight for orders as they are now fighting for raw material.

"The day will come when publishers will have to fight for business as hard as they are now fighting for paper.

"The best insurance policy for advertisers and publishers and for legitimate advertising agencies against that day is a properly standardized, organized and recognized plan for the encouragement of the competent and the elimination of the unfit in the advertising agency business.

"An unfit publication may reduce the profits of an advertiser. But an incompetent advertising agency can destroy the average advertiser in one year.

"The publishers of this country can better afford to spend a half million dollars a year for the next five years in an effort to solve this problem, than they can afford to neglect the problem and take chances on losing millions in appropriations.

"It must be apparent that, aside from the question of credit, the real reason for studying the agency question is to determine the qualifications of the agency for helping the advertiser to continue to make a legitimate profit out of his advertising so that he can and will continue to be an advertiser.

"It must be just as obvious that no one class of publishers can in the very nature of things be fair and unprejudiced judges.

"It certainly must be agreed that advertising agents who are recognized by certain groups of publishers and not by others, are in no position to give fair and unprejudiced advice to advertisers.

"It would appear that the situation requires either a joint commission made up of representatives from each group of publishers, or an independent tribunal with a joint commission acting in an expert advisory capacity.

"Summed up, I am inclined to think we are all agreed that the various groups of publishers should unite in forming an organization that shall be trained and qualified to investigate all proposed advertising agencies before they are recommended for recognition, and to make periodical investigations of all established advertising agencies. In this effort they

should at least have the moral support of advertisers and established advertising agents.

"This organization should not presume to say absolutely whether any agency should or should not be recognized. It should give the facts concerning that agency in such plan and definite fashion that any publisher or any advertiser could determine the fitness of that agency just as easily as any advertiser can determine the fitness of any publisher member of the Audit Bureau of Circulations."

Pearson Speaks For Business Papers

The increasing appreciation among advertisers of the value of the business paper as a specialized advertising medium has been particularly noticeable in recent years. The service of the business papers as expounded by A. C. Pearson, of the *Dry Goods Economist*, in his opening talk from the chair, was the subject of the Associated Business Papers Departmental sessions. Mr. Pearson said in the course of his address:

"The distinguishing characteristic

Advertisers ask:
"When do you
raise the Standard
Union rate?"

Well, it's still 15
cents flat; and
there's a certain
satisfaction in selling
in Brooklyn
the most of the
best for the least.

of the business press is 'specialization,' or aiming at a definite target and shooting straight. When things are very much involved everyone can recognize the need of straight shooting.

"Specialization in the business press applies to all the three sides of publishing. First, there is a specialized circulation which was never quite so important as now. The cost of white paper, of traveling subscription men, of circularizing, and of mechanical work is so high that using a million circulation to reach thirty thousand in an individual trade or profession becomes so wasteful that it is prohibitive. Second, specialization applies to the editorial content. This, especially, appeals to the busy man today as he cannot wade through a whole magazine to find one article on his particular subject. He wishes to know where he can get reliable information that will enable him to conduct his business more profitably and hence his business paper is more than ever a partner in his enterprise. Third, specialization applies to the advertising pages. It annoys the shoe merchant to be bombarded with power plant advertising and it is doubtless annoying to women readers to have to turn through many pages of motor truck advertising when they would read with interest advertisements of food products and fashion merchandise. The particular value of specialized advertising in business papers is proven by investigation through a questionnaire which shows that a large proportion of the subscribers are as much interested in the advertising as they are in the editorial matter.

"There is room for all kinds of advertising, but specialized advertising is practically wasteless and the slogan for the next five years in every country which will meet the world's competition must be 'Avoid Waste.'

Fulton Speaks On Poster Advertising

Delegates to the convention interested in poster advertising—and, of course, most of them were—found especially interesting the suggestive talk on "Goods, Commodities and Ideas Which Can Now Be Advertised Nationally," delivered before the Poster Advertisers' Department by Kerwin H. Fulton, president of the Poster Advertising Company. Mr. Fulton said of the outstanding characteristics of this medium:

"Take any one of the eight thousand towns, put up a full showing or a half showing of 24-sheet posters,

and let them remain on display for thirty days. (For the benefit of those present who do not know this medium, I wish to explain that the difference between a full and a half showing is simply a difference of intensity or repetition. Both displays are so distributed that they cover the entire community.) I don't care what town you pick out for this illustration—during the 30-day period you will reach at least the eyes of every man, woman and child in that town who can see. So the circulation of poster advertising is the population of the city or town which is covered by the posters. There is no

other way to figure it.

"If an advertiser posts a full showing or a half showing in New York City he will reach the eyes of several million people. Whether he reaches their minds and their purses is another matter, which is up to him or up to his Poster Advertising counselor. Viewing Poster Advertising as a national medium, we find that it has a direct circulation of over fifty-seven million. This is a conservative figure because it does not take into account the millions of transients who live outside the posting towns but who drive into town on an



Service that serves

(Copy of Letter)

May 12, 1920.

H. E. LESAN ADV. AGENCY,
Republic Bldg.,
Chicago, Ill.

Attention of Mr. Ralph Keller

Gentlemen:

The confirmation of the understanding we had with you personally in reference to our advertising, as given in your letter of May 7th, is absolutely O. K. (referring to promotion plans, schedules, copy, publicity, dealer helps, etc., outlined for a year, complete for the season).

Mr. Smith* and I have both gone over it and find it exactly to be in accord with what we had in mind. We are very enthusiastic over the outcome of our visit with you. We have never been so pleased with the outlook on our advertising work, and we want you to know it.

It looks as tho we were really going to get some real co-operation, and get somewhere in our dealer help this year.

Yours very truly,

(Signed)
Name on request

*Smith is not the man's name, but it will be furnished on request.

→ Read this letter!

average of once or twice a week. Is there any other advertising medium in this country that can offer you a possible circulation of fifty-seven million at one operation? So we have, first of all, a medium of universal appeal—Posters reach the millions without regard to color, religion, education or financial circumstances.

"The second point to be emphasized in our analysis is that the standard posting period is thirty days. The regular posting dates are the first and fifteenth of the month. It is entirely possible—in fact it has been done several times

—to post the entire list of approximately eight thousand towns with one particular 24-sheet design and have from 95 to 98 per cent of the *displays* start between the first and fifth of a specified month. To accomplish this, *time* is the only essential. Given time, the rest is easy.

"We must not overlook the flexibility or elasticity of Poster Advertising, because I understand the term 'national advertising' to mean advertising that is not, of necessity, confined to one particular city and its suburbs. The point to bear in mind here is, that the na-

tional advertiser may select for Poster Advertising the *exact* territory that his situation demands. He may have his posters put up in a geographical section like the 'old South' or he may be guided only by population. For example, he may post only cities of over one hundred thousand or only towns of under five thousand. He may select summer resorts, winter resorts, farming towns, or mining districts.

"The other outstanding characteristics of the 24-sheet poster are, *Color and Pictures*. Here the modern American lithographer enters and tells us that he can reproduce for us on a 24-sheet poster any *picture*, and any color or combination of colors. Technically speaking, there is a slight exception here, because, I believe, there are some delicate tones of lavender and purple which *can* be reproduced, but have a tendency to *fade*. However, this has no bearing on my big point which is that only one or two national advertisers have 'cashed in' to the maximum on the power of a wonderful picture properly reproduced on the 24-sheet poster."

Erickson Addresses Financial Advertisers

Among the convention speeches that will be remembered for their solid value was that delivered before the Financial Advertisers' Department by H. E. Erickson, of the Thos. Cusack Company. Mr. Erickson's subject was "Outdoor Advertising." Speaking on the use of this medium by banks, he said:

"The desirability of using outdoor advertising by a bank is emphasized, because it offers a medium of display that is dignified, colorful, dominant and impressive. The medium is thoroughly in keeping with the atmosphere of a bank, and one that will properly present the bank's message to the public.

"It is interesting to note that of all the various business classifications the greater number of users are the banks of the country. In Chicago, alone, we have contracts with thirty-four banks, ranging from the large banks downtown, such as the National Bank of the Republic—a pioneer in outdoor advertising—to the community banks, located in districts away from the center of the city.

"There are over a hundred banks using outdoor advertising at present in this country.

The Story Back of This Letter to the Lesan Agency

MR. RALPH KELLER, Vice-President of the H. E. Lesan Advertising Agency, to whom this letter is addressed, handled the national advertising of a score of national automotive advertisers before coming to the Lesan Agency.

In addition to this, the Lesan Agency has held a foremost automotive position for many years, handling many large and well-known motor-car and accessory campaigns.

Hence, when the call came to get up the right kind of motor car campaign we didn't have to fool around till judgment day analyzing, visualizing, investigating, studying, etc. We knew what to do at once, and we did it.

If you have an advertising problem to solve, write us—either office

H. E. LESAN ADVERTISING AGENCY, Inc.
440 Fourth Avenue - - - - New York City
Republic Building - - - - - Chicago

"The permanence of the medium is a feature—permanent in its appeal as it is permanent in its construction. The displays are sold on a contract basis of a year or more, thus assuring a permanency of copy, sustained interest and effort over a long period of time, the value of which increases every day as the copy appears before the buying public.

"It is needless to comment upon the dignity of the medium—this is self-evident. It is the one medium that bends over backward in keeping out the objectionable, and the work in the execution is of a char-

acter that allows for no justification in making a statement that the medium is anything but dignified.

"The dominance of the outdoor medium is another tremendously important factor to be considered. The displays are of gigantic size in comparison to the newspaper page or a street car card and put your message over in a big way. They reflect the bigness of the institution advertising, as well as its strength and character.

"Impression is another feature which we might touch upon, as well as reiteration—the two hand-maidens

of good advertising—for through reiteration, impression is made that becomes permanent, an impression that leads to action—i.e., the purchase of the commodity advertised.

"After all is said and done, however, none of these features would be of any value without circulation value, and this is secured because locations are selected so as to present an advertiser's message to the greatest possible number of people in any given community. Outdoor advertising is universal in its appeal. It knows no class, no creed—it reaches the masses direct."

The Spirit of America at Work

THE RED CROSS MAGAZINE is a magazine of national inspiration. With so many things happening to unsettle our confidence, we all feel the need of an anchor. With so many destructive influences spreading through our nation, we must secure constructive idealism or we lose our bearings. The RED CROSS MAGAZINE encourages and inspires, because it mirrors the *constructive* acts, the really *progressive* accomplishments of America.

To Strengthen Your Faith in America

The RED CROSS MAGAZINE searches out and publishes all those forward-looking, nation-building activities in America which you and I and all good citizens want to know about. It is, in a measure, the continued monthly story of practical American idealism at work—at work to get better homes, create better understanding in industry, build better communities, secure better education, and better health. In fact, to secure more happiness, more inspiration and more accomplishment in life, for the hundred and twenty million other people like you and me *who are America*.

We of the Red Cross feel that you are with us in recognizing the need of such a source of inspiration as the RED CROSS MAGAZINE. If America was worth giving our all for, it is now worth giving our best to.

The MAGAZINE pictures the spirit of America at work. It shows the good that is in the hearts of people, and encourages you and me to do our utmost to bring these good qualities into action.

The Red Cross Magazine

Published by The American Red Cross at

1107 BROADWAY, NEW YORK

Chicago

Boston

San Francisco

America At The Crossroads

Charles A. Eaton, associate editor of Leslie's, addressing the departmental session of the Periodical Publishers' Association Monday afternoon on America's crying need of increased production in industry said:—

"The publishing business has reached a crisis. The difficulties with which we are confronted are in no wise peculiar to our craft but are general throughout the nation. They are due largely to the shortsightedness of the American people, who, for a hundred years have been squandering the richest inheritance of natural resources ever possessed by any nation. The pleasant process of waste, extravagance and self-indulgence has now arrived at its logical and inevitable conclusion. Pay day has suddenly come and we are unprepared.

"America stands at the crossroads to-day. Our whole future depends upon the decisions of this hour, political, economic and personal. The most urgent economic need is economy in use of non-essentials, and increased production of necessities.

"The great fundamental need of industry in America to-day is leadership and education.

"The normal leader of American workingmen is the man who employs them."

Zone Advertising And The Newspaper

Conquer the "United Markets of America" by splitting them up into units and then "breaking into" each separately with the aid of newspaper advertising, was the advice conveyed in a talk by W. J. Merrill of the Chicago Tribune, before the Daily Newspaper De-

partment on the subject of "The Zone Idea in Merchandising."

Mr. Merrill said in part:

"Every sales manager knows that every section of the United States is not entitled to the same amount of sales effort. He knows that there are some districts where his product is so thoroughly established that a small amount of advertising pressure will produce maximum results. He knows that there are other districts where he cannot break in without an advertising effort prohibitive in its cost. He knows that there are an indefinite number of graduations between these two extremes.

"The Zone System of Marketing and Advertising permits the manufacturer to exert precisely the amount of pressure needed in each and every section of the United States.

They Answered "Present"

(Continued from page 8)

With Messrs. Zimmerman and Caruthers to the fore, a delegation of twenty-two arrived from Denver, the "city a mile high." There were six women in the party and Realtor King, take it from him, said they were the greatest group of go-getters in the world—bar none.

Pittsburgh, with thirty, came into action led by W. G. Evans and W. L. Schaefer.

Los Angeles eight.

Duluth, away up there, sent through a rugged party led by A. H. Weigel, president of the advertising club.

Cleveland had 120 in her party and took on Canton with ten, Akron with three, and Youngstown, with 2. Charles Mears chaperoned the crowd from the erstwhile sixth city.

San Francisco sent ten members, including Miss Lucille Smith, the only woman present from the Pacific Coast.

Let's see—the Pilgrims? Oh, yes, Bostonese ladies and gentlemen, conducted upon the scene by no less a person than Herbert Porter himself. The Boston spokesman said something about "It takes the guy from the big city to get trimmed in a little burg." He gave a secret sum to a mysterious whispering emissary, who failed to show up again.

Miami sent three delegates including Charles Bates and a carload of coconuts. Don't you dare put an "a" in that word.

N. Y. had 204 on its special train and with earlier and later arrivals had about 350 at the convention.

Resolutions Committee Appointed by Donnelley

The following committee to which all resolutions had to be first submitted was appointed by Chairman Donnelley at the first session of the Indianapolis convention on Monday:

George B. Sharpe, chairman, Cleveland; Frank A. Black, Boston; Warren H. Platt, Cleveland; T. H. Yull, London, Ontario; John E. Raine, Baltimore; J. Howard Payne, Dallas; T. W. Le Quatte, Des Moines; E. Allen Frost, Chicago; Miss Mary Crowley, Chicago; K. L. Hamman, Oakland; W. S. Crawford, London, England.

All resolutions had to be on the subject of advertising and merchandising, Mr. Donnelley announced.

He named the credentials committee as follows: Gratz True, of New Orleans; Arthur G. Ross, of San Francisco, and Charles Green, of New York.

Fresno "Herald" An A. N. P. A. Member

The Fresno, California, *Herald*, has been elected to active membership in the American Newspaper Publishers' Association.

United Drug Co. Buys Big English Chain

The purchase of Boots Pure Drug Company, Ltd., of England, by the United Drug Co., as reported in this magazine three weeks ago, was carried through this week. Boots, Ltd., which is the largest chain store enterprise in Europe, operates 627 stores in the British Isles, and does a gross business of approximately \$40,000,000 a year.

Randall Co. Expands in Chicago

The Chicago office of the Fred M. Randall Company has moved from 1724-26 Lytton Building to larger quarters at 1529-34 in the same building. J. C. Borden and W. J. Barron have been taken into the Randall organization.



Jog the Buyer's Memory at the Right Moment

Jog the memories of MILLIONS of buyers in the State of New York and in Northern New Jersey.

Remind them of your product in the books they consult 7,360,000 times every day—their Telephone Directories, essential everyday utilities.

Rates for advertising space in these books are low.

Ask about them.



NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Sales Mgr., Dir. Advtg.

15 Dey Street, New York Telephone Cortlandt 12000

29 Years of Advertising

(Continued from page 4)

the men associated in business that employ advertising to certify their dividends.

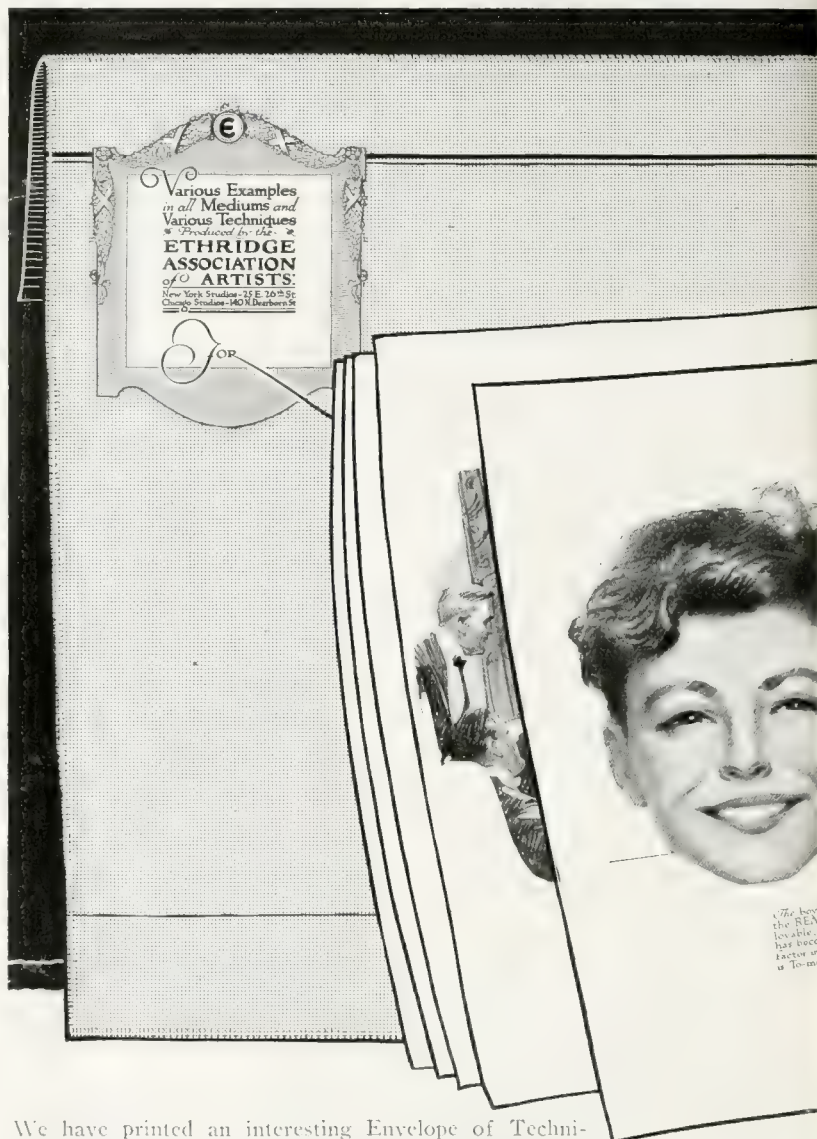
In nothing connected with the physical advertisement has there been a greater and more significant change during the life of this paper than in its illustration and decoration—the art work upon it. Back when *Profitable Advertising* was a thin leaflet there was mighty little in the way of illustration other than cuts that had been used in catalogues, or some stock cuts that the printers unearthed. After a time there were almost futile attempts made to provide illustrations by syndicates or struggling artists who thought that a clothing cut might be used by any dealer, from New York to San Francisco. Nearly 25 years ago I “handled” the advertising for a passably large clothing house, and got a newspaper artist to make me little illustrations from life. I posed clerks, the artist sketched them, and the cuts were made for newspaper use by the old chalk process. But they did show the actual goods advertised, and helped me to put 40 per cent on to the business. Also they induced the publisher of the leading newspaper using them to transfer my advertisements to the first page, without charging the increased rate his schedule called for. He said the readers liked the little ads!

This was a novelty then, and that it was a novelty illustrates very well the enormous progress made in the way of illustrations and decorations for advertising. The progress has indeed been so great, and so rapid, that the business of making sketches for advertising. The progress has knowledge of what is required. There are many of these art service agencies, and some of them do really admirable work. In the mass, there is more art in this class of work than advertising art. While there is vastly more art work in the advertising of today, a glance through the better mediums of fifteen or twenty years ago reveals quite as large a proportion of really attractive advertisements. There is composition of the illustration, and composition of the text, but there is not always composition of the advertisement that relates all of its units into a harmonious whole. That will come, is coming; there are a few advertisements in each popular medium that are as carefully composed as are the paintings of good artists. A few agencies

may be relied upon habitually to produce them; and every once in a while another agency wheels into line.

THE COPY REVOLUTIONIZED

The matter of the copy for the advertisement has been revolutionized since *ADVERTISING & SELLING* was an infant, and the revolution has not yet ceased revolving. An immense literature about copy writing has been born, and some of it has been read and heeded by copy writers. Some of it has passed under the bridge. Rules galore have been formulated—and either broken or ignored. But there is little copy now turned out as the last effort of a tired brain after a hard day soliciting. Modern copy that sells advertising is produced after the writer has had ample time and opportunity to study the product, and all the conditions surrounding the goods and the selling problem. Then he works leisurely, and when he produces the copy it has something like pulling power. Looking back into the dimness of twenty years ago, one is allowed the pleasure of appreciating some of the copy then used. It had spontaneity and often an acute human quality. There is a decided inclination to return to that vogue. Machine-made copy is always machine made. Now many of us think that when a man with a fairly



We have printed an interesting Envelope of Techniques by various members of our staff. These proofs, all of the same size, but representing a wide variety of advertising illustrations, individualistic lettering, engraving ideas and decorative treatments, are just right for filing as reference data.

An embellished Japan-paper envelope, containing twelve illustrations will be sent on request, at no cost.

good complement of brains has become acquainted with his advertising problem, the goods, and the aim of the experts the less human juice there will be in it.

Right here there is due a little paragraph about psychology in advertising, and its place in our modern practice. It has come into advertising rather blunderingly. It was lugged in by professors who knew a lot about psychology and a little about advertising. That is about its status now. It is not much of a factor. Read an article called "Why We Buy," in a recent number of one of our popular magazines, and you will know what I mean. Psychology is very useful to the advertiser

to show him, in a broad and general way, how minds of people work. That is necessary. But the trouble is that the professors who have written books for advertisers have not realized what advertising is, nor what are the actual problems of the advertising men. Psychology that shows us how the eye works, what artistic forms have become agreeable, how type is read, what forms of letters are more agreeable, the right proportions for the different units of our advertisements, etc., is of great use. This is becoming the practice of some teachers and it is a cheerful thought that after a while psychology will become a workable thing in advertising instead of a bugbear to

students. There was heard much more about it several years ago—about when Prof. Walter Dill Scott issued his first book—than we hear now. But it is not out of advertising—it is just being put into advertising in the right way.

The use of color in advertising needs some mention. Even so recently as twelve or thirteen years ago there was very little of it, and there was a strong aversion to it within advertising ranks. It was argued that if color was to be used the net effect would be to raise the attention value all along the line and give no one any added distinction, while creating larger costs. Color came haltingly into advertising, back in those days, but it is in evidence now everywhere and has come to stay. It is more probable that some one of the new printing processes that make the use of multi-colored advertising easier and less costly will come into general use than that the use of color will be restricted. It is used now far more generously than ever before. Papers like the *Saturday Evening Post*, being produced on highly efficient color presses, have standardized the two-color advertisement; while combinations such as the "Quality Group" of magazines make it feasible for advertisers to have their advertisements for the group printed in sheets and delivered for use as inserts.

WHAT COLOR PROMISES

While a few years ago the average magazine indulged only in multi-color covers the magazine of to-day is a gorgeous picture gallery, filled with two three and four-color pieces; and elaborate lithographed advertisements showing a dozen or more colors are by no means rarely seen. And many of these color pieces are lovely, as art. It is to them that we have to look for the best art in advertising at this time, while it should be to simpler pieces.

There are great possibilities in type that are not as yet realized in advertising, except as exceptions.

The work of art as an advertisement may well be more efficient in selling its own beauty than in selling the thing it is supposed to advertise. The attraction of the advertisement should evaporate under the influence of the message of the advertisement. The advertisement physical is but the shell of the appeal. After the reader has been won by the attractive design to read the text, the design should dissolve out of his consciousness and leave the argument in possession of his mind. If the adver-

Boyhood at its Best

Everywhere, now, you see him—the "Penrod" of Advertising. It is the Renaissance of Boyhood. For Breakfast foods, bicycles, American-made Toys, play-proof clothing of all kinds, in fact a most prolific and diversified line of merchandise, the Boy plays an energetic part. But there's no compromise possible in depicting him; he must be drawn with infinite care and understanding. We have, here in our studios, a number of Booth Tarkingtons of the pencil and brush.

The ETHRIDGE Association of Artists.
 New York Studios: 23-25 E. 26th Street
 Chicago Studios: 140 N. Dearborn St.

The Ethridge Association of Artists
 New York Studios
 25 East 26th Street

Chicago Studios
 140 N. Dearborn St.

tisement is too lovely this result may be reversed, and then beauty of design becomes a fault. I have, at this moment, a mental consciousness of certain advertisements that is sharp and most agreeable, but I am unable to recall what they advertised.

There has been great progress in the making of advertisements during these twenty-nine years, but the thing that stings one's mind in thinking along through those years is the sense of the long, long way yet to be traversed before we can hope to realize a majority of advertisements planned rightly to arouse and carry the sales message into the minds of the buyers, unincumbered with poor art, too much good art. To assuage regrets and forestall pessimism it is necessary to seek out the good advertisements and gloat over them and over the fact that they are becoming more numerous and more worthy.

ADVERTISING AS A MOVING FORCE

Whatever one may see in the tendencies enveloping the actual advertisement, as a piece of design or as a selling factor, when one allows rein to the retrospective mind, when the diffusion of advertising as a force to move masses of people and as a means to induce people to consider the better things of life, is contemplated there can be nothing but pure joy experienced. The war was a great eye-opener about advertising. It may be admitted, as indeed it is not disputed, that some of the advertising work for the sale of Liberty Bonds, and for the other war purposes, was not supremely good, yet we are profoundly impressed with the results obtained. We may inveigh against the motives of the Germans in their varied propaganda, but we can but admire the object lessons they gave us as to the efficacy of advertising methods. In a score of ways we were taught during the war that advertising methods are wonderfully effective when employed to move people to do or to think those things that do not pertain to business.

We are beginning to believe in advertising. We see that it is able to guide masses of people in social and civic matters, in religious and welfare work, in economic and ethical movements; that it is able to lead people and inspire them to take new attitudes and directions. It may take the place of, or expand, personal leadership. It may be relied upon to accomplish great reforms, by giving definite leadership. Not until we are ready, unreservedly, to acknowledge the power of advertising to produce results in these

spheres as certainly as it does in business, are we entitled to say we believe in advertising. It is that this faith in it has become well founded during the life of this publication that we are able to say that advertising has arrived, and that we are entitled to claim that this period embraces the most vital and important phase in the whole history of advertising.

Great things are just ahead for advertising in business. We are just beginning to know it and know how to use it. Greater things are ahead of advertising in social and economic life. We wonder when the social unrest will cease, when we know well that right advertising campaigns will smooth out most of the tangles that distress the world. It is only necessary to tell people the truth and show them how it will make them free, to get them to act. Personal leadership has been waning for some years, making way for the more efficient leadership of well-planned campaigns of advertised spread of fact and the teachings of fact.

This function of advertising—of formulated and ordered publicity—is a part of the enthusiasm of every progressive advertising man. They are steadily preparing to employ it more and more effectively; and it is risking nothing to predict here, along with the reminiscences, that the coming ten years will bring developments that will make past performances of advertising look pale and anemic.

TEACHING ADVERTISING

Something must be said about efforts to teach advertising as a business science. This phase is all included within our twenty-nine years, and the best is yet to come. There is now much being done in this line, and it has been going on for something like twenty years. There are courses in advertising in many colleges and universities, and in many correspondence schools. These efforts grow better with time. Many of them had little to commend them until lately. Many of them are none too admirably planned or executed now. It has been from the start of the movement an open question if advertising can be taught. The schools and courses have graduated many young men who have made good in advertising, but as yet their work has not established a sentiment in the business that is an essential part of the equipment of a beginner in advertising. That a young man or woman has taken courses in ad-

vertising is not yet a sure recommendation.

It is only a few years since this vogue of advertising teaching assumed respectable proportions, but now the correspondence courses are sold by the thousands and the classes in the colleges are filled and overflowing. There are many devices for teaching advertising, and all of them seem to be well patronized. So far as this evidences a desire to make the most of advertising as a business, or as a social force, it is an admirable tendency; and out of it may sometime come a system of teaching the business that will fit young people at least to enter it as a life work.

Nearly all of the advertising books that are worthwhile have been published during the period of time we are thinking about; and their name is legion. They have reflected the average ideas of the business, for the most part, and few of them have been written on lines that will make them enduring. Most of them have helped. Some of them have helped a lot. There has not yet appeared THE advertising text book for students, as there has not yet been offered THE definitive course of training for the would-be advertising man. It is not logical to expect that out of a business that has not yet really found itself there should emerge a book that would be standard and final. Professor Hotchkiss of New York University has selected ten advertising books he thinks are the best that had at the time been published. The list was recently published in this paper.

A development of a collateral line of business administration and promotion, the great advance made in business correspondence, should be fully recognized. It is being recognized that letters are a great advertising medium, and the art of writing them has been the subject of much study. There has sprung up an association devoted to this work, and it has made great progress, so that it is not too much to say that in consequence there are better business letters going out from many large concerns. The betterment of business letters has been mainly, thus far, in their content rather than in their design and physical form. The men interested in this item of advertising progress have not yet recognized the initial importance of making the letter attractive to the eye as its first element of power; though letter stationary is better than it was. There have grown up several courses in letter writing, and one publishing house has issued a series of volumes that have had a

wide distribution. They are chiefly devoted to the copy of the letters, and deal only incidentally with the character or form of the stationery upon which the letter is typed. There is yet room in this field for great expansion in the practice and theory of handling letters, with the object of getting from them, and putting into them, the utmost that will lead to better understanding between business houses and make them yield the utmost in advertising value.

ADVERTISING CLUBS

The advertising club movement is all within this 29-year period. They have sprung up in almost every city of any size, and in many of the larger towns where there happen to be several concerns that advertise nationally and several others that do local advertising. In some cities these clubs are little but booster organizations, including in their membership all citizens who are willing to meet once in a while and shout for "our great city." As a whole, the clubs have helped to develop and spread something like uniform conception and practices of advertising; and they surely have done much to develop personality and encourage clean methods. In this country they have, through the annual meetings of their associated club, promoted large ideas and have helped in the work of purifying business of some objectionable practices. Clubs vary greatly in different cities. Some of them are zealous in promoting knowledge of advertising methods, while in others there is little attempted beyond social intercourse. In New York there is a very strong club that is becoming almost international in character. Men from the uttermost ends of the earth drop in its rooms so frequently that it is not unusual to get South Africa and Canada in touch, or listen to a symposium by men from Seattle, San Antonio, Atlanta and Boston.

One of the more valuable methods of advertising education is the commerce of ideas between men in the business having differing experiences. This is efficiently afforded by the clubs; and they function also in the interchange of educational plans and plans for emphasizing the value of personal intercourse and the distribution of literature. They help to test new ideas and to unify methods that have been tried and found useful. They are more and more adopting uniform policies and methods of procedure.

The practice of advertising is its best teacher—and much more, it is the best teacher of life. It may be

the most encouraging reflection upon what has happened during these years to contemplate the type of manhood and womanhood that is coming up out of work in the advertising field. The men in the business are, as a class, immeasurably superior to the men who were in it twenty-nine years ago, even if they are the same men. It is not principally as advertising men that they are superior, but as whole men. (Let it be understood that by men I mean men and women.) The good advertising man must be a good business man. He must also be a brother to

his fellows. There are some lines of business in which real brotherhood is desirable, and if it is not originally possessed by the advertising man he will acquire it. In the rare instances where it cannot be acquired, then the man is no advertising man.

Brotherhood is not so much a business asset of the advertising man as it is a quality that comes with constant personal touch, and the result of personal responsibility between advertising men and their clients, the advertisers. Advertising and selling

(Continued on page 46)

A Hundred Full Pages Omitted!

Q The Detroit News regrets that it must deny any of its advertisers the space to which they have been accustomed. It realizes how much of the world's business, today, depends on the advertising message. And it is for that very reason that The News has adopted stringent measures for the conservation of print paper from the beginning.

Q When the present emergency arose it was compelled, in the interest of fair play to all advertisers and the smaller publishers whose supply of print paper is so precarious, to reduce the size of all advertisements. During the spring of this year it has been compelled to omit more than a hundred full page advertisements. The News feels that the acceptance of full page advertisements in view of the present shortage would be inconsistent with its policy of keeping its columns open to some degree for all of its advertising patrons.

Q At the present moment, The Detroit News sees no relief from the print paper shortage. It feels it necessary to announce, therefore, that few, if any, half pages can be accepted, and it urges strongly that every advertiser reduce his advertisement to the smallest size consistent with the effective delivery of his message. Only through the co-operation of its advertisers in this way can The News continue to serve all who have a right to have their message delivered to the public.

THE DETROIT NEWS

*The Advertiser's Exceptional Opportunity
"Always In the Lead"*

Net paid circulation per last A. B. C. statement,
246,186 weekdays, 219,518 Sundays.

How South America Taxes the Salesman

A List of License Fees Imposed On Business Travellers There

By DR. E. E. PRATT

President, E. E. Pratt & Co., Inc.

Formerly Chief Bureau of Foreign and Domestic Commerce, Washington, D. C.

THE F. M. MACHINERY CO.,
New York.

"We understand that travelers going to South America for the purpose of selling merchandise are required to pay special taxes, or licenses. Can you tell us whether this is the case and if so in what countries? What do these charges amount to in the principal countries, such as Brazil, Argentine, Uruguay, Chile and Peru?"

The custom of taxing commercial travelers is prevalent throughout the countries of Latin America. These taxes and their accompanying regulations are a source of much trouble and annoyance in many places. It is a particularly difficult problem because of the wide variety of taxes and the diversity of their operation. Although the tax in certain of the countries is nominally a very heavy one, it is rarely collected in full. The payment is frequently a matter of compromise between the applicant and the official to whom the privilege of collection has been awarded. In many cases the law is practically a dead letter and no tax at all is exacted.

In those places where the municipal officials are strict in the enforcement of the law, many travelers overcome the difficulty by writing in advance of their coming to one of the principal importing houses. This house, by reason of the taxes it pays and the license for doing business which it has obtained, assumes charge of the samples, and the traveler so long as he remains in the district nominally represents this house. In this manner the payment of the license tax may be avoided.

In many of the countries a national tax is exacted; in others a provincial or municipal tax; and in some countries there are both national and provincial licenses to be obtained and fees to be paid.

ARGENTINA

There is no federal license for travelers in Argentina. The various provinces exact different licenses from salesmen, the charges for which vary considerably, and are subject to frequent modifications.

The following are some of the charges (in paper pesos \$0.4246):

Buenos Aires (the capital)....	500 pesos
Buenos Aires (province)	400 "
Santa Fe	400 "
Cordoba	400 "
Mendoza	600 "
La Rioja	200 "

A license to do business in the capital—Buenos Aires—is also valid in the national territories.

DR. E. E. PRATT, now president of E. E. Pratt & Co., Inc., and formerly Chief of the U. S. Bureau of Foreign and Domestic Commerce, in this department every other week will answer specific questions as to actual practices of foreign trade.

Dr. Pratt's answer to foreign trade questions will alternate with the series of articles on foreign trade by Clayton Sedgwick Cooper, the next article of which will appear in an early issue.

Mail your questions to Dr. E. E. Pratt care of Advertising & Selling Co., Inc., 471 Fourth Avenue, New York City.

BRAZIL

In Brazil no federal license tax is assessed by the Republic; however, the various state, government and municipal authorities frequently assess taxes and license fees must be paid. These fees and taxes vary so widely, however, that information should be obtained on the spot, and the American Consul can usually supply it.

CHILE

No federal or state license is required by traveling salesmen in order to solicit business.

URUGUAY

The government of Uruguay imposes upon commercial travelers the usual taxes which apply to the line of business. In the Department of Montevideo it is 200 pesos, and elsewhere in the republic it is 100 pesos.

PERU

The government of Peru enforces no national tax on traveling salesmen, but in the different municipalities varying taxes are collected. In Arequipax the tax is 25 soles, about \$12.00, quarterly; in Cuzco it is 50 soles, about \$24.00, for a visit. The payment of these taxes is not, however, very rigidly enforced.

In all these countries the wise salesman will arrange in advance a connection with a local business house, which will obviate the burden of these taxes.

* * *

J. C. and COMPANY, INC., Philadelphia.

"What is the present status of Haiti? Please give us a brief statement of your opinion of the trade possibilities of the country and any other pertinent facts. Can

you recommend any good books on the subject?"

While nominally independent and self-governing, Haiti is practically under the protection and supervision of the United States. Haiti is at present being policed by the United States Marines, and its finances are entirely under the supervision of a director appointed by our government. This situation will probably continue for some time, and while it does Haiti will be safe, peaceful and probably prosperous.

Haiti occupies the western portion of the island of Haiti, has an area of 10,200 square miles, and a population of 2,000,000 persons. The latter are practically all of pure African blood and constitute one of the most densely populated areas in all of Latin America. Haiti is exceedingly backward in developments of all kinds, but it is extremely rich, possessing large mineral resources which are quite undeveloped, besides a wonderful wealth of tropical agriculture. The chief products are, coffee, cocoa, cotton, fibres, tobacco, etc.

The purchasing power of the population per capita is limited, but has increased rapidly in past years and will undoubtedly increase rapidly in the next few years.

The literature on Haiti is very meager. The Pan American Union has published a brochure on "Haiti." The Bureau of Foreign and Domestic Commerce, Washington, has information available upon request. Other works are:

Leger, J. N., "Haiti, Her History and Her Detractors."

Bonsal, Stephen, "The American Mediterranean."

St. John, Sir Spencer, "Haiti or the Black Republic."

Pritchard, Hesketh, "Where Black Rules White."

Jones, Chester Lloyd, "Caribbean Interests of the U. S."

Pledge to Support Meredith for President

A luncheon in Indianapolis given to the Hon. Edwin T. Meredith by William H. Rankin on Tuesday was one of the most interesting features of the convention in that city this week. Charles F. Higham, M.P., paid an eloquent tribute to the guest of honor, and a large group of advertising men present pledged themselves to support Secretary Meredith for the presidency of the United States if the opportunity came.

Overton Heads Directory Publishers

The North American Directory Publishers at the close of their sessions in Indianapolis last Saturday elected the following officers: George W. Overton, Chicago, president; J. Martin Gardner, Toronto, Canada, first vice-president; H. A. Manning, Springfield, Mass., second vice-president, and Theo. F. Smith, St. Paul, secretary-treasurer.

GOTHAM, *the home of* *Good Art Work*

A group of practical, ever-helpful, and experienced artists and business men make up Gotham Studios Inc.

From a small beginning, we are growing, until now we are recognized as one of America's best art studios. From the start, we produced good work, not sometimes good, but uniformly so.

One by one, good artists, able and capable, are becoming a part of the Gotham organization.

They find at Gotham an opportunity to do their best work, under the best possible conditions with the finest assistance procurable.

Excellence can only result from a combination of the best men and methods and these elements are together at Gotham in a quite happy unison.

Gotham recognizes the mental equipment as much as the material, and so it is that the generation of *ideas* for client's use is regarded as a part of the day's work.

I suggest you phone us Madison Square 8517—you will not be under the slightest obligation, for we are always glad to discuss art work, whether business follows or not.

Martin Ullman
Managing Artist

Good. Better. Best.
Never let it rest:
Till the Good is Better
And the Better Best.



Copyright

GOTHAM STUDIOS, INC., 111 EAST 24th STREET, NEW YORK

Price, \$1.00

Live
Agents Wanted**"PHONE" WITHOUT BEING
OVERHEARD**

Wonderful Sanitary whispering telephone mouthpiece enables you to talk freely without being overheard. Hold secret conversation. Every advantage of a booth telephone. Send postpaid for only \$1.00. Money back if not more than pleased.

**THE
COLYTT LABORATORIES**
575 W. Washington St., Chicago, Ill.

**A Fertile Field for
Shaving Soaps**

Over 6,000 retail cutlery dealers and hardware dealers whose cutlery sales are important enough to warrant them studying the market read *The American Cutler*—the official monthly magazine of the American cutlery trade.

The dealer who sells a man a razor should also sell your shaving soap or powder, if you cultivated his goodwill through the advertising pages of *The American Cutler*.

The American Cutler
15 Park Row New York

We specialize in house to house
distributing of

**Advertising Literature
and Advertising Samples**

We solicit your account

JAMES T. CASSIDY

206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

In every large institution THE
SALES MANAGER—Monthly
will be found on the desks
of "Sales Managers"—
because it makes
them better
sellers

SALES MANAGER
Better
selling means
better pay.
25c a copy—\$3 a year

The William Edward Ross Service, Inc.
1414 Sun Bldg., New York City, N. Y.

POSTAGE
The 25c monthly magazine that
tells how to transact business by
mail—Advertising, Selling, Collecting,
Catalogs, Booklets, Circulars, Letters, Office
Systems, Money Saving Ideas. Since 1916 the
official magazine of The Direct Mail Advertising
Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 18 East 18th St., New York City

**hosiery
underwear**

The
**Underwear & Hosiery
Review**

320 BROADWAY

NEW YORK

29 Years of Advertising*(Continued from page 43)*

are barterings in insured personalities. They are transfers of impalpable assurances.

ASSERTIVE ADVERTISING

In advertising nothing is sold but a man's say-so. The seller cannot prove value; He can only assert it. So it always happens that the successful seller of advertising must win the personal regard and faith of the buyers. This business necessity wins the seller to a genuine belief in the qualities of the square deal. He must be won finally, whether or not he was in the beginning attached to them, and his personal worth is enhanced by the business in which he is engaged. Advertising is a constant and sure builder of character, both for the seller and the buyer. There is in no other line of business the degree of personal confidence that is found existing between sellers and buyers of advertising; and it is in this phase of the business that its greatest and most notable advance has been made during the past two decades. In the old time, a thousand years ago, the act of selling advertising was too largely one of "putting it over" on the buyer. That has almost entirely been eliminated.

In the practice of advertising, thinking mainly of the personal element, it has in the past decade approached near to the standards and practices prevalent in the so-called professions. The good advertising man may now be compared with the efficient engineer, the skilled surgeon, the accomplished physicist. In devotion to his calling he is the equal of any professional man, not excepting those in educational work or in the ministry. In unselfish service for the benefit of his clients the modern advertising man cannot be excelled. Indeed, it is a question if men in any

other business or profession are so eager to give their clients such extraordinary value, and succeed so well in doing so. It would be difficult to find an advertising man who sells that product who could not readily name enough small and large fortunes he had made for his clients to have made him rich if he had received a very modest percentage of them. I do not know how many men I could name who have made scores of business men rich or prosperous, or who have actually created from one to a score of businesses that have yielded fortunes from modest thousands to innumerable millions to their owners. It is all in a day's work for an advertising man to put a business "on the map," and never think about other reward than his good conscience and the pitiful moiety he gets in the form of commission from the publishers. The real beneficiaries of the work of the advertising men really pay nothing at all for their invaluable services, the agency system in vogue providing that all compensation to agents comes from the publishers.

A STABILIZED BUSINESS

A careful review of advertising progress during the past twenty-nine years, since ADVERTISING & SELLING became a factor in it, shows that as a business it has become stabilized and formulated, and has justified itself as an elemental and fundamental

PAPER*The Manufacturer's Journal*

GOES into every paper and pulp mill in this country and Canada. It is read by the big production men in these mills and saved by them for future reference. It is the standard authority devoted to the subject of paper making and is recognized as such throughout the world.

PAPER is read by men who recommend and buy millions of dollars worth of equipment. They use this publication as their textbook. If you have a product that can be used by this industry let us tell you how PAPER can sell it for you.

PAPER, 471 Fourth Ave., N. Y.

"GIBBONS KNOWS CANADA"
MONTREAL TORONTO WINNIPEG

factor in business building not surpassed by any other factor whatever; that as a motive power in social, economic, religious and communal life it is more effective than any other in disseminating the truth and getting people to act together in its application in practical life; that as a steadily effective force in building character and establishing ethical standards it has proved the efficient aid of other established agencies; that as a promoter of health and sane living conditions it has done a work

that cannot be estimated, through having established the fact that only by offering healthful goods for family consumption can manufacturers of foodstuffs hope to establish large businesses and retain customers; that as the only scientific aid for efficient distribution of goods it has made possible the wonderful extension and systemization of many lines of business and thus added immensely to the wealth of the country; that as an aid to family life it has ameliorated the labors of every

housewife and brought to the task of making homes not only economy but health and opportunity for leisure and the cultivation of the amenities.

In all this the periodicals devoted to advertising have had a large share. Normally they work without expectation of the kind of appreciation they are accustomed to give to other phases of the progress of advertising. "By their works ye shall know them."

Pacific Coast Convention a Huge Success

The seventeenth annual convention of the Pacific Coast Advertising Clubs' Association, held in Stockton, Cal., from May 23d to May 28th, and continued in the Yosemite Valley from May 24th to May 28th proved to be the greatest convention in the history of the association.

Caravans of automobiles from the Northwest, from San Diego and from Los Angeles brought hundreds of delegates from advertising clubs at all points on the Pacific Coast and from Canada. In order to have represented the latest method of transportation, Governor Ben S. Olcott of Oregon went to the convention by airplane.

Stockton, which has a population of about 50,000, worked hard for several years to get the 1920 convention. Moving pictures were taken of the city and of Yosemite, and were shown in every large city from San Diego to Vancouver, Canada. The result of this campaign was a record attendance and an excellent exhibit of advertising displays.

A PALACE OF ADVERTISING

A huge pavilion, the Palace of Advertising, was constructed, and in it were displays of eighteen advertising clubs, examples of the best advertising used in their cities.

Governor Wm. D. Stephens, of California, welcomed the visitors to California, and Mayor A. C. Oullahan, of Stockton, welcomed them to Stockton at the Inspirational Meeting held Sunday. Dr. Aurelia Henry Rhinehart, president of Mills College, delivered an address which was really inspirational. "The Educational System of the U. S. Army" was explained by Major Ode C. Nichols. Lon Cleaveland, president of the Cleaveland Poster Advertising Co. and president of the Modesto Ad Club, gave a talk dealing with the fundamentals of advertising and merchandising. Other addresses delivered at the Inspirational Meeting were by Reuben H. Donnelley and Rollin C. Ayres.

At the general session on Monday morning, Reuben H. Donnelley was the first speaker, bringing greetings to the P. C. A. C. A. from the A. A. C. of W. and explaining the work the A. A. C. of W. was doing. Charles L. Miel, of the U. S. Treasury Department, spoke on "Advertising a Nation," devoting particular attention to the wave of reckless spending and giving some astounding facts obtained by the government in the course of investigations.

Dr. Aurelia Henry Rhinehart, president of Mills College, told the visitors

about "Educational Advertising." Dr. Rhinehart expressed the belief that public schools and endowed colleges, as well as correspondence schools and business schools, should advertise steadily and persistently. Dr. Rhinehart's splendid address was applauded enthusiastically and at its conclusion she was made an honorary member of each advertising club associated with the P. C. A. C. A.

Franklin Johnston, publisher of *American Exporter*, gave an instructive address on "Advertising for Foreign Trade."

ADVOCATES AN ADVERTISING DEGREE

One of the most constructive thoughts placed before the convention was offered by E. Maynard Harrison, of Los Angeles, who spoke on "For the Good of Advertising." Mr. Harrison believes that each advertising man should have to pass certain standards and tests, just as lawyers and C. P. A.'s do, in order to get credentials certifying to his knowledge of advertising. He said that, as things are now, a boy or man can study advertising for a few months or take a school course in advertising and then step forth as "an advertising man." These men, Mr. Harrison says, cause their employers many costly mistakes, and their advertising often does more harm than good. Many employers, after discouraging experiences with such novices, become "down on" advertising as a result. A resolution was passed, authorizing a committee to go over the plan carefully and make any additions or changes necessary, and present it for action before the next convention.

"The Reason Why of Electrical Advertising" was explained by T. W. Simpson, Western District Manager of the Federal Electrical Company, at the general session on Tuesday morning. Mr. Simpson gave some interesting information about electrical signs as advertising mediums.

In his talk on "The Cash Drawer Value of the Better Business Bureau," Rollin C. Ayres, advertising manager of the Zellerbach Paper Co., and vice president of the A. A. C. of W., proved, to any who might have doubted, "the cash drawer value" of the energetic and well-managed better business bureau.

A general talk on advertising was given by Prof. J. V. Breitweiser of the University of California.

The eleven departmentals were interesting and instructive, the most important questions of the day being discussed thoroughly.

At 6:00 A. M. on Wednesday morning the caravan started for Yosemite Valley, having breakfast at Modesto. The caravan went by the Big Oak Flat road, and apparently nature was against them. This road was not supposed to have been opened until the middle of June, on account of the bad condition of the road and the heavy snow drifts. But the delegates couldn't give up the plan of going to Yosemite, and on Tuesday two gangs of men were set to work to blast the snow in order to clear the road.

CARROLL ELECTED PRESIDENT

The business meeting of the convention was held on Thursday afternoon. Tacoma was selected as the next convention city. The office of secretary was changed from a salaried one to an honorary one. A resolution was passed making *Western Advertising*, published at San Francisco by the Ramsay Oppenheim Co., the official organ of the P. C. A. C. A. Resolutions were passed endorsing the government's thrift campaign and all movements for the good of boys. Officers were elected as follows: President, Harry S. Carroll of Los Angeles; vice presidents, E. M. Strong, Portland; Ed. Davidson, San Diego; Thos. W. Keene, Spokane; L. E. Warford, Seattle; H. J. Tregallas, Sacramento, and I. J. Thompson, Victoria, B. C.; Secretary, Kenneth W. Hood; and vice president of the A. A. C. of W., W. P. Strandborg, of Portland.

W. C. Allen Made Advertising Head of "The National Farm Power"

W. C. Allen, for many years editor and manager of the *Dakota Farmer* and manager of the *Northwest Farmstead*, has been appointed advertising director of the *National Farm Power* to succeed William A. Whitney who is retiring after about forty years of service. Mr. Whitney will continue to serve as vice-president and director of the Phelps Publishing Co. and will act as advertising counsellor of the *National Farm Power*.

The *National Farm Power*, which is composed of *Farm and Home*, published by the Phelps Publishing Co., the *Orange Judd Farmer*, *American Agriculturist*, *New England Homestead* and *Northwest Farmer*, of the Orange Judd Co., and the *Dakota Farmer* of the Bushnell Co., has moved its advertising headquarters from Springfield, Mass., to Chicago. Mr. Allen, who has been making his office in Minneapolis, will establish at Chicago.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Contents of This Number

June 12, 1920

TWENTY-NINE YEARS OF ADVERTISING.....	George French	3
A Review for the 29th Anniversary Number of ADVERTISING & SELLING of the Splendid Progress of Advertising in the Years Since This Magazine First Entered the Field.		
INDIANAPOLIS, 1920!		5
The Whole Convention Story with Reports of the Elections, Excerpts from the Speeches, Descriptions of the Sessions, etc.		
THE WEEKLY ADVERTISING CARTOON.....	Thomas B. Stanley	8
"Have You Ever Handled This Account?"		
THEY ANSWERED "PRESENT" AT INDIANAPOLIS		8
"Among Those Present Were."		
SELLING SECURITY TO THE TIRE DEALER.....		10
A High Powered Campaign That Concentrates on the Idea of "Assured Mileage."		
THE PERIODICAL PUBLISHERS' ASSOCIATION.....	Ralph Bevin Smith	14
What It Means to the Advertiser and What It Has Accomplished in the Periodical Field.		
NEW ANGLES IN FARM MARKETING.....	Ray Yarnell	19
A Tour of the Mid-West That Opened the Eyes of Agency Men to the Value of Farm Copy.		
HOW SOUTH AMERICA TAXES THE SALESMAN.....	Dr. E. E. Pratt	44
Dr. Pratt Answers Some Questions on Latin-America's System of Imposing License Fees on Foreign Business Men.		
THE PACIFIC COAST CONVENTION.....		47
What Happened When the Coast Advertising Clubs Met at Stockton in Their Seventeenth Annual Gathering.		
ONE NAME CAN'T TAKE PLACE OF THE "—LOID" LEGION.....		48
Conference on Trade Practice Accepts Important Report of Pyroxlylin Plastic Industry.		

Calendar of Coming Events

June 12-15—Semi-annual Meeting, Association of National Advertisers, Bedford Springs, Pa.	June 20-25—International Association of Rotary Clubs Convention, Atlantic City.
June 17-18—Convention of the National Line Manufacturers' Association, Hotel Astor, New York.	June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier, White Sulphur Springs, W. Va.
June 18—Meeting of the Folding Box Manufacturers National Association, Hotel Traymore, Atlantic City.	July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

Remington Agency Makes Additions

The E. P. Remington Advertising Agency of Buffalo, N. Y., announces four additions to its staff. Edwin J. Weinstock, the new chief of the copy department, was formerly advertising manager of M. J. Leo, Inc.

Howard P. Kohlmeier, formerly with the Curtiss Aeroplane Company, is now in the space buying and estimating department of the agency. Robert J. Newman has recently become assistant production manager. Clarence T. Leighton, formerly with the Buffalo Courier, has joined the copy department.

Sherbow, Newton and Strong Give Summer Advertising Course at Columbia

An intensive three weeks course in advanced advertising work will be given at Columbia University, beginning July 6. Advertising typography, with lectures and conferences two hours daily, will be taught by Benjamin Sherbow. J. Shaw Newton in lectures, supplemented by laboratory and limited field work, will cover market investigation and research. Professor E. K. Strong will give a course in the psychology of advertising and selling.

One Name Can't Take Place of Celluloid, Pyralin, Fiberloid, Viscoloid, Conference Decides

In a report from a committee of the Pyroxlylin Plastics Industry to the Conference on Trade Practice, called by the Federal Trade Commission, it was decided that there is no other one term applicable to the materials known as celluloid, pyralin, fiberloid, viscoloid, etc., which would better inform the public as to their character of purpose. The commission accepted the report.

In finding the use of a generic term inadvisable the committee reported as follows:

"That all of the foregoing names being registered as trade marks, and all having been in use for such a period of time as to have become valuable property rights, none of the proprietors thereof is willing to surrender his own trade mark or to adopt the trade mark of any other manufacturer.

"We can think of no other one term applicable to the material in question which would better inform the public as to its character of purpose than those already in use.

"Even if the American manufacturers of the material could agree upon some common designation, the designation of similar materials manufactured abroad and imported into this country could not be controlled.

George J. Noce Affiliates With Cone, Lorenzen and Woodman

George J. Noce, well known Chicago advertising man, joined the staff of the Chicago office of Cone, Lorenzen & Woodman, publishers' representatives, on June 1. Mr. Noce started in the advertising business twenty years ago with the Charles H. Fuller Company. After nine years with the agency, and while holding the position of space buyer, Mr. Noce left to take a similar position with Lord & Thomas. He left Lord & Thomas about ten years ago and for seven years was a solicitor in the Chicago office of the S. C. Beckwith Special Agency.

During the war Mr. Noce served with the United States Marines. Since, he has been in charge of the Chicago office of the Kansas City Star-Times, covering Chicago and the West.

Ben Nash Resigns from Frank Seaman, Inc.

Ben Nash, on June 1, gave up his work with Frank Seaman, Inc., where he has been a director of the company and in charge of service. Mr. Nash has not announced his future plans, but for the present he will devote his time to several of his interests, making his headquarters with Displays Company, 71 West 23d street, New York, in which he is interested.

Two New Accounts for Sherman & Bryan

The advertising of the Glessner Company, Findlay, Ohio, and the E. Sperling Company, Cleveland, O., has been placed with Sherman & Bryan, New York.

Advertising for the Sperling Company, which manufactures the Triple Line of Dresses, will start immediately for the Fall season. The Glessner Company will enter into an extensive newspaper campaign on Turpo, an ointment. This company also makes Dr. Drake's Croup and Cough Remedies and other medicinal products.

ADVERTISING & SELLING

The National Weekly of Modern Merchandising — Established 1891

J. M. Hopkins, President;
H. B. Williams, Vice President;
William B. Curtis, Treasurer;

ADVERTISING & SELLING CO., Inc.,
471 Fourth Avenue, New York, N. Y.
Telephone, Madison Square 1765

M. F. Duhamel, Managing Editor;
Ralph B. Smith, Associate Editor;
George Roosevelt, News Editor.

29th Year

JUNE 19, 1920

Number 52

Is Your "Live" Copy Dead Language to the Average Man?

It May Look Good to You and Go High Over Two-Thirds of Its Readers' Heads, Psychologist Says

By DR. ARTHUR I. GATES

Assistant Professor of Psychology, Columbia University

CCOURSES in our schools and colleges which aim to equip men as advertising writers, layout men, and the like, give attention primarily to the mechanics or technique of preparing advertisements. Such courses nearly always include instruction in layout, the technical principles underlying balance and proportion, symmetry, decorative and symbolic borders, choice of type, the effective use of English, the influence of size, of color, of position, of reception and the like. And advertising men seem to be primarily interested in the technique of the art.

GETTING REACTIONS

They are interested in producing technically perfected advertisements which meet certain standards of approved color combination, blend of type, balance, decoration and artistic language. Advertising writers strive for fine phrasing and diction. Now it may often happen that excellent products from the artistic and literary point of view, advertisements which satisfy the man of superior culture and taste, do not sell goods. At any rate, there are considerations over and above matters of technique which in my opinion are of first importance in constructing advertisements.

WHO READS YOUR "COPY"?

We need to know something about the man who faces the advertise-

ment. How does he react to the advertisement? Do all men respond the same? Does, for example, the "average man" react as does the college graduate? We ought, in a word, to consider the advertisement not merely as a finished product of artistic perfection, but merely as a tool or means to secure certain simple reactions from men and women, and eventually it is the reaction that

that other people act, think and feel about things as we do. Advertisements are more often written, I fear, to satisfy the judgment of a skilled advertising man or to satisfy certain technical rules and principles than to really produce a desired reaction from the general public.

How are we to determine the actual effect which an advertisement has on, say, an average man? and how determine what features of the advertisement, such as the color combination, the illustration, balance, the heading, or the copy were really responsible for it. Most advertisements are a mixture of good and bad features. The advertising man often gets objective data on the effect of the advertisement as a whole by counting the coupons that are filled out, articles sold, inquiries made, and the like. But this does not enable him to tell which were the details or features that were effective and which ones, if any, were deleterious. He must, as a general rule rely

upon his own observations and reflections. It is of this subjective judgment, even in the case of expert performers, that psychology has taught us to be singularly dubious, and concerning this I should like to say much but have time to say only a little.

HOW ARE RESULTS OBTAINED?

I should like very much to convince you that it is a matter of common knowledge in psychology

This Thing, Psychology

ADVERTISING that does not embody the elements of psychological appeal, it is all but needless to say, cannot, and never could, put across its message to the public.

Psychology always has been the prime factor in advertising success, whether we knew it as such and so styled it or not.

Like much of the work done in advertising, the employment of psychology at first was without definite and fixed policy or method. To-day, when all that is being done in advertising and selling is upon scientific lines, the factor is admitted and given a name and the name is not scoffed at.

The writer of this article, which embodies the text of his address before the convention of the Associated Advertising Clubs of the World, is an eminent psychologist and he endeavors to apply that science directly to the business in hand.

THE EDITOR.

shall most concern us.

It is this that I feel is largely neglected by a great many even eminent advertising men. Either it is neglect or else their judgment about it is imperfect. I expect that too often the advertising writer tests his product by his own highly specialized reaction. If it looks good to him, the advertisement is considered good. This is the commonest of all individual errors — to imagine

that it is one thing to be able to do a thing and quite another matter to be able to discover how you did it. It is one thing to write a good advertisement, or play a violin, or judge character, and quite a different thing to tell how you did it. In the psychological laboratory one of our first accomplishments is to show the student that he may often arrive at a result but arrive at it in a fashion entirely different from what he himself believes. Take such a matter of judging the distance of an object. Which of two objects is farther away? Now, no man who has not studied scientifically this matter can begin to describe this process although he may be an excellent judge of distance.

WHAT SCIENCE SHOWS

No man ever discovers that when he is looking at a man twenty feet away, there are actually present in the retinas of his eyes a single image of this man, but a double image of all objects nearer, those objects on the right side being seen as if actually on the left of the man at whom we are looking, and those on the left being seen as if on the right of the individual. All objects farther away than the man at whom we are looking are seen double but in uncrossed image, i. e., objects on the right are seen as on the right. Another sample—in reading a line in a newspaper or in following the circumference of a circle the eyes do not move smoothly and do not see "while in motion." The eye proceeds with very irregular and speedy movements interspersed with abrupt stops which vary in duration from 150 to five or six thousandths of a second. The eye takes a series of snapshot photographs.

Illustrations of this sort could be made by the dozens and all would prove the fact that we often do a thing with little or no knowledge as to how we did it. People lacking certain scientific training have time and again fallen into such errors and unfortunately occasionally make capital of it. I have in mind, for example, a system of judging traits of character such as initiative, perseverance, honesty, intelligence, or more general functions such as salesmanship ability or executive ability, or literary ability on the basis of color of the hair, profile of the nose, shortness or the prominence of the chin, the distance between the eyes or bumps of the head, and the like. Now it often happens that the people who advocate such systems are entirely honest people and are also very good

judges of vocational or character traits.

The trouble is that they do not do as they think they do, and when we pin them down by scientific procedure their systems fall flat. What they do usually is to judge by the person's physique, by the English he uses, by the jobs he has held, by his social habits, and the like.

We are generally fond of giving reasons for things we do, of saying that "from my experience" I know that such and such was the reason. Psychology teaches us to be extremely skeptical of all such judgments. We are free enough to admit that the individual can write a good advertisement. We will not take his explanation for it unless it can be demonstrated in something which approximates a scientific procedure.

The scientific method practically disregards the opinion of any individual but proceeds by so objectively arranged situations that the actual working of the different factors can be objectively measured. I will give briefly just one sample of such a procedure. Professor Warner Brown, at the University of California, arranged a test for certain features of street car advertisements. He took 68 cards which were carefully selected, placed them in an exposure apparatus which was placed in the same manner as the card is situated in the ordinary car, and exposed the cards for about five seconds each. The subject at the moment of exposure spoke into a dictaphone, which was connected with the time-working apparatus, the first thoughts that came into his head. Later on the subjects were asked to describe their emotion and their subsequent ideas. At an interval of about twenty-four hours or so, the subjects were asked to tell all they could about the cards that were thus exposed. A large number of college students, men of high native intelligence, acted as subjects.

Now, the different features were so controlled that it was possible to get a measure of the effectiveness of different details, and I shall cite here summarily a few of these.

The subject noticed pictures quicker and for a longer time than words. They noticed the medium-sized words as well as or better than large words. They were much more likely to notice a heading if it contained very few words or no unusual or long words than if it was long and complicated. They noticed familiar short words and remem-

bered them better than long and unfamiliar words. They were much more likely to notice a copy if it was very brief and were quite likely to disregard a large amount of copy altogether.

It was noticed that women noticed better and remembered longer advertisements containing illustrations of a well-dressed man in a popular brand of collars, whereas men were more attentive than women to illustrations of hosiery. But it is not my purpose to summarize such experimental findings. My purpose is rather to give you this one caution concerning your own judgment and to try to tell you a few things about the makeup of men who face advertisements.

INDIVIDUAL DIFFERENCES

The psychologist often thinks of a man as a large group of mechanisms which react to a stimulus. An advertisement may be considered as such a stimulus. The man responds by certain movements, by certain emotions, under which we would include feelings, wishes, desires, longings, and finally by certain thoughts or ideas, memories, and the like. So far as advertising is concerned we are, of course, almost wholly interested in the emotional and the intellectual reaction. How does the advertisement make a man feel? How does it affect his feelings, his desires, and how does it make him think? What are his thoughts and memories?

My chief point will be this: That while the emotional reactions of the average man are much like those of superior men, such as the men who write advertisements, their intellectual reactions, their thoughts and ideas are very, very different.

I must begin by giving you a bit of information concerning a division of psychology which is called "individual differences." We all know that people differ in their human traits, but the degree of these differences among people are different for different traits.

First, physical traits. If we take one thousand women, we will find that the shortest one will be about 55 inches tall and the tallest about 70 inches. Now the tallest is not nearly twice as tall as the shortest. If we take the chest measure of American soldiers we will find variations from 32 to 49 inches. Now all such traits fall into what is called the normal curve of distribution. That is, differences of very small amount exist, and most people are found around the average

(Continued on page 28)

An Orphan Who Sold Himself Into the Family

The Carbon and Ribbon Department of the Ault & Wiborg Company "Just Grewed"—And Then Along Came the National Advertising Campaign

By R. S. MOORE

Manager, Carbon & Ribbon Department, The Ault & Wiborg Co.

THE STORY of The Ault & Wiborg Company's advertising of Carbons and Ribbons is a story of an orphan child who sold himself into the family.

The Ault & Wiborg Company was established in 1878 for the manufacture of printing inks. From a very modest beginning, the business grew and expanded by leaps and bounds, among the many other factors responsible being the introduction of the use of carbon black made from natural gas in the place of lamp black, and coal tar dye pigments in the place of the old earth colors.

The Ault & Wiborg Company were among the first to realize that the ink industry, dependent as it had been upon the rule of thumb, could not hope to expand and succeed without the guiding hand of science, especially that of chemistry. With this idea in view, a celebrated Parisian chemist, M. Millichaux, was engaged and all manufacturing operations were guided and controlled chemically.

SATISFYING AN OLD DEMAND

It soon became manifest that inks chemically controlled were more dependable and trustworthy, and a new standard of quality came into being.

Gradually, with the growth of the business, the demand for better ingredients led The Ault & Wiborg Company to manufacture its own pigments and varnishes, and the company expanded into the manufacture of dry colors, dyes and chemicals. It was in 1906 that a rather insignificant complaint, at least, we so regarded it at that time, led to the establishment of our ribbon and carbon division.

This was before the time of the facsimile letter printing machine, using wide ribbons in printing letters, to be filled in on the typewriter. Form letters of all kinds were then printed on various printing presses, the typewriter effect being secured by printing through silk. The printers of those form letters had a great deal of trouble in securing good matches between the form letter and the typewritten fill-in, through the fact that the typewriter ribbon manufacturer had no

particular necessity of keeping typewriter ribbons in a given shade. A printer would buy several typewriter ribbons one day, and get a pound of ink to match up those ribbons, and would get fairly satisfactory results. Two or three weeks later he would print more letters with that ink, and upon securing additional typewriter ribbons, would very likely find that the shade of color in the last ribbons secured were entirely different from those previously purchased. The complaint in question was a letter from a firm, asking us as to whether it would be possible to ink several typewriter ribbons, with the same ink that they were using in printing their form letters, so that there might be a more even match between the part filled in and the body of the letter. This we undertook to do, and after considerable experimenting, we were able to offer inks with which to print form letters and typewriter ribbons to match, which were identical in shade, and which when properly handled, turned out splendid-looking form letters.

CREATING A NEW DEMAND

In line with the policy of The Ault & Wiborg Company, a special department was made to handle this particular branch of our business, in order that the best possible service might be furnished our customers. Inasmuch as there was a real need for these goods, this department grew in a small way, right from the start.

After a very short time, it became apparent that even though we sold all the typewriter ribbons used for filling-in work on form letters, we would have but a very small business in the way of typewriter ribbons. We realized that goods of this kind on the market were not at the time made with any special idea as to maintaining a uniform shade, and it appeared that many manufacturers were not paying any particular attention to uniformity in the ribbons that were being sold.

Realizing that there was a considerable market for goods of this type, properly and uniformly made, we put the development of these ribbons in charge of a trained chemist and the manufacture of ribbons was

placed on a scientific basis. Concerns, then, that were supplied with these chemically controlled ribbons soon found that they lasted longer and gave better type impressions, and we soon found that we were producing ribbons which we felt were superior to those on the market.

The typewriter ribbon business is highly competitive, and it then became our job to convince dealers and users of ribbons that we actually did have something exceptional worth trying.

Several salesmen were assigned to the typewriter ribbon department and after a great deal of hard work in breaking into the market, we found that our business in this line was increasing satisfactorily, and we started to make a number of connections with established dealers in various cities, to handle our line of these goods.

THE SILK RIBBON COMES IN

In the third year after starting the manufacture of typewriter ribbons, we went into the carbon paper manufacturing business, as these sold well together, and ribbon purchasers were very willing to look into carbon papers.

Sales in the ribbon and carbon division increased satisfactorily year after year, but insofar as systematic advertising was concerned, the growth of this department was more or less similar to that of Topsy, who "just grewed."

In the Fall of 1917 we were approached by the inventor of a silk typewriting ribbon, who claimed for this fabric that it would outlast two or three ordinary cotton ribbons, and that it allowed type impressions which were so fine as to approximate the lines of engraving. Numerous tests were made in our laboratory, as to the durability of this fabric under the stress to which it would be subjected on the typewriter, and to learn whether it would hold ink satisfactorily. The result was that we closed a contract with the owner by which we became the sole licensee to manufacture and sell silk ribbons, under their patents, and started to manufacture these silk ribbons early in 1918.

The ribbon was first introduced

in some of the largest banks in the country, and met generally with enthusiastic reception. The market for the ribbon, however, remained limited, as it was necessary to charge twice as much for the silk ribbon as for the best grade of cotton ribbon, and buyers were dubious about adopting such a seemingly expensive product.

Sometime in February, 1919, one of our salesmen dropped into the office of a large advertising agency, which had been experimenting with the silk ribbon, simply as a means to obtaining better results in their letters. The ribbon had been enthusiastically accepted, not only by the stenographers, but by the executives of the company, who admired the superior character of work which it allowed.

WHY NOT ADVERTISE?

Simply by chance, the office buyer inquired why such a marked improvement in ribbon making was not advertised to the general public. The salesman caught the spark at once, inasmuch as, though he was already selling several large corporations in the city direct, he had not been successful in persuading any local dealers to stock the ribbon.

A conference at our Cincinnati factory followed, attended by our president, L. A. Ault, other officials of the company, including the manager of our ribbon and carbon division, and representatives of the advertising agency.

It was decided that the agency should make an investigation among dealers and users of all kinds of ribbons and carbons, to establish a basis for a campaign.

This investigation covered jobbers, dealers and buyers in establishments, both large and small. Sometimes a stenographer was the buyer, in which case, she was the one interviewed.

The investigation established so definitely that there was a real need for education in the buying of ribbons and carbons not on a price basis, but on a performance basis that the outline of the campaign was clearly indicated.

The Saturday Evening Post was selected as the medium to carry our message. The first page which appeared June 28 announced: "A New Typewriter Ribbon—Made of Silk." This was followed on July 26 by a page on the carbon paper department, which featured:

"A Carbon Paper Notable for Its Longer Life." The August 23 page was aimed direct at the stenographer who, it was found in the investigation, can either make or unmake a ribbon or carbon and this advertisement was headed, "Stenographers Know this Ribbon of Silk is Superior."

The page of September 27 was aimed at the buyer, and endeavored to take carbon paper out of the price class and place it in the performance class. The page of November 1 featured "The Typewriter Ribbon of Silk—That Lasts Longer."

Other pages are planned to follow at monthly intervals.

THE DECISION FOR FULL PAGES

The decision to use only full pages was arrived at by a consideration of the force necessary to implant a new idea in the mind of the public, and with the principle in mind that "If a whisper is worth \$5.00 a shout is worth \$5,000."

Further, our agency found, through the investigation, that a number of dealers handling ribbons and carbons which were or had been advertised through the use of smaller space, were not conscious of what was or had been doing; that it would be valuable

(not only from the standpoint of the pressure that these pages would bring to bear upon the dealers through the public, but from the standpoint of merchandising these pages to dealers) to use full pages. We appreciated the fact that ad-

vertising is more or less cumulative and realized that probably exceptional results could not be accomplished with comparatively few advertisements. We felt, however, that the advertising feature was worth trying out, with the idea of determining after a time, whether this particular line of business could stand the expense of national advertising.

Our copy was not built to produce inquiries and the character of most of the inquiries which have come to us from this advertising have been of the sort to convince us that this policy was well chosen, for these inquiries have been from "the bush league sections of the country" and asked for samples of our ribbons, or enclosed an insufficient sum with which to purchase one. Neither did we openly state in our national advertising that we wanted new dealers, choosing rather to create the impression that, as we stated in the copy, "Ault & Wiborg ribbons and carbons are on sale at most good office supply dealers and stationers."

MERCHANDISING THE SPREADS

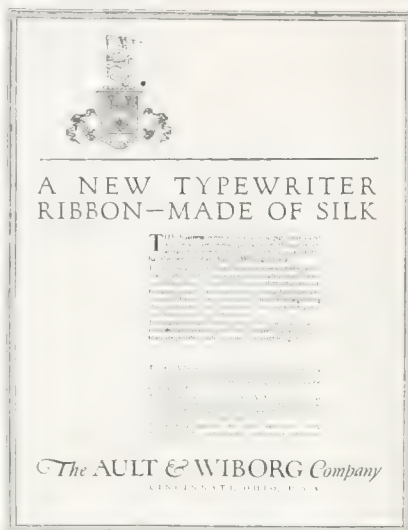
Nevertheless, the advertising in the first four months brought us a total of around one hundred new dealers. Some of them in very strategic points of the country in which it had been hitherto impossible to obtain representation.

An instance of this is shown in the territory of the salesman previously mentioned in this article,

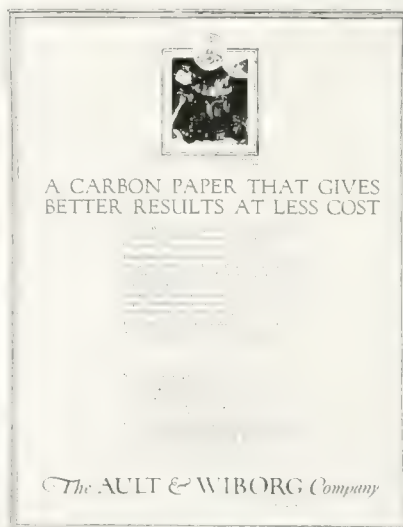
who had been unable to obtain a single desirable dealer in a certain large city in the Middle West. Following the appearance of the advertising, and by persistent calls of the salesman armed with a portfolio of advertising, and undoubtedly by outside calls, created by the advertising we now have six dealers in this city. Two of these dealers opened their rela-

tions with us by installing a full window display of our products.

We merchandise each advertisement a week before it appears among practically 8,000 office supply dealers and stationers in the United States. A proof of the advertise-



This page started the ribbon campaign



A typical "Quality" carbon paper page

ment is accompanied by a letter. Electrotypes of newspaper advertisements are furnished free to dealers who guaranteed to use them, and we have had many calls for this service.

Our volume of sales with dealers already established has shown considerable impetus.

We are very hopeful that the advertising already planned will prove

so effective that it may be employed as a continued force in marketing our various products.

Anyhow, the orphan has sold himself into the family.

Values of Colors in Advertising

The Affective Properties of Solids, Tints and Shades Explained in Their Several Aspects to Show the Reactions to Be Expected

By M. LUCKIESH

ABSOLUTE color preference, as has been shown, is capable of scientific determination and analysis. In such studies of the innate appeal of colors the problem is not rendered complex by associations and past experiences. Individuals may be considered to react in the same general manner if they are capable of eliminating the influences of such factors as past experiences, associations, habit, superstition, and symbolism. The study of the affective values of colors is quite the opposite, for here are encountered all the complexities due to the conspicuous differences among individuals, because each has acquired so many and so varied emotional and sentimental attitudes toward various colors.

EXPERIENCE GUIDES REACTION

Individual experience and temperament are very important factors which are responsible for variations among individuals. However, if viewed in a broad manner, a general consistency is usually perceptible in psychological experiments with colors provided sufficiently large groups of subjects are used. One individual may have some disgusting or sorrowful experience with which a certain color remains associated in his mind. His attitude toward this color will be quite different than that of a person who has had an experience quite opposed to his. Unless some powerful influence is superposed the different reactions of the two persons toward the same color will be confusing. In order to iron out these strongly individualistic reactions it is necessary to use a sufficiently large group of subjects in any experiments pertaining to the affective value of color.

Colors and their combinations may be agreeable, cheerful, stimulating, neutral, tranquilizing, depressing, warm, cold, stern, stately, weak, or impressive. These are factors which may well be considered in color schemes for advertising copy. With a little practice and a careful discrimination of the shades of mean-

Values of Colors

FREQUENTLY it is unnecessary to calculate to an exactness the affective values of colors employed in advertising. When general effects only are to be considered, when high visibility is the first essential, as in outdoor display, it may not be important that the physiological aspects of color be understood.

But with the growth of the use of color in all advertising, as indicated not only in the spread of the outdoor field but in the ever expanding color sections of the publications, it is vital that every advertiser know the hows and whys of what he is doing. Such information, it may be considered, is in a sense insurance against mistakes of a costly nature.

This article on color is one of a series by an authority, M. Luckiesh, written especially for ADVERTISING & SELLING.

—THE EDITOR.

ing of words employed, any intelligent individual may analyze his own reactions toward different colors. A typical case might be as follows:

Crimson—vague impressions of passion or blood.

Exciting or over-stimulating.

Orange—hot, irritating, even suffocating.

Orange-yellow—warm, glowing, lively.

Yellow—joyous, gay, merry. Or upon the entrance of another association, it may be sickly and disgusting.

Green—peaceful, neutral.

Blue—sedate, sober, cool, tranquil.

Violet—stern, gloomy, melancholy.

Purple—stately, pompous, impressive.

IN DIFFERING ASPECTS

In any study of the affective value of color it is well to recognize the various types of answers given by the subjects; that is, the general channels through which colors impress human beings. The important aspects are as follows:

(1) Objective Aspect: The purely physical characteristics of colors, such as brightness, saturation, delicacy, fadedness, muddiness, irregularity, may be the basis of their appeal or lack of appeal.

(2) Physiological Aspect: Colors may affect observers physiologically. They may be agreeable, unpleasant, sickening, etc.

(3) Associative Aspect: This represents the suggestive powers of colors and the associations aroused will indicate consistency for a large group of persons. Of course, there will be exceptional associations peculiar to an individual's exceptional past experience with the color.

(4) Character Aspect: This includes the self-expression of a color which in the case of a human being corresponds to his character, mood, or temperament. This is a complex group which is very important. It is the field that has barely been invaded by explorers. The effects of colors in this direction are free from personal factors, accidental memories, and irrational associations. This is the emotional side of the impressiveness and expressiveness of colors and this form of color appreciation is of the highest rank esthetically.

A typical experiment by N. A. Wells on the affective value of color borrowed from "The Language of Color" will illustrate certain affective values of colors. A large group of subjects of both sexes was chosen and twelve different colors were presented to the group simultaneously on a large chart.

The colors were placed in their spectral order upon a gray background and a list of twenty adjectives was displayed on a blackboard. These words, though arranged in a haphazard manner, could be grouped into three classes indicating those colors which were respectively exciting, tranquilizing, and subduing. The subjects were required to write one of these adjectives (or any other that occurred to them) which expressed the feeling or mood suggested by each color. The words were to indicate why they liked or disliked the various colors. The data obtained from a group of 63 subjects (college students) about equally divided as to sex are given in Table V.

TABLE V

Total number of replies from 63 college students indicating three general influences of color

Color	Exciting	Tranquilizing	Subduing
Crimson	41	0	10
Scarlet	56	0	0
Deep orange	59	0	0
Orange-yellow	55	0	0
Yellow	53	0	0
Yellow-green	14	39	5
Green	28	34	0
Blue-green	32*	3	0
Blue	11	21	30
Violet-blue	0	17	45
Violet	0	0	54
Purple	3	1	49

SEX VARIATIONS

The general results from this experiment are substantiated by many other researches and observations. Such data establish the affective values of colors upon a scientific foundation. The results indicate no marked sex difference but seemed to show, as some other experiments do, that the development of color perception or sensibility is more complete among women than among men. In visualizing the results it is helpful to think of the "color-circle" around three-fourths of which the spectral colors are distributed in their order, the remaining gap being filled with purples. The colors in which orange and red predominate are seen to be exciting. This influence again begins to appear in purple. It reaches its greatest strength in scarlet and deep orange and begins to decrease with the deepening of the red. The tranquilizing region extends from yellow to violet reaching a maximum for yellow-green and green. The subduing influence is confined chiefly to the violet region, but begins to appear again in the deep red. It is interesting to note the uncertainty in the replies for the middle or tranquil region of the spectral colors.

The same general effect is obtained for tints and shades although the range of tranquility increases. Likewise the range of uncertainty in the replies also increases in this region. In general, the admixture of black to pure colors (shades) reduces the exciting influence and increases the subduing influence. Naturally the range of tranquility also increases. Other experiments support these various conclusions.

The influence of suggestion is readily shown by experiment. For example, a tint or weak color might be termed "faded" or "delicate." The effect of the two opposed suggestions may be detected with the result that verbal suggestion may be said to have a decided positive effect on the judgments of observers of colors.

The various affective values of colors may be judiciously employed in advertisements. Color schemes may aid in arousing the feeling of pleasantness or unpleasantness, excitement, or tranquility, brightness or gloom, etc.

If agreeableness is to be associated with the advertised product appropriate colors may be employed in depicting the product or its use. And this effect may be augmented by that universal influence—contrast—by placing the product in a depressing environment.

USING AFFECTIVE VALUES

Knowing the powers of colors, the advertising specialist may draw upon them to depict his products in the best cloaks of color and to emphasize these by utilizing opposed colors for the environment. Paintings possess their powers largely by virtue of the choice and distribution of brightnesses and colors.

Fatigue exerts an influence upon the affective values of colors. A momentary glimpse of a pure color may be very appealing, but when sufficient time has elapsed for associations to arise, the color may become repellent or depressing. Certain colors may be very striking and appealing, but to live with them as prominent factors in decorative schemes would be unbearable. Fatigue usually plays little part in advertising, but there are kinds of advertising in which the same copy with the same color-scheme greets the public day after day. In such cases the influence of fatigue should be considered. In the ordinary "copy" which is not studied, the momentary appeal is perhaps of greatest importance. A group of pure colors is attractive and the colors are a feast for the eyes, but to live with them constantly would be like trying to live with a brass band.

COLORS THAT WEAR

There is some indication that violet, blue, and green "wear" better than yellow, orange and red. That is, the former group is less influenced by association and adaptation than the latter group. Associations appear to be somewhat favorable to tints and shades; but mere adaptation without the arousal of associations appears to be somewhat unfavorable to them. Too definite conclusions regarding these finer points are dangerous at the present time owing to insufficient data, but the information available indicates the general trends at least.

It is interesting to note that when

a color is agreeable we occupy the center, but when it is beautiful the color occupies the focus of attention.

Says Government Should Use Educational Advertising

Systematic and liberal use of the advertising columns of newspapers by the government in order to bring about closer contact with the people was advocated by Edward Percy Howard, president of the New York Press Club, in an address at the Public Forum in the Church of the Ascension, Fifth avenue and Tenth street, in New York, Sunday night.

"The Health Department and the Agricultural Department should use the newspapers to spread useful information among the people," Mr. Howard said. "At present they play at this by approaching the press through the back door of free publicity, instead of commanding their space in the interest of the nation."

"The accomplishments of the Agricultural Department would read like a fairy tale if they were told to the public, but half of them are buried in Washington in official pamphlets."

"Have you ever thought what the Health Department could do by talking to the people through the newspapers?"

"The time will come when the people of this country recognize the necessity of a government department whose duty it shall be to use this vehicle of contact, the newspaper, on a business-like basis. They will see the necessity of compelling the government to put its wares in the showcase to give the people knowledge of its accomplishments or admit its impotence."

San Francisco Raising \$750,000 to Advertise

With the slogan, "San Francisco, the Million City," the Central Bureau in San Francisco has started a drive to raise \$250,000 of the \$750,000 advertising fund it has planned to raise over a three-year period. Two weeks of intensive publicity explaining the purposes of the campaign are preceding the solicitation.

Urges Co-Operative Milk Advertising

The only way to awaken people to the great importance of the use of milk is to advertise it. No business or industry nowadays can be successful without advertising and publicity.

A forceful example of farm product advertising is given by the California citrus fruit growers. These farmers have, through an extensive advertising campaign, been able to sell their products in the eastern markets at a great profit.

There is no reason why the same principles cannot be used in placing dairy products on the market. Farmers in a dairy community can get together and cooperatively advertise their product in an intelligent manner to the profit of themselves and their customers.—*The Cherry Circle*.

New House Organ for National Cash Register Co.

The national Cash Register Co. has started a new internal house organ called "For Progress." The first issue tells of the organization of a personnel department which is to help improve conditions in the factory and community.

Putting the "Go" in Advertising "Lingo"

How "Human Interest" Can Replace
Technical Jargon in Advertising a
Technical Product in Trade Papers
By WARD GEDNEY

THE older an advertising man gets the more clearly he comes to see that in this fine, broad business of ours, in which there is always room at the top for more and more genius, there are no rules that genius—if it be truly genius—cannot safely afford to disregard and break.

Now, I have no intention of embarrassing J. Maxwell Carrere, advertising manager of the Charles A. Schieren Company, tanners and belt manufacturers of New York, by proclaiming him a genius; nor do I wish to insinuate that he is getting old. However, the facts remain both that he is one who has seen more clearly than some of his associates that the rules can be broken and that he has broken them.

WHAT THE RULES SAY

A belting advertisement in a technical trade paper should, by all the rules, be a highly technical production—something ponderous, full of grave reasoning and weighty statistical illustration. It is something to be read by that favorite character of the popular novel the "business executive," who, forsooth, has a mind differing from that of the normal man in that he must be convinced of the merit of a product by *weight* of argument, that he worships some fetish called dignity, and that he has no convulsion in that massy brain of his to take care of what a normal man cherishes as a sense of humor.

Don't you believe it for a minute. A "business executive" like any other man, is a man to be convinced by *force* of argument, not ponderosity, and if humor can contribute that force, if lightness of touch can lend that essential strength of appeal, as, paradoxically, it sometimes does, then it belongs in your advertisement, however technical be the product you are advertising, however class-restricted be the medium in which you are advertising it.

Mr. Carrere is one, and is dragged into this article because he is one, who doesn't believe it for a minute.

Early last spring, Mr. Carrere, assembling his materials for a projected six months' campaign to advertise Schieren belts in general and

Duxbak belting in particular to begin this month decided that he would back his conviction with courage and stand or fall on *human* advertising.

USING TECHNICAL LINGO

His special preoccupation was to be with Duxbak, which, in Schieren technical lingo, is called "a first quality, genuine oak-bark-tanned leather belting, made from selected center stock, which makes it particularly adapted for hard service." This is the Schieren Company's top-grade technical product, a de luxe member of the belting fraternity. Its logical medium for advertisement, a medium in which it has been widely advertised ever since it first appeared on the market, is the technical trade paper read by the man, who buys, uses or supervises belting—such journals as *Belting*, *American Machinist*, *Iron Age*, *Machinery*, *Power*, *Textile World Journal*, etc. Schieren technical lingo, as I have called it, had been a familiar presence in the advertising columns of these papers for a long time.

I don't know whether Mr. Carrere ever read the section on the "Lingo Advertisement" in that prophetic critique on advertising which Herbert N. Casson laconically named "Ads and Sales" and published for a quickly appreciative world back in what we already think of as the dark ages of advertising—somewhere about 1911. I take these paragraphs from what Mr. Casson wrote of the lingo advertisement:

This is the sort that belongs in a trade paper, if it belongs anywhere. It is generally not illustrated and its copy is all shop talk—the jargon of one corporation or trade. It does not belong in any popular magazine and has no interest of any kind for the general public. It has the appearance of being written by the engineer or bookkeeper. It is always prosy, technical and packed with self-praise.

The writer of the lingo ad never thinks of his audience. His aim is to satisfy the technical expert of his own firm, apparently.

Needless to say, the lingo ad is not worth its cost—usually not one-tenth of its cost. It is a misfit. It is not really an advertisement at all, but only a mess of shop talk, hashed to the proper size by men who have no conception of the nature or function of an advertisement.

STEERING A NEW COURSE

Now, Duxbak advertisements have never been like that. I quote merely to visualize for you the rocks that

Mr. Carrere determined to steer away from.

In March he took his helm in hand and began to steer. In April—in the first April issue of each of twenty-four trade papers read where belting is used—appeared a page of Schieren publicity that made competitors realize that the advertising manager of the Charles A. Schieren Company was steering alright. Some of them may have thought that he was steering a rudderless derelict straight out into the lost wastes of the open main of advertising.

This page was taken up almost completely with the reproduction of a black and white sketch of a factory yard scene. At one side appeared a line of men formed up in front of a pay window opening on the yard. One man was just receiving his envelope. The others behind him were pointing and laughing at a fellow workman off to the other side of the picture in the foreground—and to a duck. This man held a roll of bills in his hand. The duck, with a fat wallet in his bill appeared to be strutting with flapping wings straight out of the foreground and off the page. Up in one corner appeared the Duxbak trade mark.

That was all except a line at the bottom of the page which announced that the Charles A. Schieren Company, Inc., 30 Ferry street, New York, would pay \$50 for the best title to this illustration received on or before May 15, the title suggestion "to carry conviction and selling point."

There was a new departure for belt advertising—a startling departure from the Schieren belt advertising of four years back. Here's what it accomplished.

WHAT THE CONTEST NETTED

It provoked the study and response, by title suggestions, of more than 1,300 readers. It attracted the attention, as statistically demonstrable from these responses, of a range of men extending up and down through the whole factory, firm members, superintendent, foreman, and machine operator all appearing on the competitor list. It enabled Mr. Carrere, through his employment of keyed addresses, to place an

As the Forecaster Sees the Salesman's Mid-Summer Day



This fits when you can't keep your thoughts off the weather, Artist Stanley believes

effective test on the pulling power of each of the twenty-four trade papers used. Since he sent out this same advertisement in circular form, it enabled him to establish the responsiveness and kick of his mailing list. Finally, as he had announced upon running the contest picture that the winning title and the name of the winner would be published in the July issue of the trade papers it focussed the attention of readers upon Schieren advertising while the campaign to be inaugurated in June was being gotten under way and assured a real reception of the first insertions, at least, by the watchful waiters whose interest had been captured back in April. It put Schieren copy "next to reading matter" in interest value.

The contest closed May 15 with the selection of a winning title from among the upwards of 5,000 suggestions sent in by the 1,300 plus contestants. The committee on awards was composed of representatives of several of the leading trade papers, including ADVERTISING & SELLING. The name of the winner and of his \$50 suggestion will be published, as promised, in July.

Judged by the magnitude of the prize, this contest was in no degree

notable; nor do its results in inquiries and in service rendered as a medium test merit extensive mention. The point that is notable and that does merit mention is the conviction of Mr. Carrere that "business executives" are human beings; that such a technical appliance as belting can be successfully advertised in trade papers along human interest lines.

A HUMAN INTEREST CAMPAIGN

The contest was only the opening gun—really the preliminary gun. The actual test of the worth of Mr. Carrere's conviction will come with the human interest campaign now opening.

The first insertion appearing in the trade papers this month shows how the human interest appeal can be combined with the technical appeal without any loss of dignity and with what seems incontestable gain in effect. Remembering that the Republican National Convention is held this month and the Democratic Convention a few weeks off and realizing that men's minds are preoccupied with politics, Mr. Carrere has endeavored to tie his advertising up with that preoccupation by repre-

senting the duck in the guise of a political candidate addressing from a speaker's stand a large crowd of men and women representing the industries in which belting is used. Beneath the cut appears "Our Platform." Here the technical note is struck for its "planks" are the standard Duxbak selling points. "The careful selection of hides," "only center stock used for belts," "all accessories of the same grade and quality as the belts," etc., etc. Down in the corner is a compensating touch of whimsy—what the Duck says:

I care not if it be
Wet or dry, slow or fast!
Hot or cold, east of the sun or west of
the moon!
Duxbak belting insures dependable service
and economic maintenance.

ENLISTING THE FILM

Further monthly advertisements of Duxbak will be handled with the same light, essentially human touch which is to characterize the entire "1920 Presidential Campaign of the Charles A. Schieren Company," as it has been entitled by Mr. Carrere. In conjunction with the trade paper and direct mail advertising, there will be a film campaign, featuring a wide distribution of industrial films

The New York Globe

On May 21st The Globe changed its retail price from 2 to 3 cents per copy.

This was done without agreement with other newspapers and independent of them.

The Journal had gone to 3 cents all alone several weeks previously.

The result of The Globe's action was a loss of 17 per cent. in circulation from the average of the week before the change, but only 7 per cent. below the long range, standardized average of 180,000 upon which The Globe has been selling its advertising for over a year.

The first two days at 3 cents resulted in net sales of over 168,000, with a gradual come-back since then to over 172,000, with every indication of further increase.

In going to 3 cents The Globe did so for the purpose of meeting greatly increased costs of print paper and labor, and in the full expectation that such method would in all probability reduce sales from 15 to 25 per cent.

The Globe has also given notice of an advance of 20 per cent. in advertising rates, with plain statement that rates will be reduced as prices for paper and labor return to nearer normal.

Member
A. B. C.

The New York Globe

JASON ROGERS, Publisher

172,000
A Day

What the Advertising Agency Believes Advertising to Be

If the Agent Does Not Take the High Place in
Marketing Held by Doctors in Medicine and
Engineers in Building it Is His Own Fault

By MERLE SIDENER*

President Sidener, Van Riper Advertising Company

IGNORANCE is the mental law of gravity exerting an ever present influence downward. Knowledge is the counteracting influence. Just as science has found the means of overcoming the physical law of gravity so has advertising been discovered as the most potent force in counteracting ignorance.

For advertising is education.

That is what the advertising agencies believe advertising to be.

No adequate definition of advertising has been formulated but we are not concerned so much about definitions as we are about the potentiality of advertising.

The advertising agency man does not necessarily have a greater interest in the development of advertising than do others engaged in the business of advertising, but because he is required to use this great business force in all of its phases, he is compelled by economic necessity to seek to find out how best to apply this force in the extension and development of distribution.

THE DUTY OF BROAD STUDY

We who are engaged in the advertising agency business have a great responsibility upon us to study advertising in its broader and larger aspect because others look to us for dependable advice and counsel.

Perhaps all of us are working in such intimate contact with advertising that we are failing to get a true perspective of it.

Suppose we should walk down the street this afternoon and stop in front of one of these great buildings in process of erection and there watch the men engaged in dressing blocks of stone. Suppose we should ask the first man what he was doing. He would probably reply that he was chiseling off the surface of the stone to make it smooth. Possibly the next man to whom we would direct this same question would reply "I am working eight hours a day at a wage that is not adequate, in dressing this stone." and then perhaps the third man engaged in the same occupation to whom we would put the question,

might reply, as he looked toward the growing building with pride, "I am helping to build that great building."

It is possible that we men and women in the advertising business are working so hard with advertising to produce immediate sales, that we fail to see the imposing structure of good will which the material we are working with each day ought to be helping to construct.

ADVERTISING AND ADVERTISEMENTS

In the agency business we understand that advertising and advertisements are two different things. Advertising is a force and an advertisement is a thing, and they should not be confused.

Even though we accept the usual definition that advertising is salesmanship on paper, I am sure that so long as we think of advertising in mere terms of sales, we so minimize the character of this great business force as to make it unworthy of a real man's time in these days of unlimited opportunities.

We must be constantly extending our view and broadening our vision.

The man who is devoid of vision has no business handling advertising.

Even though the electrician may not be able to define electricity, he knows that he dare not handle it carelessly. He has always in mind the tremendous power of electricity, and even though he must string wire and ply his tools, he keeps ever in mind that the ultimate purpose of the wire and the mechanism which he is installing is to transmit and apply a comparatively unknown force to the end that light, heat and power may be created.

We may not define advertising accurately, but we know that it is a powerful force and it is dangerous if handled carelessly. Our chief business in the advertising agency field is to discover new and practical uses for advertising and we will do that if we keep our eye on the whole structure of business and are ever vigilant as to the way in which advertising can best serve business by building permanent good will.

WHERE ADVERTISING FUNCTIONS

We recognize advertising as a factor in marketing. We must be skillful enough to apply the force of advertising to the distribution machinery in such a way as to speed up the machine without wrecking it.

The flow of distribution by gravity is not adequate to the needs of to-day. Merchandise must move more rapidly and friction must be reduced to a minimum. We recognize in advertising the power to speed up distribution, which means nothing less than rendering a service to the public by placing needed merchandise in more hands.

If advertising is education, and education is the means of dispelling ignorance, then the dissemination of business news about merchandise and service, will overcome the mental law of gravity.

Advertising as a word is not comprehensive. Most people confuse advertising and advertisements. Most people regard the printed word as advertising. Some new word needs to be coined. Marketing means the distribution of merchandise or service. Advertising means the dissemination of information about merchandise or service. Therefore, we might combine the two words and make "marketizing" mean the distribution and dissemination of merchandise and information about merchandise. We men in the advertising agency business would then become "Marketizers" instead of advertising men, for except as we combine advertising and marketing we are not living up to our possibilities.

MUST BUILD CONFIDENCE

We know that oftentimes lawyers and bankers have more to say about the formation of marketing plans and policies than do we advertising men who have the experience and the knowledge to give such counsel. That is largely because we have not created for ourselves the prestige to which we are entitled. We have not built a sufficient confidence in us and in our business.

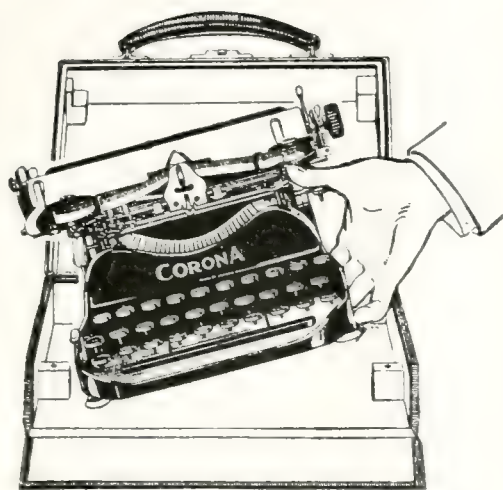
Perhaps it is because we have been so busy chipping off the surface of the advertising stone that

* From an address before the general session of the Associated Advertising Clubs of the World Convention at Indianapolis, June 9.

Collier's

THE NATIONAL WEEKLY

5¢ a copy



Corona and Collier's

Collier's is again the backbone of the national advertising campaign for "The Personal Writing Machine."

Watch Collier's

we have not been recognized as having a definite part in the building of the complete marketing structure. There are many splendid advertising agencies in this country which are actually building business. Such agencies are not devoting all their time to the writing of advertisements and the placing of them in the various media, but are studying the whole marketing plan and fitting advertising into that plan. They are proving that advertising is not an expense but an investment by showing their clients how to educate the public to a clearer recognition of the value of good will as a business asset. Such agencies are practicing advertising in its larger sense.

All of us engaged in the practice of advertising must accept our individual responsibility for improving the standards of advertising practice. Whether or not we call it a profession, we must put it on a professional plane. We may not continue to be mere workmen chiseling off the surface of the stone. We must be the architect, the engineer, the builder, who not only assumes responsibility for the preparation of the material but sees also that it is placed in the structure in correct relation to all other materials, to the end that the foundation may be sound and the superstructure may be permanent, profitable and of service to the business community.

Estimating Film Advertising Value

Harry Levey, General Manager, Industrial and Education Department, Universal Film Mfg. Co. and President of the Screen Advertisers Association, speaking at a departmental session of the A. A. C. of W. Convention, gave his audience a highly illuminating talk on "Guaranteed Circulation with the Motion Picture Medium." Mr. Levey said in part:

"Arthur Brisbane continually states that a picture is worth a million words and quite a number of great thinkers agree with him. But, for purposes of comparison, we will become ultra-conservative, divide that by one thousand and say a picture is equivalent to a thousand words. In a one reel film there are one thousand feet. Allowing in this 800 feet of pictures to the foot we find in one reel 12,800 individual pictures. Each one being equal to 1,000 in a reel. Usually seven words

are allowed to a line. To keep in round figures, we get 1,800,000 lines. Even at the unusually low newspaper rate of 10 cents per line, we find one reel to be worth \$180,000 every time it is shown. Now to carry these statistics on for a comparison with the *Post* allowing 14 lines to an inch we find our film measures 128,000 inches. The *Post* carries 48 inches to the page. To further keep to round figures giving the *Post* the advantage and even considering that it is using illustrations also worth a thousand words each, we still find our one reel film is equivalent to 2,500 pages in the *Post*. At the prevailing rate, this amounts to \$15,000,000 as the worth of our film every time it is shown to an audience."

Why Banks Should Advertise

The bank which, in the old days, would not advertise, is finding a hundred reasons for advertising today. In summing them up under the head of "Why Every Bank Should Advertise," John G. Lonsdale, President of the National Bank of Commerce of St. Louis, said in part to the Financial Advertisers' Department:

"In a former banking era, and not many years ago at that, bankers deemed advertising undignified, or unethical; but that opinion, except in isolated instances, is no longer encountered. Banks once functioned principally as depositories. Now they are financial service stations—and the increase of bank advertising has been concurrent with the growth of the service idea. The few non-advertising bankers of to-day are such because they have not been convinced that advertising for their respective institutions will pay its way and show a profit. Just why this idea should exist at all is difficult to determine. There is no bank official, I think, among the hundred thousand or so in the United States, who would question the advisability, or the *necessity* even, of advertising on the part of the merchant or manufacturer. But why not *banks* as well? The banker, too, has something to sell: It is service. Service is his stock in trade, just as truly as saws, hammers and other implements constitute the stock of the hardware merchant. And there is this additional reason for advertising on the part of the banker, as compared with the merchant—

diser of staple articles: The modern bank offers service of many kinds which the average person *should* use, but is either unaware of the service or has not been educated to its usage. Banking is one of the oldest of all businesses, and yet the modern service banker has before him at the present time a field that is almost virgin in its possibilities."

Meredith Advertises Agriculture Department

Referring to his object as "writing an advertisement for the Department of Agriculture," Edwin T. Meredith, Secretary of Agriculture and former president of the A. A. C. W., said in introduction to his address on "The Advertising Man's Interest in the Department of Agriculture" at the second general convention session:

"This is an advertising convention and I suppose that nobody has the right to come here and talk about anything except advertising. Therefore, I am going to write an advertisement with you as my public.

"I am going to follow the orthodox tenets of advertising—that the advertisement must attract attention, must interest, and so forth.

"When I tell you that I am advertising a service department of the United States government which deals with an \$80,000,000,000 enterprise, with a yearly business of \$25,000,000,000, I believe I will get your attention.

"When I tell you that this tremendous enterprise, by all of its output, is creating business for you, if you are disposed to avail yourselves of the opportunity, I believe you will feel compelled to take an active interest in it and support it in every way.

"The purpose of this advertisement is to sell you the United States Department of Agriculture.

"The particular title given to this advertisement by the Program Committee in the subject assigned me is "The Advertising Man's Interest in the Department of Agriculture." I have the task, therefore, of pointing out to you the points of contact between the average farmer and the every-day run of advertising in the newspapers, the farm press, the magazines."

Joins Honig-Cooper

A. F. A. Stedem, assistant manager in the Los Angeles branch of Lord & Thomas, has resigned, and is now solicitor and plan man with Honig-Cooper Company, of San Francisco.

The Place of the Film in Advertising

Motion Pictures of Business Have a Clearly Defined Usefulness and Their Employment Requires Brass Tacks Judgment

By WILLIAM C. LENGEL

Author of "Showing the Way to the Photo-Playwright"

WHEN JACK BINNS, on board the *S. S. Republic*, sent into the air the first history-making wireless "C.Q.D." he unwittingly became the father of the "business" or industrial motion picture.

It was all brought about in this way: The operator of the *S. S. Florida* picked up Mr. Binns' call for help and notified the captain, who put about his ship and raced to the rescue.

The newspapers rushed out extras and one alert motion picture company made haste to release a picture entitled "Saved by Wireless." The picture was based on advance reports of the actual story and was by no means lacking in thrills.

Once ashore Mr. Binns came to know what it meant to be a hero and that heroing had a monetary value, but, being modest and unassuming, he had little desire to be exhibited in public for profit.

Then he learned that he was supposed to be appearing in a motion picture play. Nothing whatever had been said to him about it; his consent had not been asked nor given and he became filled with righteous wrath. So righteously wrathful did he become that he brought an action for damages against the offending motion picture company.

This incident taught the manufacturers of motion pictures something of a lesson. This one particular company decided to proceed more cautiously thereafter, about violating private rights.

Just about this time the "Billiken" fad swept the country. These curious, grinning little idols stared at one from shop windows, novelty counters, office desks, library tables. The "Billiken" was the fad of the day.

Some bright mind in the organization of the motion picture concern which had committed the Jack Binns trespass, conceived the idea of weaving a picture play around the little "God of Good Luck." The idea was discussed and decided upon as a good one. Then it was ordered that permission be obtained from the manufacturers to use the "Billiken" in a picture.

This pleasant duty fell to the lot of "Jim" Somerville, a publicity man, so it is almost unnecessary to add that the order did not feaze him. He found his man and blandly put the matter up to him. The manufacturer fell in with the idea at once and said so, whereupon Mr. Somerville smiled broadly, patted himself on the back, offered the manufacturer one of his big, fat cigars and made ready to take his departure.

THE COMMERCIAL CLIMAX

"Sa-a-y," drawled the manufacturer. "Just how are we going to figure royalties?"

"Royalties! What royalties?" said Somerville. This was a turn to the negotiation that he had not anticipated. It was not in the then existing rule book for a motion picture company to pay for privileges. And here things were coming to a pretty pass.

Sure, royalties!" affirmed the manufacturer. "Everybody is paying us royalties. These little fellows," patting a "Billiken" fondly, "are being used for all sorts of things—umbrella handles, paper weights, book-racks, decorations for desks and mantels, and — and — everything. We get so much for every one, but I don't just see how we can tell how many times you show this picture, and collect."

Remember, Somerville was a publicity man, and if he had been bowled over at this strange development, it only took him a few seconds to recover. He carelessly flicked the ash from his cigar, smiled at the manufacturer and shook his head.

"You've got it all wrong," he said. "We do not expect to pay you any money."

"No?" questioned the man.

"No!" answered Somerville. "The only thing to decide is how much you will pay us."

The manufacturer's eyes took on a glassy stare, and his lower jaw fell weakly. Somerville warmed up to his subject and painted in glowing terms the value of the advertising to be had through the picture play that had been planned. The manufacturer became groggy.

"About how much do you want?" he asked.

"Ten thousand dollars," said Somerville. "It is worth a hundred thousand."

The manufacturer gasped for air. "Can't do it," he answered.

Then they dickered and traded and when Somerville left the office he not only had what he had gone after—permission to use the Billiken in a motion picture—but in addition a check from the manufacturer in his pocket.

The motion picture, when completed, was released in the regular way, and while no different from ordinary screen plays, except for its novelty, it may be termed the first "industrial" film.

THE BEGINNINGS OF AN INDUSTRY

Somerville's success in inducing a business concern to pay real money for film publicity opened his eyes to the development of a new angle of the motion picture. He did not see it in the light of a separate and distinct branch of the industry. At that time it appealed to him as an element to be worked in connection with the usual run of releases. The resulting pictures were treated more or less skillfully as to their nature. They began in the form of a little comedy or drama and carrying suitable scenes showing the inner workings of a packing plant or a bolt and nut works.

Many of the first so-called industrial films were in the nature of advertising "stunts." Above the prize ring when Jeffries fought Johnson for the World's Heavy Weight Championship on the Fourth of July, 1910, hung a great banner, advertising a brand of smoking tobacco. That one sign cost the tobacco company \$25,000. But it appeared in every scene of the motion pictures taken of the fight.

The idea for another "stunt" picture came about when it was discovered that in one of the weekly news films, a tobacco sign stood out prominently in the foreground scene of a railroad wreck. The picture was shown to the advertising manager for the tobacco company who readily saw its value. The film organization then made arrangements

to erect a sign board with a tobacco advertisement in all train wreck views. Of course an arrangement of this kind could not last for long.

When Rodman Law, daredevil extraordinary, no longer got any thrills in jumping from Brooklyn Bridge and balloons for motion picture fans, he cast about for something that would cause his heart to flutter with the excitement of a new sensation. He hit upon the idea of being shot into the air in a giant skyrocket. Not that he was scared for a minute, but because he wanted to see how it would work; he tried the scheme out on the dog, also the cat, to be exact. Towser and Taby, equipped with automatic parachutes were placed in specially designed rockets and shot into the air. They came to earth, too, and in no way injured.

Then Rodman Law climbed into his own personal skyrocket, a cunning little device twelve feet in length and nine feet in circumference, with a four by four piece of lumber as the stick.

Between Law and a barrel and a half of powder, (the motive force), was a five-foot layer of wet earth. The fuse, twenty feet long, was lighted; the camera man cranked his camera nervously and the spectators, at a safe distance, held their breaths.

There came a terrific explosion, but Rodman Law did not soar skyward—the rocket "busted." The picture, however, was just as interesting and more exciting because of sustained interest and suspense attending the discovery of Law, who miraculously escaped injury. Of course this highly sensational film was exhibited and attracted the interest due it.

AND YET THE "STUNT" SUCCEEDED

But what was it the camera man focused on? Why, a sign board advertising a well-known make of a fountain pen! It was an advertising stunt.

The tobacco company in its "roll your own" advertising campaign used the motion picture to advantage. Woven into the scenarios were real honest-to-goodness movie romances of the most obvious sort. And the services of such prominent people as Maurice Costello, Jack Barrymore, and others, were enlisted.

After a while it became apparent that the business motion picture was a thing separate and apart from the ordinary run of feature films, and the motion picture came to be used as a direct sales force.

A harmful tendency in the planning of a business motion picture is to work in what the amateur author fatuously terms "human interest." He wants to take a perfectly good and respectable industry that has gone on year after year without a touch of scandal and wish a heart throb love story on to it. The bright young assistant must fall in love with the daughter of the president, and marry her in the last twenty feet of film. When, in rare instances, these amateur romancers can be swerved from their purpose of dragging in a puerile and unwilling love element by the hair, they insist that there must be at least some comedy, and so why can't Jack Tilden "make-up" as Charlie Chaplin and pull some stunts to get a few laughs just to keep the audience interested? But it's generally better not to.

BETTER STICK TO BUSINESS

If the idea for a business motion picture originates in the mind of the head of a big organization or comes to him through one of his assistants, then the responsibility for the romance rests there primarily. It should be up to the producer to put a stop to it, quickly, but does he? The average producer of industrial movies does not. It sounds good to him, and he elaborates on the idea. The picture is hurried through just to collect the money, and of course it make a hit with the boss, who thought of it, and all the employes who are shown in it. But there the value stops. Done expertly, this method may be carried out successfully, but the average business movie is rarely done with a professional histrionic touch.

Industrial film, carefully planned and filmed, have worked out advantageously in many cases. Their value in salesmanship will be readily seen, for example, as in the case of a film showing the operation of a tractor machine exhibited before a group of town councilmen, or to a body of farmers. The picture shows what a model could not, and the actual working of the machine is much more convincing than the unsporting talk of the salesman. Films of this type have been used to show the erection of skyscrapers, the publishing of magazines, the manufacture of buttonhooks and many other industrial operations.

Many business films have been produced and featured on regular programs. Some have had sufficient merit to warrant this; others have not. Just why exhibitors run these

industrial films, and whether it is fair to the movie fan to include them with the regular offerings, is another story. It is certain, however, that as the great body of motion picture goers contains high percentages of both employers and workers, and as these two classes have a lively interest in industry, as well as an interest in everyday products common in their lives, the attention getting value of a business film generally, like most other forms of advertising, may be limited largely, if not solely by the excellence of the idea and the physical accomplishment.

Automobile Advertising Managers Protest Ban on "Auto News"—Decide to Form Association

The attitude of New York newspaper publishers, in refusing to publish "news" or "free publicity" of the automobile world, was attacked vigorously at a meeting of advertising managers of a score of the biggest plants of Detroit and Toledo, at Detroit, June 3. A committee of six, headed by H. C. Dart, of the Paige Automobile Company, was appointed to investigate the situation and to report back at a meeting June 14. Harry T. Gardner, of the New York City Dealers' Association, reported that the change meant a big loss to auto concerns. It was also decided to form an advertising managers association with members in all of the automobile centers.

Church Plans National Advertising Campaign

A national advertising campaign to make better known the Swedenborgian Church was advocated this week at the general convention in the New Church, 35th street, New York.

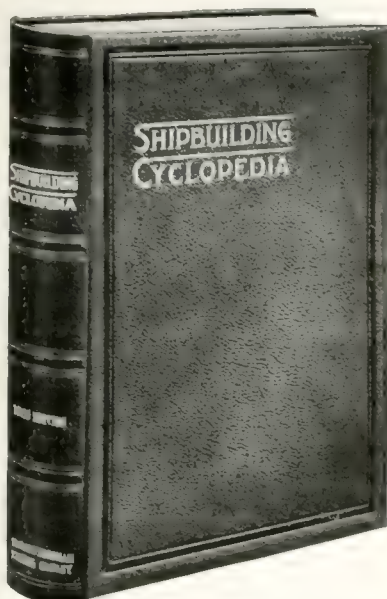
The general council was requested to appoint a special committee to make careful inquiry into the subject of coordinating the publicity work of the church and look into ways and means of organizing and financing a national advertising campaign. The Rev. John W. Stockwell, of Philadelphia, said the campaign should be national. He believed money for such a campaign would be well spent. Full page advertisements in newspapers were advocated by S. F. Hatton, Philadelphia advertising man.

Meyers Directs Dearborn Advertising

J. W. Meyers is now in charge of the advertising of the Dearborn Supply Co., manufacturers of "mercolized wax" and other products. J. H. Mathison was formerly advertising manager. The agencies of Roberts & MacAvineche, and Snitzler-Warner Company, of Chicago, will place the account.

Anderson Will Direct Army and Navy Association House Organ

Dwight S. Anderson has resigned as editor of *Tractor and Implement Topics*, to become manager of the forthcoming house organ of The Association of Army and Navy Stores, 505 Fifth avenue, New York, assuming his new duties June 14. It is expected that the first issue of the new publication will be distributed to members of the organization September 1.



THE SHIPBUILDING UNIT of "THE HOUSE OF TRANSPORTATION"

IN view of the great service rendered railway officials by the "Railway Service Unit" of the Simmons-Boardman Publishing Company, what is more natural than that those who have to do with transportation by water should look to "The House of Transportation" for a service unit to meet their needs.

In answer to that demand has come the "SHIPBUILDING UNIT" of "The House of Transportation"—"Shipbuilding Cyclopaedia" and "Marine Engineering," two publications affording unequalled publicity in the marine field.

The 1920 Edition of the former publication has just been distributed to engineering and purchasing executives of companies who build and operate ships, and is full of invaluable data for determining the equipment or materials they require.

The 1921 Edition of SHIPBUILDING CYCLOPEDIA is now in preparation and the Text Section is being revised and enlarged so as to guarantee the constant use of the volume, and as the Catalog Section of this book is made an integral part of the text by the method of indexing, the insertion of a sales message in this section means the placing of your message before every man of importance here and abroad who has to do with designing and building ships.

Write us for details showing how this Cyclopaedia places your product before the Buying Power of the Shipbuilding and Ship Operating Industries.

Marine Engineering, now published by "The House of Transportation" has long been noted for its high standing. Send for a copy and let us explain our plans to still further enhance its value both to its readers, and to all who desire to reach the men who possess the buying power in the marine field.

Get the facts on the Shipbuilding Unit—the Unit which gets results

SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING, NEW YORK

CHICAGO

CINCINNATI

CLEVELAND

WASHINGTON

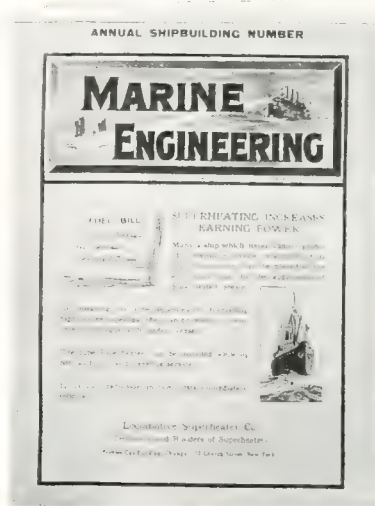
LONDON

CHARTER MEMBERS

Audit Bureau of Circulations

Associated Business Papers

Also Publishers of Locomotive Cyclopaedia, Car Builders' Cyclopaedia, Maintenance of Way Cyclopaedia (in preparation), Material Handling Cyclopaedia (in preparation), Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer and The Boiler Maker.



The Advertiser Meets the Photo Engraver

An Authority Here Shows Some of the Fundamentals
of the Art Side of Building Good Advertising Copy

By JOHN McCARTAN

Manager of Advertising Service, Northern Engraving Company

PROGRESS is the result of inventions. The invention of gun powder overthrew or at least made possible the overthrow of feudalism. The invention of steam brought about intercommunication between communities, states and nations and made our modern system of production and distribution possible. The invention of type made education democratic. These three may be called basic inventions, each in its turn changing the whole course of human life. They may be called revolutionary, or if you don't like that word, cut off their first "r" and make it respectable.

After gunpowder came other inventions of warfare. After steam came other inventions of motivity, among them the gas engine which almost started a second revolution in that field. Because of the gas engine we have automobiles, air planes, power on the farm, and a hundred other things to make life more comfortable and work more easy.

After type came other inventions of printing, among them the halftone which almost started another overthrow in that field because it has made education even more democratic and has changed or is

selling by mail and through magazines and newspapers on a large scale would be difficult.

THE WHY OF THE DEVELOPMENT

Why has photo engraving been so important in the growth of merchandising? Because newspapers, magazines, books, catalogs and other advertising pieces are printed on typographical presses by the relief process, and photo engravings make it possible to print pictures on typographical presses.

Since photo engravings hold such a large place in the development of business it seems important that they should be better understood by the fellow who buys them and uses them. There are professional buyers who may know enough but the bulk of photo engravings are bought by the fellow who doesn't know much about them; who buys not because he wants to but because he has to; the fellow to whom buying engravings is incidental to his other duties and the advertising man of the manufacturer or merchant who is a good advertising man but has learned all he knows about photo engraving from his own experience.

The buyer of photo engravings should know enough so that he can plan his advertising with an idea of

about it that I read a number of articles but I couldn't get much out of them. Then I got to thinking that maybe advertising is a science and has fundamentals. I recalled that chemistry used to seem like a mixed up mess until I discovered it had fundamentals, and so with botany and algebra. So I started to dig into advertising to see its fundamentals and at last, when they were laid out, analyzed and classified advertising wasn't so complicated after all.

THE "FUNDAMENTALS" CURE

There are so many kinds of illustrations and methods of reproduction and technicalities and screens and effects and combinations and different prices that I don't wonder some fellows are confused about photo engravings. But fundamentals are the best cure for confusion.

What are the fundamentals of photo engraving? From the engraver's viewpoint I would say the halftone and line negatives, because all photo engravings are made from the halftone and line negative or a combination of them. All the different kinds of drawings and photographs go through either the halftone or line negative or both and come forth into the different kinds of relief printing plates.

This question is often asked of the engraver, and it doesn't bring any discredit on the fellow who asks it either because he may know his own business thoroughly: "What will you make of this, a halftone or zinc etching?" It's a good question and I'm going to try to answer it. The answer will not, of course, cover all cases but most of them.

If the drawing, or "copy" as engravers say, is black and white (no greys) a zinc etching will be made. Pen drawings, ross board drawings, crayon drawings, prints of type compositions and such subjects can be reproduced with zinc etchings.

Instead of saying black we should say any color that has photographic value. If pen drawings were made with red ink they would reproduce because red has the same photographic value as black. If they were made in blue they would not reproduce because the camera can't see blue at all.

If the drawing or copy contains



Outline finish



Square finish



Vignette finish

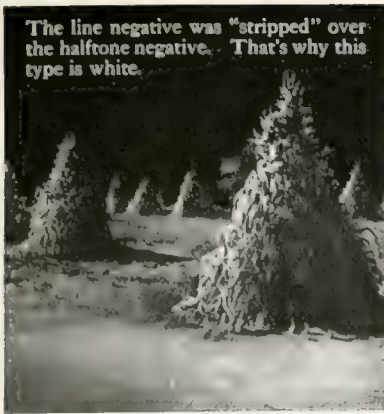
changing or is destined to change the whole method of merchandising.

The halftone is the gas engine of merchandising.

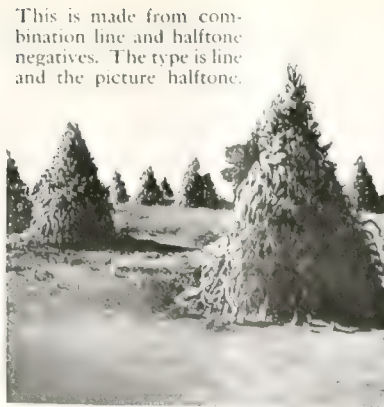
It is more than a coincidence that the beginning of the modern method of merchandising and the invention of the halftone date from the same period. It is more than coincidental that in proportion as halftones have been used the volume of business has increased. It is unimportant whether halftones have made business or business made halftones—the truth is that without photo engravings,

how it is going to be reproduced and printed. He should have at least, as we say, a "fundamental knowledge."

Fundamentals are great things. I remember once upon a time advertising seemed to me like a conglomeration of billboards, newspaper pages, theories, sandwich men, magazines, results, street car cards, toy balloons, calendars, return cards, appeals, pictures, cuts, displays and a whole lot of other things. Everywhere I looked I saw advertising and I heard so many people talk



The line negative was "stripped" over the halftone negative. That's why this type is white.



This is made from combination line and halftone negatives. The type is line and the picture halftone.



The line negative was "double printed" over the halftone print. That's why this type is black.

The same picture given varying appearances by engraver's changing methods

intermediate tones then the halftone process is necessary. Wash drawings, photographs, paintings, etc. have intermediate tones and require halftone negatives for reproduction.

"Line copies" are photographed just as they are, reduced or enlarged to proper size, printed on zinc and etched and there you have a zinc etching. By using acid resisting solutions the blacks—or what is black on the drawing—is prevented from etching and therefore stands out in relief. When placed in the printing press and the ink rollers pass over the plate only that part of the plate which is in relief touches the roller and is the only part of the plate to lift ink from the roller and deposit it on the paper, the only part that prints. Of course you all know this, but fundamentals are fundamentals.

THE SCREEN PROCESS

Halftone copies are photographed through a screen. This screen is a double plate glass ruled with diagonal lines running in both directions. These screens break the greys into dots, speaking simply, which when etched on copper are in relief. The size of the dot determines the tone value. Large dots crowding each other make the dark colors and small dots the lights and medium sized dots the greys.

In making a halftone there are at least eight distinct operations, each operation being performed by a different workman.

First—The copy is photographed after a halftone screen is placed in the camera between the lens and photographic plate. The negative resulting is composed of dots instead of continuous tones.

Second—The film is removed from the glass (photographic plate), turned over and placed on a plate glass. A number of films are put on the same piece of plate glass in order to economize on time and la-

bor. This process is called stripping.

Third—The plate glass negative, that is the plate glass on which are the films, is printed—as a photographer prints, not as a printer prints—on sensitized copper, or rather copper coated with a sensitized enamel. Pressure is used to secure proper contact and the printing frame exposed to a powerful light. Light hardens the enamel on the copper but the parts protected by the blacks in the negative remain soft and are washed off after the printing process, leaving the dots only. What remains of the enamel is then burned in and becomes acid resisting.

Fourth—The copper is etched. It is placed in a solution of chloride of iron, etched out between the dots—leaving the dots in relief. The halftone etcher then does the real work. He takes the plate and etches it "by hand." He paints certain parts with asphaltum in order to retard the chemical action. Other parts he etches lighter. The ability of this fellow and the time he applies to the plate usually determines the quality of the halftone.

Fifth—The plate is given to the finisher. The finisher is the only real engraver, because he is the only fellow in the engraving plant who does engraving. He engraves any special "tooled" effects desired. He trims the edges and picks out defects with an engraver's tool. He prepares the plate for the routing machine.

Sixth—The superfluous metal is routed away by a fast revolving tool guided by a skilled worker.

Seventh—The plate is beveled and mounted on the block.

Eighth—A proof is made on a hand press, one man or more specializing on this kind of work. Pulling proofs in an engraving house requires "make ready" similar to make ready on a typographical press. Proving or "proofing" color plates

is quite a lot of work.

Combination plates are made by removing the film from two or more negatives, "stripping" them together and etching on the same piece of metal or by tacking halftones and zinc etchings on the same block of wood. That's the process or theory in a simple way but the actual process is more complicated. The film is stripped from the original negative onto a plate glass and on this plate glass wonderful manipulations take place. The "stripper" will insert a line negative into a halftone negative or vice versa, or put two or more negatives together, cutting out and matching up the gelatinous films like a wizard of legerdemain.

MORE COMPLICATED WORK

The Finish—Sticking to fundamentals, there are only four ways to "finish" a halftone. "Finish" in the engravers' terminology applies to the edge of the halftone. They are square, oval or circle, outline and vignette. Square finish means the edge is square or rectangular. Oval, of course, means oval. Outline means the edge is cut or tooled away by hand to any shape except square, oval or circular. Vignette means the edge fades away or blends into nothing. There are combinations of these finishes, such as outline and vignette or square and vignette.

Double or Sur-printing—In this case two negatives are printed on the same piece of metal, one over the other, and etched together. You have seen black lettering, maybe type, on a grey halftone background, maybe the lettering running right over the illustration. That effect was produced by double printing. You've seen pure white lettering running through a halftone illustration—that effect was obtained by stripping a line negative over a halftone negative.

Color Work Multi-color plates are the same as those described ex-

(Continued on page 41)

Employees Who Edit Their Own Magazine

How the Timken Roller Bearing Company
Has Secured a Harmonious, Helpful and at
the Same Time Interesting Internal Paper

By R. E. MacKENZIE

ABRAHAM LINCOLN laid down the principles upon which the "Timken Triangle," the employees' magazine of the Timken Roller Bearing Company, of Canton, Ohio, is founded. We have changed Lincoln's words just a trifle, more poignantly to fit our needs. The basis upon which we get out our internal magazine is "OF the employees, BY the employees, and FOR the employees."

What is better, after having established this policy for ourselves, we have continued to "hew to the line." We admit in the first place, that an employee's magazine is not a Bible; nor a text book, nor an Alexander Hamilton Institute Course; nor a fiction magazine. We also must assume that it is not a Chatter box; nor a collection of cartoons; nor a vehicle whereby Smith may take out a grudge he has against Jones. We must assume that a successful employees' magazine is a magazine in its truest sense, edited within the shop in which it finds itself, by the people whom it talks about, and for them; with an intent of disseminating pleasantries, personalities, interesting topics, hints for the betterment of the individual, and the company of which he is a part, and a dash of general educational and news matters.

To have some bewhiskered, bespectacled, Advertising Manager sitting behind a big black pipe on top of three or four morocco-bound volumes of "Heroes and Hero-worship," edit an employees' magazine seems to us as absurd as having the janitor step out to San Francisco to close the year's biggest contract.

UNDER AN ADVISORY COUNCIL

In our opinion no one man can interpret correctly the thoughts, moods and desires of four thousand other men. One man's views, particularly if they are not from an inside vantage point, are bound to be cramped, crimped and crooked. It is for that reason we have no "paid editor" of the "Triangle." We have seventy paid editors each reflecting the thoughts and activities of the one small department in which he finds himself and so contributing to the gen-

eral scheme of the magazine by influencing the views of the group at the top who select and compile the data which each of the editors contributes. Let it be understood these seventy contributors are editors, not merely reporters. They can take it upon themselves to make reforms or changes in their own department. If production has been down in a certain department

that editor can do his best to correct it; if there has been an undue number of accidents in another department that editor makes it his business to find out why, and to offer a solution. If some certain masculine workman has been eating luncheon each day with some feminine workman, the editor may in a pleasantly serious manner inquire into the aptitude of the affair.



This, of course, would make for a highly departmentalized magazine if it were left in what may be termed its extreme. The seventy editors, however, get together once each month at a meeting, for dinner at the plant restaurant. They have elected a group out of themselves, called the Triangle Advisory Council. This group of seven advises and selects as to what in its opinion will best further the interests of the magazine. Grievances are brought before this committee, which acts also in the capacity of a Vigilance Committee. The general make-up of the magazine is determined in these big general conference meetings.

For example, one of the editors

may have had the idea that there was too much seriousness in the previous issue. The topic comes up for discussion. Every editor with a view upon the subject presents it, and the matter is thoroughly threshed out. The committee then formulates a more or less inflexible rule determining the space to be allotted to each of the special classes and character of news to be presented.

After a six-months' experiment along this line the status of the distribution of the available space is something like this:

A little less than half is given over to news of a purely personal or informal, jocular nature, all of this news being, as above mentioned, cov-

ered by separate departments.

About one-fourth is devoted to news of a purely educational nature, evenly apportioned to local educational matters and general educational matters. In explanation of this we may say that if there are four pages available for education, two may be given over to a non-technical, accurate, and interesting description of some important process of manufacture in our own shop; the other half may be devoted to an article such as, "How to tell a woolen cloth from a cotton cloth," or "what is a good house and what is it worth?"

HOW THE WRITERS ARE PAID

At all times big articles are contributed by department employes and heads of departments, and whether or not the contributor is an editor, he is paid for his contribution on an inch rate basis for material, both pictorial or reportorial.

The remaining space, or a little more than one-fourth of the magazine, is given over to review of plant happenings and anticipated activity. That is to say, sports, the several clubs, orchestra doings, picnics and the sort of news which is of more general interest to each of the employes than are the personal or informal items.

The question naturally arises, how successful is this system of internal magazine editing?

Perhaps a few figures can best prove this point. During the past year there has been but a slight increase or decrease in the number of employes at work in the Timken Roller Bearing Company, the figure has held pretty closely to forty-three hundred. One year ago, when the Triangle was being edited by three persons, we printed twenty-five hundred copies and had difficulty in having them taken off the shop premises; six months ago the editorial tentacles began to be pushed out and the circulation jumped from twenty-five hundred to thirty-five hundred almost over night. At the present time, or six months after the new system of editing had gone into effect, we are printing forty-six hundred Triangles and as a rule are "sold out" the day of issue.

CARING FOR FOREIGN BORN

We never find them in the waste basket, in the alley, or in the street cars, or, if we do find them either in the alley or in the street cars, there is always an interested reader directly behind them.

Assume that we have a message of importance which could come

A Type of the Midwest Farm Woman-

Her home is equipped with electricity,
modern plumbing and heating. ~

She takes pride in furnishing it in an
up-to-date manner. ~ ~

She, herself, dresses in the latest
style and uses the very best of toilet
articles and preparations. ~ ~

She is aided in the selection of her
purchases by the Women's Department
and the advertisements in her section of

The **CAPPER FARM PRESS**

(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

Women in more than one of every three
farm homes in the Midwest know the
value of the Women's Departments of
THE CAPPER FARM PRESS
1,100,000 subscribers.

only from the "big chief." We know, by means of our internal magazine, that it is going to reach every reader we desire to reach. At first thought this would sound like a broad statement, considering the fact the usual portion of our employes is foreign born. In conjunction with the Triangle activities we conduct a very big, complete, and intense Americanization campaign. For that reason it is easy to find half a dozen foreign born employes eager to learn and anxious to assist. Consequently they are full fledged members of the editorial staff and contribute monthly articles of interest, not only to the class which they represent, but articles which are new or so unusual that they are of immense general value to the magazine.

Keeping Up With The Times

A FACT A WEEK

"It so happened that it was not convenient for us to use any other Sunday newspaper but the *Sunday Evening TIMES*—and the results from that one ad brought home to us the value of the Sunday evening advertising opportunity that we had heretofore overlooked."

So said a big retail clothier, who had heretofore confined his *Washington TIMES* advertising to the daily issues.

The Washington Times,
WASHINGTON, D. C.

At first there was, of course, a great deal of discussion as to the advisability of paying the editors and, because the question will probably arise in the minds of a great many of those planning changes in the policy of their editing staff, let us take a frank and open view of the question. A successful magazine editor must be a well-paid, well-educated, and broad-minded man. To edit successfully the magazine for four thousand employes he must have several assistants. Let us assume that these salaries amount to \$6,000 per year. For \$6,000 we have secured the services of an editorial staff which is not only biased, but which is narrow and altogether incomplete and incapable of reflecting the big view of the entire working body.

On the other hand let us divide the \$6,000 by seventy-five; this means a yearly payment to each of the seventy-five editors of \$80, or approximately \$6.50 per month. To have continuous and serious thought given to each one's contribution together with an interest in the general shaping of the broad policies of the magazine is certainly worth all of this; although at times it is not necessary to pay this much for it.

WOULD DROP TRAINED EDITORS

It so happens that any way one figures it, only better, broader work, can result from the method of "canning" the editor and getting a number of editors, probably to the proportion of one for every seventy-five employes. If we remember that the employe can get his religion from the Bible; his education from the newspapers and the magazines; and his fun from humorous papers, and that what he wants in his own shop paper is himself, reflected in a manner in which he has indicated that he wants it to be reflected, then we have more closely tied up each and every individual worker and have gone a long way toward attaining the end for which every internal house organ must be planned—that of co-operation.

Landis Joins Critchfield in New York

Reed G. Landis, who before the war was advertising manager for the Brunswick, Balke, Collendar Company of Chicago, has joined the eastern organization of Critchfield & Company with offices in New York. Mr. Landis, who was a major in the U. S. Air Service, has official credit for having destroyed twelve enemy aeroplanes. Following his discharge from the army and prior to his present connection Mr. Landis was vice-president of the Interallied Aircraft Corporation.

Lesan Agency Advertises "Denver Special"

The H. E. Lesan Advertising Agency is placing newspaper advertising for the Union Pacific System and Chicago and Northwestern Railroad in connection with the *Denver Special*, a new train recently put on between Chicago and Denver.

Greiner Will Head "Saturday Evening Post" Forces in Michigan

J. B. Greiner, who has been connected with the Curtis publications, will soon succeed George Hammer as the head of the *Saturday Evening Post* forces in Michigan. Mr. Hammer is leaving the *Saturday Evening Post* organization to join Theodore F. MacManus, Inc.

Packard Starts Export House Organ

The first issue of a new house organ, the "Packard International," is out. It is printed in English, French and Spanish, and will be circulated in practically every country on the globe. W. C. Chapman, advertising manager of the Packard Motors Export Corporation, New York, is sponsoring the new publication.

Potter & Wrightington Account With Hellwig

Potter & Wrightington, Boston, Mass., have placed their advertising with the E. W. Hellwig Company, New York. The Hellwig Company is also placing the advertising for the Finsbury Distillery Co., London, who have for their American agents, Walter Janvier, New York.

Boyce Represents "The Stars and Stripes"

W. D. Boyce Company, 500 North Dearborn street, Chicago, and 205 Metropolitan Tower, New York, are now the advertising representatives for the *Stars and Stripes*, Washington, D. C.

Atlanta Druggists Adopt Slogan

"Hitch up with the national advertiser" is a slogan which the retail druggists of Atlanta are said to be rapidly adopting.

Donald Douglas, Sales and Advertising Director

Donald Douglas, advertising manager of Perry-Dame & Co., is now director of sales and advertising of new consolidation, Perry-Dame & Co., the Standard Mail Order House of America.

Coolidge Agency Enlarges Quarters

The Coolidge Advertising Company, Des Moines, Iowa, has moved from 220 Davidson Building to larger quarters at 1216 Grand avenue. C. P. Mercer, who spent two years in the U. S. Air Service joined the selling staff of the Coolidge agency recently.

Bruce Daniels With Continental Auto Parts

Bruce Daniels, recently with the Russell M. Seeds agency in Indianapolis, and at one time advertising manager of the Prest-O-Lite Company, has become associated with the Continental Auto Parts Company, Columbus, Ind., and will represent the company on the Pacific Coast, Hawaii and the Orient.

Graphic Arts Association Elects Officers and Will Make Survey

John R. Demarest of the Wilson H. Lee Co., New Haven, Conn., was chosen chairman of the Graphic Arts Association at the last session of that body in Indianapolis last week. H. H. Cooke, of Wm. Green, Inc., New York, was elected vice-chairman; Fred W. Gage, Gage Printing Co., Battle Creek, Mich., treasurer, and Noble T. Praigg, United Typothetae of America, Chicago, secretary.

B. H. Isenberg, Corday & Cross Co., Cleveland, Earl Britt, Britt Printing Co., St. Louis, and Robert E. Ramsay, American Writing Paper Co., Holyoke, Mass., were selected as directors.

The association appointed a committee to make a survey of the printing industry with regard to its relationship to the production of advertising. The problems existing will be made part of the association's program of work.

Williams Condemns Advertising Tax

L. R. Williams, president of the American Newspaper Publishers Association, in wiring to Indianapolis the appointment of members of the National Advertising Commission from the Newspaper Department said:

"By virtue of authority invested in me as president, I appoint Messrs. Webb, Baltimore; Newmeyer, New Orleans, and Carruthers, Denver, to represent the A. N. P. A. on National Advertising Commission. Advertising has come to be one of the most potent forces of modern times for promoting and stabilizing national prosperity. May the commission prevent further putting the brakes on the business of the country by exerting utmost effort in combatting fallacious proposal to tax advertising."

Sweater Manufacturers Contemplate a National Campaign

The National Association of Sweater and Knitted Textile Manufacturers is contemplating a campaign for the national advertising of sweaters. By advertising the comfort, warmth and service of sweaters and the fact that they cost only about one-fifth the price of an overcoat, the idea of wearing a sweater for an overcoat on week days, it is hoped, can be put over with the working man. The wearing of overcoats will be suggested for Sunday and "dress up" occasions in order not to harm the sale of cloth by the knitted cloth manufacturers who are members of the association.

Georgia Would Advertise Sweet Potatoes Nationally

Through a state organization to be formed along the lines of the Florida Citrus Growers' Exchange, it was decided at a meeting of prominent citizens held in Atlanta, June 8, to carry on a national advertising campaign in the interests of the Georgia sweet potato. The governor, the commissioner of agriculture, sweet potato growers and storage house men from all over the state were present. In popularizing the sweet potato throughout the North, the campaign is to be carried on in standard magazines, it is reported.

Miss Wheat Heads Advertising Women's Conference

Miss Mary H. Wheat, of St. Louis, was elected chairman of the Women's Advertising Conference at their meeting in Indianapolis last week. Miss Ida

Pines, Chicago, was chosen, vice-chairman, and Miss Jane J. Martin, New York, as woman member of the executive committee of the Associated Advertising Clubs of the World.

Thomson is Alternate for Gov. Parker

James M. Thomson, publisher of the New Orleans Item, has been made alternate at large to the National Democratic Convention at San Francisco for Governor John M. Parker, of Louisiana. As the Louisiana Legislature will be in session during the Convention, it will be impossible for Governor Parker to attend. Mr. Thomson will take his place.

Starts in For Himself

C. A. Taaffe, of the advertising department of the International Harvester Co. in Albany, has left the company to engage in the advertising business for himself. He is succeeded by Percy L. Stone.

Package and Container Exhibit Postponed

The exhibition of packages and containers which was to have been held under the auspices of the American Institute of Graphic Arts at the Bush Terminal Building, June 4 to 25, has been

postponed to a date in October to be announced later.

Memorial Booklet for William Woodhead

A memorial booklet to William Woodhead, containing the addresses made at the Advertising Club in New York, at the time of his death, together with a number of letters from advertising men, has just been completed by Sperry & Hutchinson Co. Miss Jane J. Martin, advertising manager, will be glad to send a copy to any one requesting it.

Fruit Growers Have Organ

Edited by Rolfe Whitnall, advertising manager, the Yakima Fruit Growers' Association in the state of Washington is now publishing monthly a four page bulletin called, "Big Y."

Discontinues Space Buying Department

Brooke, Smith & French, Detroit advertising agency, believing that circulation information such as presented by publishers' representatives, has an important bearing on merchandising, have eliminated their space buying department and have placed the work of that branch with an expanded merchandising department.



F. C. MERRILL

"Cap" Merrill became publisher of the Bay City Times-Press after he graduated from the University of Michigan, but he loved the advertising business even more than publishing. After spending some time with Lord & Thomas and McClure's Magazine, he joined my Western office and the years he has been with me have been very pleasant ones for both of us.

Paul Block

The Worcester Telegram

The TELEGRAM leads the next nearest Worcester newspaper in circulation by over 5,000 copies (proven by the A. B. C.)

The TELEGRAM during 1919 published 12,157,334 lines of advertising. It leads the next nearest Worcester paper by nearly 5,000,000 lines.

During the first four months of this year the figures show: TELEGRAM—3,644,343 lines, next Worcester paper 2,653,994 lines. It leads in local display, national display and classified. Enough said.



Reaching engineering equipment markets through McGraw-Hill Publications

You can pick up a copy of any of the McGraw-Hill publications with the certainty that here is a technical journal that is **covering** its field.

Last year, for example, *Engineering News-Record* was a 3042-page library of current civil engineering and construction information — the equivalent of these ten substantial quarto volumes:

Roads and Highways.....	172 pages
Erection	169 pages
Railways	162 pages
Concrete and Concrete Construction.....	139 pages
Municipal Work	112 pages
General Structures	106 pages
Water and Waterworks.....	105 pages
Ships and Shipbuilding	104 pages
Hydraulics	90 pages
Docks and Dredging	61 pages

Those figures, of course, do not include the news, the editorials, or the dozens of authoritative articles on administration, motor trucks, industrial layouts and kindred subjects which have all played their parts in rounding out the *News-Record* field-covering thoroughness.

And the other ten McGraw-Hill publications are delivering the same breadth of service in their respective fields. McGraw-Hill editors make it their business to know what their readers need — and to supply those needs.

It is natural then, that the men who read their McGraw-Hill publications from cover to cover are men who lead in their respective fields and whose opinions determine purchases. The men who buy engineering materials and equipment are engineers — and McGraw-Hill readers!

The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingenieria Internacional
Chemical & Metallurgical Engineering
Engineering & Mining Journal

McGraw-Hill Co., Inc.,

Tenth Avenue at 36th Street

New York

The Men and Women Who Make Our Mediums

WARREN G. HARDING

Publisher of the Marion, Ohio, *Daily Star*

One of a Series of Informal Visits with the Leading American Editors and Publishers with the Object of Interpreting What They Mean to Advertisers

By RALPH BEVIN SMITH

WHEN the "fifteen perspiring men in a stuffy hotel room" of pre-convention prophecy had done their duty toward the deadlocked Republican convention in Chicago last week and Harding was "over" and everything was over, fifteen hundred—or was it a thousand—perspiring reporters, not including William Jennings Bryan, clamored around the Harding headquarters for some "personal stuff" about the senator from Ohio. Thereupon, one bright young publicity man dipped his fingers into the upper left vest pocket of the nominee, extracted therefrom an ink-stained printer's rule and—lo!—a campaign anecdote was born.

CARRIES PRINTER'S RULE

Today all the world knows that the Republican nominee for the Presidency, carries a printer's rule as a luck-piece and everybody who read beyond the headlines knows that the rule once saw active service in the composing room; knows that Warren G. Harding was, is and will be—whether he will be President or not—a newspaper man.

The United States has had 27 presidents and umpty-seven candidates for the office of chief executive of the nation. Of the twenty-seven, there have been nineteen lawyers, two soldiers, one public official, one planter, three statesmen and one farmer.

Of the umpty-seven candidacies there have been, within memory, three from the newspaper field, all represented in the virile and versatile personality of the fore-mentioned, William Jennings Bryan.

Warren G. Harding, it is prophesied—and it must be remembered that the nominee has a first class prophecy department in his service—will be the first newspaper man to put on his calling cards, "Address—White House."

"Senator Harding has been a newspaper man from youth," runs the post-convention dope on the convention's tenth ballot choice. "He can set type, operate a linotype, make up forms, run a press,

get up local news, write editorials, and, last but not least, run for the presidency, which is coming to be part of a successful editor's duties."

OWNS OHIO PAPER

Many candidates for many offices have been newspaper men at some period of their careers. Senator Harding goes them one better. He is a newspaper man, at the critical period of his career, being today the proud proprietor of a newspaper which boasts a substantial circulation in a city of 30,000 and points without ostentation to "a leased wire, a modern press, eight linotype machines, and fifty employes"—the *Star* of Marion, Ohio.

The Republican nominee "entered journalism" as they say in biographies of eminent newspaper men, at eighteen, when he became "devil" in the office of the *Mirror*, a Democratic weekly, in Marion, some nineteen miles west of Bloomington Grove in Morrow County, where he was born November 2, 1865 and about nine miles west of Caledonia where he went to school, taught school and, as his boosters have not failed to tell us, played the cornet in the village band.

In 1884, he nearly departed his journalistic life when he joined the local Blaine club and appeared on the job wearing a Blaine high hat, such as was popular as an emblem among the supporters of the presidential aspirations of the grand old man from Maine. However, he "got by" with a reprimand from his Democratic boss—which failed to alter his political allegiance—and even won the financial aid of his employer in the same year in the venture of purchasing at a sheriff's sale and putting on its feet and almost defunct Marion *Star*.

ENTERS POLITICS

Mr. Harding began his career as a publisher November 26, 1884. He soon paid off his debt and made the Marion *Star* a powerful and paying Republican organ in what became, thereupon, a Republican county. In the early 90's he carried his politi-

cal activities outside of the editor's sanctum to the stump, laid the foundations of a reputation as a campaign orator and commenced to receive mention as a possible candidate for various political offices. In 1898 he went to the Ohio State Senate, followed up his first term with a second and then shifted his desk to the lieutenant governor's office as under-study to Governor Myron T. Herrick. In 1910 Judson Harmon blocked him out of the governor's office by a 100,000 majority, but in 1914 he turned the tables upon the Democrats by carrying his printer's rule into the United States Senate on a 102,000 majority, 73,000 votes more than the next highest candidate on the ticket. In 1912 he nominated William Howard Taft at Chicago and in 1916 delivered the "keynote" speech at the Republican convention. In June, 1920, he won the party's nomination. In November, 1920—?

When he returned to Washington from the convention last Monday, Senator Harding announced to the reporters who will dog his footsteps for the next four months or the next four years, depending upon what happens at the end of the four months, that he was going to remain in the capital for just a few days and then was "going home to Marion." "Going home to Marion" means going home to the *Star* offices where on almost any day out of Senate session a big, broad-shouldered man with iron gray hair may be seen puttering—if a man of the Senator's stalwart frame may be said to putter—about the composing room or in the press room. He gets something more than the \$9 a week upon which he started out of the newspaper, today, but neither the success that increased his profits nor that which brought him fame succeeded in putting his printer's rule out of action and they "do say" out in Marion that the Senator still likes to fuss with a display advertisement or set up a headline.

MRS. HARDING ALSO JOURNALIST

Nor is Senator Harding the only member of his immediate family who knows the "ins" and "outs" of a newspaper office. Since the Senator has no children to carry the Rooseveltian tradition of a big family into the White House the reference must be to Mrs. Harding. You're right. It is.

Being the daughter of one of the richest men in Marion and a social leader in the little city did not pre-

vent Florence Kling from becoming a practical helpmate to her hard-working journalist husband when she became Florence Kling Harding in 1891, against the wishes of her father who knew what a hard-working, seldom-reaping sower of scarce dollars the small town journalist of the early '90's was. The tradition of the town, vice the modest silence of the lady herself, tells us that Mrs. Harding became an active partner in her husband's enterprise, handled the problems of the business department while he labored at the burdens of the editorial side and once, when he was forced to go to a southern resort to convalesce from a long illness, took charge of the entire plant for three months. Tradition presents a picture of this courageous lady haranguing the newsboys at press time each early '90 afternoon and overseeing the distribution of precious copies of the *Star*—but tradition may exaggerate.

NO LABOR TROUBLE

The *Star* is a "union shop" and the Senator's backers make much capital of the fact that he has never had any labor trouble during his career as a publisher, quoting in that connection a letter written to T. J. Miller, secretary of the Baltimore and Ohio Local Federation of Newark, Ohio, in reply to some questions of the latter on the Senator's stand on the Cummins Railroad Bill. In this, Mr. Harding said:

"In my private pursuits as a newspaper publisher, I am an employer of organized labor, having never known a controversy and I believe most cordially in rational unionism."

If they meant this for propa-

ganda purposes they might have added that the fact that, as the *Star* has prospered, its publisher has invited his employes to become stockholders, selling them stock and permitting the dividends to accrue to help pay for it until a

quarter of the ownership of the *Star* has passed into the hands of the employes.

Is Senator Harding an up-to-date newspaper employer? The vote seems to be unanimously in the affirmative.



WARREN G. HARDING

Hearst Buys New Home for Atlanta Press

Following a recent conference in New York City with William Randolph Hearst, owner of the *Atlanta Georgian* and *Sunday American*, Buford Goodwin, publisher of Mr. Hearst's Atlanta paper, has purchased for \$300,000 the Kontz building on Marietta Street, in the downtown section of the city, which will be used as a permanent home by the newspaper. The building will be completely remodeled, new presses and machinery will be installed, and it will be made one of the finest newspaper plants in the South.

Koether Promoted — Eason Becomes Hyatt Sales Manager

B. G. Koether, vice-president of the Hyatt Roller Bearing Co. in charge of sales and advertising, has been made assistant general manager of Hyatt Division of the General Motors Corpor-

ation. Mr. Koether will devote his efforts to boosting Hyatt production at the Harrison, N. J., plant.

C. M. Eason, recently general manager of the Engineering Development Company, Moline, Ill., and formerly with the Hyatt organization, has returned to the company and will take over the sales work formerly handled by Mr. Koether.

Awards for Financial Advertising Exhibit

The Guaranty Trust Company of New York was awarded the first prize for the best general exhibit of financial advertising, at the annual convention of the A. A. C. of W., held at Indianapolis. With this award was given the silver cup presented by Lewis E. Pierson for the best display of financial advertising. For the best single piece of literature a second prize was awarded to the National City Company, which showed a comprehensive display.

"Illustrated Review" Will Combine July and August Issues

Like many other periodicals the *Illustrated Review*, published by the Woman's National Publishing Co. at Atascadero, California, will combine its July and August issues into one. This enables the company to give its entire force their summer holidays all at once and save about 100,000 pounds of paper.

Ralph Starr Butler, Advertising Manager, United States Rubber Company

Ralph Starr Butler, for three years director of commercial research for the United States Rubber Company, has been appointed advertising manager.

Mr. Butler succeeds R. W. Ashcroft who resigned at the first of the year. Since then, R. S. Willis, general purchasing agent of the company, has been acting as advertising manager. H. V. Strawn is assistant advertising manager.

Is Your "Live" Copy Dead Language?

(Continued from page 4)

or the middle, and that as you run up toward the extremes fewer and fewer people are found.

In the case of all physical tests—height, chest measure, girth of head, length of the forearm, and such things as bodily strength, speed of running, and the original sensitiveness of the eyes or ears, of the organism of smell, people are not tremendously different. The ratios here between greatest and least are as, say, 10 to 7 or 10 to 8.

WHENCE THE ERROR SPRINGS

Second, fundamental instinctive capacities. When we consider such fundamental capacities as courage, tendency to anger and pugnacity, the strength of sex instincts, the amount of sleep required, the amount of food required, the desire for social approval, our desires for mastery, too boss, or to have pride, our desires for rest and leisure, our desires for social intercourse, our instincts to collect and hoard, i.e., to secure wealth, our natural parental love, our sympathies, our generosity, our cooperativeness, we find again that people differ from each other according to a symmetrical curve.

All people have very much the same emotions, desires, longings, are satisfied by very much the same kind of goods and approval. Moreover,

our interests are considerably alike. We are interested in our family, in our clothes, in our advancement, in securing rest and recreation, and so on. Now these are the things that we can usually observe in people and it is due to the fact that we have observed that the so-called average man is much like us in all these traits, that we have fallen into the very important error, namely, the belief that all people are much alike in intelligence.

During the last twenty years, and especially during the last five or six years, measurements of several millions of school children, measurements of two million men drafted into the army, and measurements of thousands of people from all walks of life have resulted in the perfection of a variety of so-called intelligence tests whose reliability is now established beyond question.

The most significant thing we have found is that people are tremendously different in intelligence. While the body and the emotions of the average man is like that of the man of the professional class, his mind operates in an extremely different fashion.

FINDING THE "AVERAGE MAN"

The measurements are given in terms of "intelligence quotients" which means approximately the in-

tellectual or mental brightness of an individual. It is now established beyond any doubt that this degree of brightness is inherited, that it can be measured as early as four or five years, that it remains constant throughout life, that it cannot be improved by any system of education or training, and that it fixes the complexity of an intellectual task that an individual can do.

For example, an individual whose I. Q. is 60 can never do the intellectual tasks of higher than the fourth grade in grammar school no matter how long that individual may go to school. An individual whose I. Q. is 70 can just about finish the work of the fifth grade, but can do no more in school. Whereas, a child whose I. Q. is found to be 130 can probably finish under favorable conditions work of eight grades in four or five years.

The average individual has an I. Q. of 100 and his ability corresponds to the average rate at which children go through eight grades in eight years. A glance at the accompanying chart and table will show that an extremely large number of people are clustered about the middle I. Q., ranging from 95 to 105. One-third of the general population are in this group. One-third of the population have I. Q.'s of less than 95. The other third are the superior people whose I. Q.'s run from 105 upward. Observe, then, that two-thirds of the general population have an I. Q. of 105 or less, one-third of them being measured by 100, and it is of this group that I wish in particular to speak—the average person, found in larger numbers than any other people:

I shall describe now something of the intellectual capacity of the average people, and it should always be kept in mind that one-third of our total population are less intelligent than these.

The mental development of the average adult is about equivalent to that found by school children in the seventh grade. Of course many of them, especially those whose I. Q. are from 100 to 105, do complete the work of the grammar school and occasionally finish high school, but, for the most of our average people, high school work is too difficult. It has been found, for example, that of children with I. Q.'s of 95 or less who enter the first year of high school, 75 per cent fail in half or more of their subjects in the first year. Very, very few ever finish high school. The average individual and those

FOURTH OF A SERIES

Non-Cancelable Campaigns

THE News realizes its obligation to jobber and retailer as well as to manufacturer. It cannot therefore give its support to any campaign that is not absolutely set. Portfolios and letters of introduction, of course, cannot be furnished salesmen unless the advertising has been scheduled through a dependable source on a non-cancelable basis. The News owes that much to its many friends in the retail and jobbing trade in the Indianapolis Radius.

THE INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPER ADVERTISING ON A THREE-YEAR BASIS

below him has practically no chance of ever completing an up-to-date college course. The average I. Q.'s for the freshman students in Stanford University, for example, is 113.

CLASSIFYING BY "I. Q.'s"

Just a few words about the general intelligence of people from different walks of life. Most of our unskilled labor will be found with I. Q.'s ranging from 60 to something less than 90. The semi-skilled labor begins with an I. Q. of 74; some are found with I. Q.'s as high as 95. Skilled labor begins with an I. Q. of about 85 and runs up. Of policemen, or a group of applicants for police or fire department of a city in California, 95 per cent were found to have I. Q.'s of less than 100. A large number of clerks in a prominent express company, accounting clerks, C.O.D. clerks, waybill clerks, settlement clerks, chief routers, and the like, 80 per cent had I. Q.'s less than 100. The average intelligence quota of street car conductors and motor-men is 85. The average I. Q. of sales girls in certain department stores was found to be 84. The average I. Q.'s of small shop keepers and business men in small stores, managers of small draying businesses, and the like, is less than 100. On the other hand, the I. Q.'s of buyers of department stores, business men with wider investments, runs above 100. An I. Q. of at least 115 or 120 is required for even medium success in professions of medicine, law, and engineering. The average intelligence of freshmen in a university is at least 113.

The average man does not clearly understand the difference between evolution and revolution, or laziness and idleness, misery and poverty. Ordinary words such as priceless, disproportionate, tolerable, artless, depredation, frustrate, dilapidated, avarice, are words which are not understood by the average man. Now it does often happen that he reads the editorials but he reads and uses the words mechanically, not understandingly.

I cannot take time to multiply these samples. If the reader will give careful attention to the samples listed he will get some notion of the basis for my main theories, which is simply that we cannot expect the average man to be much interested in fine English, in complicated diction, and the danger of exceeding his comprehension is exceedingly great.

In the realm of information we tremendously overestimate the ca-

capacity of the average man. He can scarcely tell you, for example, the difference between a president and a king. The ordinary facts that you advertising men have picked up concerning politics, economics and sociological questions are lacking in him, first, because he does not read widely and, second, because the ideas involved are simply beyond his comprehension. Here is a test which just meets the ability of the average man. "My neighbor has been having queer visits. First a doctor came to his house; then a lawyer, then a minister. What do you think happened

there?" This involves an intellectual process which is just about the limit of the average man.

THE NEED OF SIMPLICITY

My time permits me to draw but few conclusions from these facts, but I think they will be obvious without much embellishment. First, then, we must strive for a simplification of ideas as a content of advertisements. I could pick up any newspaper or magazine and read you dozens of samples of assumed information of historical events and the like which does not exist in the average man. Secondly, we

Nordhem Service

POSTER ADVERTISING

Worth thinking about

For Adequate Service - consult

IVAN B. NORDHEM COMPANY

*Poster Advertising, Paints & Electrical Displays
in the United States & Canada*

1012 40th Street - New York City - Westmore Bldg - Pittsburgh, Pa.

need a great simplification of language. The average man does not care much nor appreciate "high-flown English." Moreover, our efforts to write novel and attractive English almost invariably lead us to the use of words and phrases and a complicated sentence structure which baffles the intellect of the average man. A third matter is that we ought to cut down on the amount of verbal material in advertisements. The average man is not interested in language and verbally expressed ideas as is the superior man, and certainly he is not inter-

ested in anything like the degree that an advertising man is.

My plea is for the use of pictorial appeal, basing the appeal primarily upon the instincts and emotions, those things which make an immediate appeal to one's desires and wishes. That is a long story into which I cannot go here. If uses of an article are to be demonstrated, it should be done wherever possible by pictorial presentation.

There is much information concerning the use of clear-cut, graphic presentation, from which the advertising man might profit. One

should use very little arithmetic, very few tables of statistics. These are particularly difficult for the average man to grasp.

Finally, appeals should be directed rather to the obvious and instinctive wants and not to subtle reasoning processes, and the more perfect the appeal is the less it is involved with clever verbal devices to attract attention, the less it relies on analogy, the less it is likely to mislead the intellectual bent of the reader and generally speaking, the more effective it will be in the end.

Two New Accounts for Rosenberg

The Lehigh Tire and Rubber Co., Newcastle, Pa., and the Art Metal Radiator Cover Co. have placed their advertising accounts with the Irwin L. Rosenberg Company, Cunard Building, Chicago. An institutional campaign for the former concern will be carried on in magazines and newspapers. Newspapers, magazines and class publications will be used for the latter account.

George F. Rubin has been appointed art director of the Rosenberg agency, and other additions to the personnel are also being made.

Another Railroad Account with Kelley

The New York, Chicago & St. Louis Railroad has put its advertising under the direction of the Martin V. Kelley Co. which will handle the account through its Chicago office.

Berry To Be Stevens Duryea Manager

On July 1, George M. Berry will become vice-president and general manager of Stevens Duryea, Inc., Chicopee Falls, Mass. Mr. Berry, who resigned as assistant commercial manager of Willys-Overland, Inc., last week, was at one time sales manager of the old Thomas E. Jeffrey Co., now the Nash Motors Co.

Agency Increases Capital

Horatio Camps Advertising Agency, New York, has increased its capital from \$10,000 to \$25,000.

Engineering Advertisers Adourn for Summer

At the close of their meeting on Tuesday of last week, at which Louis Flader, Commissioner of the American Photo Engraving Association, gave an interesting talk on photo engraving, the Engineering Advertisers' Association, Chicago, adjourned for the months of July and August, the next regular meeting being scheduled for September 14.

New Officers for San Diego Advertising Club

Harry Folsom, manager of the Brunswick Drug Company, has been elected president of the San Diego Advertising Club. Leslie Mills of the Lyman-Mills Onyx and Marble Company was chosen vice-president, and the following were elected directors: Arthur Morse, Winfield Barkley, Dick Dawson, Harry Fraser, A. J. Hansen, R. Holbrook, Charles Small and Ed. Davidson, the retiring president. The new president appointed Ted Lannon club secretary.

Young Advertising Agency Moves

The Lloyd W. Young advertising agency of Cleveland has moved to larger quarters in the Sloan Building, 815 Prospect Avenue, having outgrown the offices at 1900 Euclid Avenue which it occupied during the past three and a half years.

"The Review" Now "The Weekly Review"

Because newspaper references to the New York magazine known as the *Review* have in many instances proved confusing, the publishers have changed the name of the periodical to the *Weekly Review*.

Getting the Wrong Kind of Attention

Buy 'Em and Weep

EVERY time you get outside the city and a tire goes "bloody," what do you say?

We'll bet it's "No more of those cheap tires for me"—but do you stick to that when you buy again? The chances are you go back and buy some other kind at about the same price.

If you'd come to us and let us sell you a Goodyear for a few dollars more you'd have no cause to weep.

And you'd get from us a helpful service that cuts tire bills. Drive around—we're very convenient.

JAMES A. TRAVERS CO.

64 Brookline Ave. Tel. B. B. 8850

See Them in Our Window on
Your Way to the Ball Game

An advertising man sends in the above advertisement from a New England newspaper as an example of "how not to write a headline." The impression that the reader gets, he says, is that if we buy Travers' tires we'll weep. It takes careful reading to see that the advertiser means the very opposite. The question to be decided here is: Can we risk letting our advertising give a wrong impression at first glance for the sake of getting attention?

Spends \$1,000,000 for Propaganda

The American Federation of Labor spends nearly \$1,000,000 a year in the United States for propaganda it was shown at the annual convention of that body recently held in Montreal. This amount does not include the expenditures of individual unions whose accounts total millions more, it was said.

California Grape Growers Organize

To develop, if possible, new markets for wine grapes, the Grape Growers' Exchange is being organized in San Francisco. The growers, according to E. M. Sheehan, former secretary of the State Viticultural Commission, have staked \$12,000,000, the value of the vintage, on the hope that the eighteenth amendment will be modified to permit the manufacture of "light" wines formerly manufactured in California.

Albodon Tooth Paste Account With James Agency

The advertising of Albodon Tooth Paste for the Walter-William Therapeutic Laboratories and Hamilton-Wade, Inc., New York, will hereafter be handled by the James Advertising Agency.

Don Francisco Head Los Angeles Club

Don Francisco, advertising director of the California Fruit Growers' Exchange, was elected president of the Advertising Club of Los Angeles at a recent meeting. Bert Butterworth, Publishers' Coast agency, was made first vice-president; A. W. Loomis, general manager, Accountants Educational Institute, second vice-president; A. Carman Smith, Smith Advertising Agency, third vice-president; and Alan T. Tarbell, general manager Keaton Tire and Rubber Company, secretary-treasurer.

The board of directors is as follows: W. L. Frost, assistant general agent, Southern California Edison Company; Grover I. Jacoby, assistant general manager Jacoby Bros.; John H. Mason, Kingsley, Mason and Collins Co.; D. G. Keeler, advertising director, Evening Herald; Ross Welch, advertising, J. W. Robinson Company, and Ray E. Nimmo, attorney.

Bonniwell, Advertising Director of S. W. Strauss & Company

Charles A. Bonniwell has been appointed advertising director of S. W. Strauss & Co., investment bankers in New York. Mr. Bonniwell was formerly advertising manager of Moxley Butterine

Strengthening American Trade With China

A Discussion of Principles, Policies and Methods That May Be Followed to Build Profitable Business in Far Eastern Markets

By CLAYTON SEDGWICK COOPER

Author of "The Brazilians and Their Country," "Modernizing the Orient," etc.

OUR trade with China, like our commerce with certain other far away countries, has suffered because of wrong conceptions or perhaps from false traditional ideas which are usually hard to dislodge. I once asked a theatrical producer why he persisted in making his Chinese characters wear queues or pigtaails when the Chinese men have long ago discarded these in China, also why he made Japanese men wear bright kimonos on the stage, when, as a rule, only Japanese children wear such bright colors in the Sunrise Kingdom, the men being clothed in garments of sober hues. He answered, "Why, the American public always think of Chinamen as having pigtaails and the Japanese in bright-hued kimonos. They wouldn't like it, wouldn't be satisfied unless we did it on the stage, any more than the public would recognize a preacher before the footlights without a clerical waistcoat, a flat hat and carrying a prayer book."

MISUNDERSTANDING THE EAST

In other words, custom has worked against a true understanding of foreign countries. This has been true not only on the stage, but also in our literature and often in our conversation. Foreign countries are far away in thought to the average American. The result is that when we come to the opening of the great trade routes to the Orient, as at present, we find ourselves lamentably lacking in information concerning actual conditions in the Far East. Nor have these misconceptions been dissipated greatly by our usual American travelers who have gone to the East in a band of tourists, personally conducted by one or more superficially informed American dragoons. These guides, outside of a knowledge of steamer and train schedules and certain details of port bargaining, are usually blissfully ignorant of the intent, motives, history and race characteristics of the Oriental.

To understand an Easterner requires more than a globe-trotting journey in a Cook party; it means something beyond and other than living in European hotels, or gathering up souvenirs, or talking with donkey boys or coolie servants. To un-

derstand an Easterner enough to be able to do business with him, a man must set his attention upon the history, language, customs, trade marks, together with the laws, religion, and predilections generally of a foreign nation. Such attention we have not yet given to China. Until we can really seize this truth, and take definite steps as a nation to mend our ways, we shall see our possible trade go to other countries, better equip-



This well-to-do Chinese family could use an American motor car

ped with method as well as with knowledge than we are.

PROGRESS OF AMERICAN TRADE

Although our commerce with the Far East has made only a beginning, there has been certain notable progress especially in the port cities of China during very recent years. It is estimated that more than 70 American firms have established branches in China the last year. During the fiscal year, 1919, American merchandise to the value of \$117,000,000 was shipped to China as against \$57,000,000 in 1914. This is significant in view of the history of American trade with the Chinese in the past decade. In 1860 the United States possessed nearly as many cargo ships as Great Britain and we then controlled 47 per cent of Chinese trade; in 1914, this trade had decreased to 6½ per cent; at the end of the great war our trade with China had increased to 16 per cent. It must be remembered, however, that a certain percentage of this trade which we had China during wartime was due in part to the lack of competition on the part of European nations.

The American Chamber of Commerce in China has prepared statistics showing the volume of trade which came to America in 1918:

Articles	Value	% From United States
Automobiles	\$1,518,666	48
Cigarettes	28,612,390	47
Coffee	1,072,288	49
Cotton, raw	7,242,120	6½
Cotton, gray shirtings	12,157,359	4
Dyes: Paint and paint oil	1,205,331	13½
Electrical materials and fittings	4,930,900	20
Furniture & materials for	1,338,981	23
Iron and mild Steel:		
Bars, new	3,739,522	37
Nails and rivets	2,114,502	27
Pipes and tubes	3,444,921	64
Sheets and plates	3,619,987	48
Galvanized sheets	1,209,203	43½
Galvanized wire	1,100,906	45
Steel, bars, hoops, sheets, plates, etc.	3,094,833	58
Tinned plates	5,039,511	40½
Machinery textile	1,968,538	9
Medicines	6,105,717	5
Oil:		
Kerosene	33,090,351	35
Lubricating	2,180,351	61
Railway materials		
Paper	8,641,572	17
(excluding sleepers)	1,093,754	49½
Shoes and boots, leather	3,020,615	66½
Tobacco	6,739,182	47
Wax, paraffin	1,341,212	35

POSSIBILITIES OF EXPANSION

It will be seen that a notable item in the above list is for electrical supplies, and when it is appreciated that there are 1,500 walled cities in China which are not furnished with electricity, gas, street railways or waterworks, the opportunity for the advancement of trade along this line is apparent. Furthermore, coal and water are plentiful in China. It has been estimated that China has enough coal in her vast reaches of territory to supply the world for one million years.

The open door for American machinery is also significant. Since the invention of the cotton gin, China's clothing has been revolutionized, while farming machinery and the use of all kinds of agricultural implements will have an increasing market as soon as our manufacturers and exporters have been able to create a market among the conservative Chinese cultivators for these western appliances.

While transportation in China is naturally slow, the country has river navigation that is important for trade, the Yangtze, for example, being navigable for ships for 600 miles to Hankow and from this city many of the railways radiate and Chinese highways find their center. It is significant to note that a company has been organized recently in the north



One American motor truck could move all of this merchandise

of Shantung to operate a fleet of 50 American motor trucks to carry produce to the seaboard.

One needs only to appreciate these vast populations numbering more than 400,000,000 closely concentrated along the rivers and coastal regions with an excellent climate, a tremendous coast line, and not to mention others—the Yangtze River, 3,200 miles long; the Yellow River, 2,600 miles long; and the West River, 1,200 miles in length—furnishing vast opportunities both for transportation and water power.

In order to make China, which is manifestly one of the greatest potential buyers among the nations, a present opportunity for the largest American trade, it is necessary that our manufacturers and exporters appreciate the definite things that China needs at present such as machinery, to develop her industries, and financial assistance such as is being rendered through certain banks, notably the Sino-American Bank. There is need of a trade policy that will be continuous regardless of political changes at home or in China, also regardless of international politics, delays, and the difficulties attendant upon experimenting in business with a foreign land. Trade with China as with other foreign nations has been too much inclined to be a tem-

porary thing to be taken up for a trial rather than entered into as a policy of the house, strongly backed by capital and able leadership.

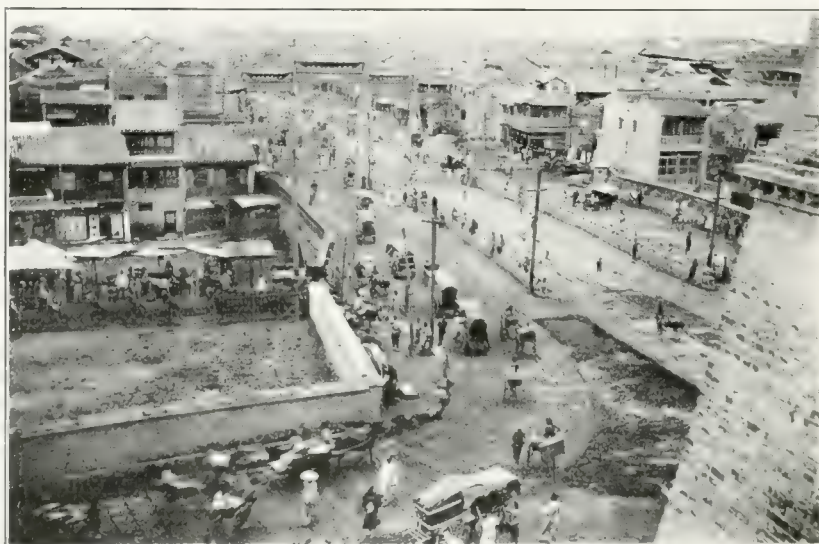
LEGISLATION NEEDED

A necessity of legislation is also required to make it possible for American traders to do business in China in competition with foreign firms; it is especially needful that our laws relative to immigration be modified in such a way as to admit at least Chinese students who are

eager to come to this country to study our machines, our factories and to get technical knowledge in our schools. At present these students cannot come to us easily; the requirement of \$500 on landing being a bar in many cases and these young Chinese are looked upon as laborers by the law. No such rules keep Chinese students out of other nations. France, for example, is inviting earnestly Chinese students to come to that country to learn to use French machines and, instead of making travel to France difficult, plans are being made for cheaper rates of travel for Chinese students. Nearly 1,000 Chinese students are already in France, and it is estimated that between 5,000 and 6,000 Chinese students will pour into France within the next two or three years. The German and Japanese colleges are being avoided by the Chinese at present and it is a very opportune moment for the United States to take action that will make possible a larger influx of Chinese students into this country for the purpose of preparing themselves for Chinese industries. Such youth will carry back from this country, not only good will, but a knowledge of our scientific and mechanical appliances such as will naturally cause the Chinese to look to the United States for an industrial market. Great Britain has seen the successful result of donating machinery to Hongkong University, since it is natural for a country to follow their knowledge and acquaintance of imported products with follow-up orders.

FOR AN AMERICAN EXHIBIT

A suggestion has been given recently in an address before the



Activity on the native section of a Chinese city

American Manufacturers' Export Association by Commercial Attaché, Julian Arnold, of Peking, who advances a definite suggestion to American exporters seeking connection with Chinese market:

"Let us have in Shanghai," said Mr. Arnold, "an American industrial exhibit, not a permanent exhibit, not a thing that will be a dues collector, but an exhibit that will last for a period of three or four months. These people want to see our materials. It is true that our merchants in Shanghai—we have two hundred American firms in Shanghai, and two thousand Americans in the population there, and an American Chamber of Commerce there—it is true that the organizations have their showrooms and exhibit rooms and they exhibit certain American machinery and the other materials they have to sell, but that has to be duplicated around all over the place and the Chinese don't know where it is and they can't find it.

"Now, it would be well for us if we created in Shanghai an exhibition hall where we could put for a period of three or four months certain manufactured articles which would commend themselves to the Chinese today, as Shanghai is the great trading center of China, and the Chinese come from all over China down there, the same as people here come to New York, only that we find Shanghai is the Chicago and New York of China combined into one, and 60 per cent of China's import and export trade goes through Shanghai. It is a very strategic center.

"If the American Manufacturers' Export Association want to do something for their future in China, it will be a splendid thing for them if they will try to develop an exposition of American products. It probably would be well to do it with the organization in China so that if you are giving an exhibition of American toilet articles or building materials or hardware, there is somebody on the ground who can explain it to these people and who can follow up a possible order for goods and can cash in on it. We want it there for business purposes, not for academic purposes.

WHAT CHINA WANTS

"I will give you a few lines that would be very effectively exhibited in that place. There is high-class cotton goods, but our finer grades of American cotton goods will command a better market in China when there is a better selling organization there for the exploiting of the possibilities in that direction. Then certain clothing, shoes, hosiery, garters and hats and articles of that sort. Recently, the Chinese Industrial Guilds, a new organization in China, came together, and I read a Chinese paper the other day showing they wanted to know if it was possible to get American hats at less than eight dollars apiece, having them made in two or three lots and getting them cheaply enough so that they could buy them. The trouble today is that a great many firms are more or less profiteering on this exchange rate, so that it ought to be possible to get American hats for less than eight dollars.

"Then again, there is a demand in hardware, the building hardware. The Chinese are going to rebuild their cities. In Shanghai today there are new stores going up

and they are built in a modern fashion and they want American hardware and fittings and plate glass windows. Shanghai is to be rebuilt in the next few years. Already they have about ten million dollars' worth of building contracts to let. When a man puts up a building of a modern sort in China, the other man is shamed into it. One of them gets started and then all the people on the street follow suit.

"In notions and toilet articles and dyes the market is open. The Chinese people don't realize that we can manufacture dyes. People have told them that we could not make dyes. It is up to us to put up an exhibition and show them we can make dyes. Then there are such things as graphophones and motor cars;

also modern plumbing materials, knitting machines, modern looms. They are putting in cotton mills and buying them faster than we can make them; grinding machines, flour mills, agricultural implements of a certain sort; a plow adapted to the Chinese conditions would be very successful. The purchasing power of the Chinese is higher than that of the Philippines. We can give the Chinese a plow which they will use largely, if we investigate and make a plow that will fit their conditions.

"There are larger possibilities in trade in modern furniture, beds and things of that sort; also tinned fruits, and clocks and watches and candies and school and laboratory apparatus. The people are

(Continued on page 36)

A Successful Campaign



in the boy-field is the one that resultfully reaches the most boys—and more advertisers are finding out that boys are decidedly worth their advertising while.

Over 400,000 live boys—average age 14 years—are subscribers to THE BOYS' WORLD, representing half the total available circulation of the four better-known publications in the boy-field.

For the first five months of 1920 THE BOYS' WORLD has exceeded all past records. Its volume of advertising has practically doubled—more high-class publicity accounts and more increased schedules than ever before—as more advertisers have come to know and understand THE BOYS' WORLD, the importance of its place and the significance of its success in the boy-field.

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

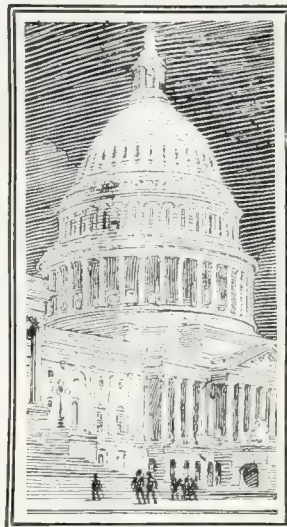
WESLEY F. FARMILOR, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

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LESLIE'S

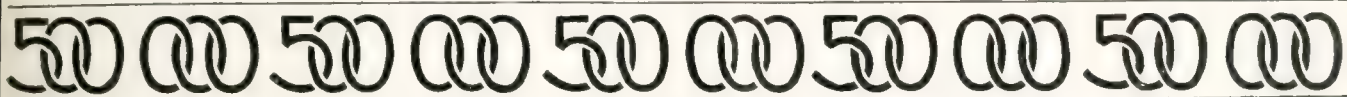
Illustrated Weekly Newspaper

Half a Million Guaranteed
THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

50 00 50 00 50 00 50 00 50 00

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S



ASK LESLIE'S

FINANCIAL and automotive advertisers recognize the highly developed reader-interest built by Leslie's financial and motor departments.

The volume of advertising carried in these two fields is a most significant by-product of the information service to Leslie's 500,000 readers.

The announcement is now made that Leslie's is ready to extend the scope of this service to include the entire field of business generally—Leslie's readers are being invited to ask Leslie's for helpful information upon any business problem—office equipment, for instance, building materials, transportation systems.

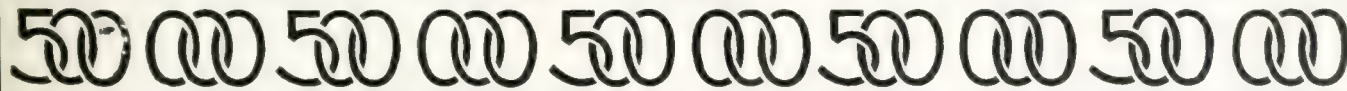
The advertising profession is herewith cordially invited to avail itself also of this service. Ask Leslie's.

FRANK L. E. GAUSS

Advertising Director

225 Fifth Ave., New York

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST



LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Strengthening American Trade with the Orient

(Continued from page 33)

building their schools very rapidly and they want all appliances in that direction."

THE TASK BEFORE US

Certain large American business concerns like the Singer Sewing Machine Company, The Standard Oil, and the American Tobacco Companies, together with a few of our American banks have penetrated somewhat into the interior cities and towns of China, but as for American trade generally having reached the vast populations pressed closely into their 4,300,000 square miles, an area $1\frac{1}{2}$ times that of the United States, excluding Alaska, a population with only 6,000 miles of railway, as against our 260,000 miles, only a slight beginning has been made. It is a huge task that confronts us—the capturing of the thought as well as the trade life of this vast, conservative, superstitious, slow-moving and sensitive, frugal and industrious nation—Orientals with all the subtlety and mystery embodied in that term.

We would commend, for those particularly interested in American trade with China, the two articles appearing in the May, 1920, issue of *Asia*. One of these articles is by Prof. John Dewey, who has traveled recently in China and presents thoughtfully his reasons for the great conservatism of these people. One of the main reasons, he states to be the closely packed communities in which even a slight innovation or change is inclined to dislocate life, cause trouble, and disarrange business, for which the Chinese care more than for almost anything else: the other article is by H. K. Richardson, an engineer, who narrates concrete examples of successful American business in inland China gained from a somewhat unusual experience investigating mining and river conditions in that country.

SHOULD TEACH CHINA ADVERTISING

Mr. Richardson speaks of the possibilities of American-Chinese business partnerships and declares that American selling methods will find the Chinese mind ready to act at present and that there is a great need in China of education along modern methods of keeping books, financial procedure, and the proper balancing of stock and choosing proper locations for business. To such causes

are attributed the fact of 70 per cent of the Chinese failures in business. The article is composed of a narration of incidents relative to Chinese shopkeepers and mechanics by one who is evidently acquainted with the detail of Chinese daily business procedure, especially from the native point of view. He shows the signs of progressiveness of the Chinese as they have followed American and European methods, the manner of displaying foreign

CHINA

Many regard China as a far-distant land, with an immense population, but so wanting in all that others possess as to be ready to purchase, in unlimited quantities, whatever is offered for sale; whereas what is true is this: China needs neither import nor export, and can do without foreign intercourse. A fertile soil, producing every kind of food, a climate which favors every variety of fruit, and a population which for tens of centuries has put agriculture—the productive industry which feeds and clothes—above all other occupations, China has all these and more, and foreign traders can only hope to dispose of their merchandise in proportion to the new tastes they introduce, the new wants they create, and the care they take to supply the demand.—SIR ROBERT HART.

importations in line with western advertising methods, etc. He emphasizes the great need to teach the Chinese proper advertising methods since much of their stock is unknown to the foreign communities of the larger cities. He suggests that American manufacturers form an association to place good advertising men in the field to guide the Chinese merchant along new paths, backing up these promoters in the interior provinces with a store of goods which the Chinese merchant could buy for cash and obtain delivery in a short time.

Among the most profitable things for American to stock and sell, the author states would be goods usually sold in 5 and 10 cent stores in the United States, such as, cheap tools, shears, perfumes, soaps, and jewelry. All these remarks refer to inland Chinese cities. The mo-

tion pictures are of great use in such a campaign of education.

SMALL INDUSTRIAL UNITS FIRST

Another American opportunity presented is the modernization of the older Chinese industries by the introduction of American machinery in the factories to make Chinese products like silk, for example, conform to the standards of the rest of the world. The author suggests that such industry should be followed along the line of the family system so strongly entrenched in China—small industrial units being formed in the control of a single clan.

The author believes that the great industries will have to be financed by foreign capital or a combination of Chinese and foreign capital—the Chinese being given a large share in the operation, since a strictly foreign corporation is looked upon with suspicion in such sections as Szechuan. He illustrates how American big business has shown the way in the establishment of the American-Chinese Bank at Peking, financed and backed by a combination of the Pacific Development Corporation interests of New York; Hayden, Stone & Company, bankers, Boston, and the Chase National Bank of New York. This is only a beginning of great things in the American-Chinese joint capitalistic development of China.

It has been my privilege to make two somewhat extended visits to China. While no one can pretend really to know the Chinese by visits of a few months duration even if these months are thoughtfully and carefully spent in investigation, one becomes convinced that these people are among the steadiest, the most intelligent and the most promising commercially of all Easterners. The Chinese are worth our study and American trade with China is worth sacrifice. It will repay all the costs to get our salesmen, our representatives who are to live in China, well-grounded in the Chinese language, as do other nations, and to learn of the many differences between ways of doing business in the antipodes and the manner in which we carry it on in New York and Chicago. One trouble with our American trade in the East lies in the fact that we have tried to get our fitting and equipment for it at a bound. Infinite pains and dogged determination and perseverance are required to learn the Oriental, the motions of his spirit, and his manner of trade. As Kipling said in his notable verse regarding the Anglo-Saxon in India:

*It is not good for the Christian race
To hurry the Aryan brown
For the white man riles and the
brown man smiles
And it weareth the Christian
down.*

*And the end of the fight is a tomb-
stone white
With the name of the late de-
ceased,
And an epitaph clear "a fool lies
here
Who thought he could hustle the
beast."*

THE "SLOW SIEGE" PLAN

It is true of China as of India that "slow siege" is the better plan. In an interview with Dr. Wu Ting Fang, former minister to the United States, in his spacious home in Shanghai, he said to me shortly before the war: "You Americans want to go too quick for us." On another occasion this Chinese diplomat and astute student of things East and West is reported to have said:

"An American is apt to be in too much of a hurry. He should make up his mind that if he has an article that the Chinese want they will buy it eventually but, that it will take a little longer to introduce his goods in China than in the United States; but he should also remember that once he gets his article established it will continue to sell for a long time and indeed will never be displaced until another article of the same kind, but of conspicuously higher merit, and cheaper, is introduced."

"The Chinese nature is not much different from that of other human beings. What at first is a luxury soon becomes a necessity in China as elsewhere. I have seen this demonstrated in Shanghai. A young merchant from the interior comes to Shanghai for the first time. He is taken about and entertained by the local merchants. He is introduced to some of the delights of the modern civilization. After that he is never the same man. He longs for luxury once he has tasted it. He likes the cigarettes; he likes the scented soaps, the wines, perfumery, foreign clothes, automobiles, upholstered furniture. It is largely beyond his reach because of its cost, but as he begins to feel better financially he adds to his stock of foreign introduced luxuries, and enjoys them."

THIS THE PSYCHOLOGICAL MOMENT

How are we to go to work to capture more completely a trade with a country where our imports are still far in excess of our exports, in fact nearly three to one? That our trade has increased rapidly within the last ten years, nearly 100 per cent in fact, until it now amounts to one billion gold dollars a year, is encouraging—if you do not consider the greater trade of Britain and Germany. But to-day is the acceptable time for the pro-

motion of Chinese trade. This old country is rapidly becoming a new land in her westernization and the progressive spirit of her youth educated abroad. China is at the threshold of her modernization. Her industrial development is at hand. The field is tremendous. One-half of the population even now are without wheeled vehicles. China requires railway materials and mining equipment on a vast scale. She wants public utilities, electrical plants, agricultural machinery, factory equipment and all kinds of

metal products. As Sir Robert Hart says, "China may not know she wants these things, but it is part of our task to create the desire for these manufactured products that belong to the psychological moment in Chinese history."

China is for us in a peculiar way a field of unique and rich possibilities because of our past relationships with her. It was our country, through the efforts of John Hay, that brought in the emancipating trade idea of the "open door" for China.

Show Windows vs. Sales Windows

The conversion of your dealers' windows from *show* windows into *sales* windows is grounded in practical merchandising, sound advertising and a perfect adaptation of definite art principles.

To sell goods is the preconceived object and the *test* of an Einson Litho window display.

To the creation of selling windows and other lithograph material the Einson Litho brings an organization of thoroughly schooled merchandising men and experienced advertising men who express themselves through the medium of a completely equipped art studio and a modern lithograph plant.

National advertisers who desire to capitalize their dealer opportunities will find food for thought in our "Portfolio of Selling Windows"—sent upon request of an executive.

EINSON LITHO INCORPORATED

Executive Offices
and Art Studios:
71 W. 23rd St., N. Y.

Chicago Office:
McCormick Bldg.,
332 S. Michigan Ave.

Interest In Agency "Audits" Continues

Advertisers Discuss the Proposal to Have Advertising Practices Standardized and a Wide Divergence of Opinions Is Seen to Exist

INTEREST in the discussion of the proposition to "audit" advertising agencies, heightened by an address delivered by T. W., Le Quatte, of Des Moines, at the Indianapolis convention of the Associated Advertising Clubs of the World, continues unabated, as shown in the several illuminating letters received by ADVERTISING & SELLING following publication of many others along the same lines of thought since the subject was brought out in an article in this publication on April 17.

That it would be highly desirable to standardize advertising agency practices seems to be the view of many, although there have been many persons and firms decidedly opposed to the idea, and widely varying plans put forward.

Following are the more recent expressions:

By BYRON G. MOON, the Byron G. Moon Selling & Advertising Company, Troy, N. Y.:

Some time ago you brought up the subject of advertising agency methods and advertising agency recognition, and in this connection the question of whether or not a publication such as ADVERTISING & SELLING should audit advertising agencies or should determine whether or not they have proper ability and proper resources to whom it accepts orders.

It is my belief that you are not in a position to handle either or would be a proper judge of either. Both Dun and Bradstreet have proper facilities for obtaining the financial responsibility of any individual or corporation in this country. Any publication worthy of the name with the right kind of a credit report in front of it should be able to determine the financial responsibility of an agency from whom it accepts orders.

I do not believe you have the proper facilities, or could obtain them, as the means of determining agency recognition because of the fact that you are a disinterested party, and because if you attempt to handle a job of this kind intelligently it would require an enormous investment in proportion to the obtaining of this information by other agency organizations who have day to day dealings that give them the necessary information without excessive cost. The organizations

which are in a position to determine this subject of agency recognition are the classes of publishers who depend upon the agency for the business.

The publishers of farm journals should, as an organization, be in a very excellent position to know the facilities of the agency from whom they accept, or should accept, business. An association with the various national magazines as members should be able to determine this same thing in their interests. The American Newspaper Publishers Association have the facilities for determining this same kind of information as far as it relates to newspapers. An advertising agency might render excellent service to newspapers and be a poor agency for magazines, so it stands to reason that one central organization cannot determine this subject for all types of advertising.

It seems to me that the thing that is needed most is a stronger organization of the leading advertising agencies of this country so that some of these publications will either have to change their policies of disregarding agencies and getting their business direct, or else consistently support the agency that will develop business for them. There are entirely too many publications in this country who talk nice to the agency when they are in the office of the agency and then on the next call talk nice to the manufacturer and tell him that they will accept his business direct at some different rate, and, with it all, there are too many agencies who are seeking recognition and who have not had proper experience.

Take it all together, I would say that the best method for overcoming these shortcomings is the better organization of publications on the one hand and the better organization of the agencies themselves as an association on the other.

EDITOR'S NOTE—The writer evidently followed the impression that this publication desired to do the auditing. Such was not the case, as the undertaking is one calling for highly specialized training and if such standardization should be decided upon the duty must fall to an organization formed for and perfectly equipped to function accurately and thoroughly without connection with any other business enterprise.

By BERNARD LICHTENBERG, assistant director of advertising, Alexander Hamilton Institute, New York:

I have been very much interested in the discussion in ADVERTISING & SELLING on the advisability of auditing advertising agencies.

There is no question at all in my mind that it would benefit the advertising business as a whole if every agency were audited to determine the soundness of its financial standing as well as to determine the soundness, the ability and the character of its personnel. But I certainly do not think that the A. B. C. should do it. It is not organized for that purpose and has no facilities for doing it properly.

One of the chief defects in the organization of the advertising business to-day, it seems to me, is that there is no single definite standard for the recognition of an advertising agent by all publishers' associations. There is no recognized measure by which one can gauge whether an organization may be considered as a member in good standing of the profession of advertising agencies. The American Newspaper Publishers' Association may grant recognition to an agent while the Periodical Publishers' Association will refuse to grant recognition to the same agent.

Would it not be possible to have one joint board, whose members would consist of the secretaries of all the publishers' associations and the secretary of the American Association of Advertising Agencies—this board presupposes, of course, that all the publishers, who are members of these associations, will deal and allow commissions only to such agents as are approved by this Joint Board for Agency Recognition.

One other very significant thing that stands out in this whole discussion is the fact that out of over 1,000 recognized agencies, only 120 of them are members of the American Association of Advertising Agencies. It seems to me that if it is true that this A. A. A. is an association of the finest, best and the most ethical agencies in the business, then they are missing a great opportunity in not telling the business world about it. In other words, they should advertise as an association. Not only are they missing a great opportunity, but they are not living up to their responsibility to the business world in

general, because it is up to this association to spread broadcast among business men the information as to what an advertising agency really is, what are its functions, what the A. A. A. is, and the fact that any agent who is a member of that association can be accepted at par value for honesty, integrity and ability.

When I say that the association should take its own medicine and practice what its members preach, to advertise, I am aware of the fact that several advertisements have already appeared in the past year or two. But is there an agent in the A. A. A. who will challenge my statement that such sporadic efforts are not really constructive advertising?

It is my firm belief that the association would render a distinct service to present advertisers, to publishers, to themselves and to possible future advertisers by a steady, consistent, wide-spread and constructive advertising campaign telling the facts about the A. A. A. and about its membership concerns.

By L. A. SAFFORD, second vice-president of the McQuay-Norris Manufacturing Company, St. Louis:

Naturally every man's opinion on this subject must be based upon personal experience and observation. And, frankly, the experience this company with one advertising agency for eight years, the D'Arcy Advertising Company of this city, makes us feel that an audit of advertising agencies is not more necessary than an audit of salesmen. Possibly this is because we have a very unusual agency and client arrangement.

In this organization advertising has never been regarded as a thing apart from other sales effort; as a mysterious force understood by only a few elect minds and bought only because there was a feeling that it was necessary. Advertising with this organization has never been subject to whims or impulses. Marketing has always divided itself into two branches—one advertising, the other the personal work of the sales force.

Therefore, our advertising has always been a definite, organized, appreciated part of our marketing expense. It has never been merely a place to spend excess profits. Therefore, our advertising agency has seemed to us as definitely a part of our marketing force as any salesman or branch manager in our organization.

We feel always that we have an

investment in any man who comes into our organization. It is with reluctance that we ever change men because of this investment. We have the same feeling toward our advertising agents. We have an investment in them.

But, before making this investment in an advertising agency, we tried to be sure that we had selected one which could be a part of our marketing force permanently; one that we would not have to change. And, in planning our marketing, we have used our advertising agency in such a way that their effective-

Sold Out? Keep On Advertising

Just because a company, or dealer, or branch house is sold out is no reason why it should quit advertising. When you stop advertising, all that you have done before begins to crumble and the time will come when you are not sold out and when you will need the power that is built up by advertising. A continuation of advertising continues this force and keeps it ready for emergencies.

If you are sold out it merely means that you can be more careful about your advertising and direct your aim better than when you are in a hurry and greatly need its immediate effects. If you haven't anything to sell you can continue to sell the public on your name and keep it from forgetting what a fine company or dealer you are, what good products you handle and how honestly and efficiently you do business. You can use the over-sold period to sell the public on your policies and purposes in being in business.

—*The Harvester World.*

ness to us had increased just as we feel the individuals in our sales organization have increased in effectiveness.

In this connection, it may be interesting to comment that we have never had a written contract of any sort with our advertising agency.

We do not feel the need of an auditing bureau to check them over and be sure that some other client is not getting a better rate than we are, or that we are being billed at correct circulation rates, any

more than we feel the necessity of a similar body to audit the various individuals in our selling force.

We feel that one of the big contributory elements in this situation is the fact that we have purposely avoided the creation of an advertising overhead and personnel in our office by using our advertising agency to the limit of our mutual ability. We have not felt and do not feel that they are merely writers of copy and placers of it for us. If we did, then doubtless we would welcome an audit of them. But since they are a definite part of our marketing force, and as such growing in strength, we cannot feel that our own peculiar agency relations would improve any by an outside audit.

The whole situation seems to me to resolve itself down to a relation between individuals; if the agency is honest and able, an audit is unnecessary; if it is not honest and able, I would not want to use it even though it had been audited. And, if there are agencies, in the field that need auditing to keep them square in their relations with clients, it seems to me that this is the fault of the client. Because I feel so strongly that no thoughtful man in marketing work could bring into his effort an advertising agency which he had not sold himself could grow with the work and be a permanent part of it. If it is otherwise, and a client regards his agency as just a temporary connection to be changed without expense or loss at a whim or when some clever chap offers some copy that is better liked, then I do not believe an audit will be of any real benefit.

By ROY B. SIMPSON, Simpson Advertising Service Co., St. Louis:

As a general business proposition I think something should be done to protect both publishers and advertisers against unscrupulous advertising agents as well as those who are inexperienced. An audit might do it, but I have my doubts about it.

I do not agree with the suggestion of Mr. Smith that the American Association of Advertising Agents or the Audit Bureau of Circulations should undertake a general audit of all the advertising agents in the country.

The four A's consists of less than twenty per cent of the total number of authorized advertising agents in the United States. The other eighty per cent would object

to having their books audited by their competitors.

The A. B. C. is already overburdened with work and, in my judgment, should not undertake the task of auditing all the advertising agencies in the country.

A considerable number of publishers contend—and rightly so—that if advertising agencies demand an audit of their circulation records and methods, they have the same right to know something about the methods of the agency, but they are right only up to a certain point.

I believe that recognition should be granted an advertising agency on the following qualifications:

1. Its ability to bring to a successful conclusion any campaign it undertakes.

2. Financial strength which warrants the extension of credit.

3. Moral strength which assures the publisher that his rates will be maintained.

No publisher has any right to demand that the advertising agent tell him what his volume of business is, nor should this be an essential point in determining the strength of any advertising organization.

Nearly all publishers are doing a certain amount of business direct with the advertiser. First they want to know whether the advertiser has an article that will repeat. The second thing the publisher wants to know is whether the advertiser can pay his bills promptly. He gets a report from Dun or Bradstreet or in some cases has his bank make a special investigation. The advertiser's volume of business in dollars and cents is not a determining factor in the deal.

The purpose of this audit of advertising agencies, as I understand it, is to stop rate cutting. A number of publishers' representatives have told me that they are strongly in favor of this idea because they regard it as the only means of eliminating the scalper. Two out of seven of these representatives professed to maintain their rates, yet I know positively that they accept cut-rate business from advertising agents, and in the last two years have been known to give advertisers the benefit of the commission which they are supposed to grant only to advertising agents.

The advertiser has a right to know what the publishers' circulation is. The Audit Bureau of Circulations was established to meet the demand for an honest report and analysis of circulations. The man who buys 100,000 circulation

which is supposed to have been paid for by 100,000 potential buyers has a right to know he is getting what he ordered, but until the advent of the A. B. C. the purchase of circulation was in many instances like buying a pig in a poke.

The necessity for an audit of the publishers' circulation records has no equal in our present discussion. We advertising agents do not care what the publishers' business is in dollars and cents, but the publishers want to know all about our business; how much money we are making, how many advertisers we are serving, how much money they are spending with us, how much they can possibly spend in the future, and everything else of a confidential nature. I do not believe the advertising agents of the country will stand for this deep probe into their business.

I am willing to take the lid off and show my contracts with our clients to any authorized committee. We are willing to make a financial statement for any authorized committee, and we make these statements to the publishing associations once or twice every year as all advertising agents are required to do.

I am willing to go as far as any other advertising agent will go in this matter. If an audit of advertising agents is vital to the publishing interests of the country as well as to the advertisers, I would suggest that this work be undertaken by a board or a commission, composed of one man from each of the publishing associations and an equal number of men selected from the membership of the Association of National Advertisers. The advertising agents of the country should have absolutely no voice in this audit scheme. It is the advertiser and the publishers who are most concerned in the ability, character, and strength of the advertising agents of America.

Elected a Director of "McClure's"

Charles E. Brickley of the firm of Charles E. Brickley & Co., New York, has been elected a director of *McClure's Magazine, Inc.*

Raleigh "Times" an A. N. P. A. Member

The Raleigh, N. C., *Times* has been elected to active membership in the American Newspaper Publishers Association.

Advertising Rates Fixed in Spain

A royal decree has fixed the maximum prices for the insertion of advertisements in newspapers in Spain and the maximum price per copy. From June 16 the price for newspapers will

be 10 centavos until the price of paper rises beyond a certain figure after which the price will go to 15 centavos. Except for extra advertising pages the surface size of newspapers may not exceed 13,000 square centimeters. The maximum advertising rates vary for city and country newspapers.

Will Advertising Decrease When Business Slackens? "Paper" Says "No"

Concerning the present paper shortage many theories have been advanced concerning the reasons for the great increase in advertising and the consequent additional consumption of book and bond papers, says *Paper* in its editorial columns.

Desire to avoid paying the government too large a percentage of profits, increased production facilities demanding larger sales, reaction from the the depression of the late war—these and many other ideas have been advanced as the reason for the tremendous growth of newspaper, magazine and direct mail advertising.

One point seems to have been overlooked. That is the fact that advertising is primarily a cheaper way of selling—sometimes the only way of selling. While business in general is good, and there is no denying that fact—the markets of this country, and of the world, have been what is popularly termed "sellers' markets."

The demand in all lines far exceeds the supply. What will happen when conditions are reversed, as they will be one day? If the makers of goods can afford to advertise to such an extent now, *while goods do not need to be sold*, what about the volume of advertising when the "buyers' market" becomes a fact; when goods will have to be sold, and products pushed instead of doled out to the favored customer?

Is there any question that space will be sold in even larger amounts; that as the need for good advertising increases, the use of mediums will increase, and consequently the consumption of paper?

As long as business is good, advertising shows a steady normal increase—and paper manufacturers can be assured that there will be more advertising than ever, when business slackens in general commodities. The demand for paper to supply this advertising need will not decrease surely.

New York "News" an A. N. P. A. Member

The New York *News* has been elected to active membership in the American Newspaper Publishers' Association.

Former Editor Directs Export and Import News Bureau

J. V. Knight, managing editor of the *World's Business*, has resigned and is now editorial director of the Export and Import News Bureau, New York.

Stivers Goes With Wales Agency

Harley E. Stivers, formerly with Murray Howe, Inc., New York, and Barnes-Crosby Company, Chicago, has joined the plan visualization department of the Wales Advertising Company, New York.

The Advertiser Meets the Photo-Engraver

(Continued from page 19)

cept that they are made in sets, and making a halftone for each of the three supposedly primary colors, red, blue and yellow.

Make a green mark and a red mark on a piece of white paper. Then take a piece of green glass or celluloid and cover the paper. The red mark will appear black and the green mark entirely disappears. Cover the paper with a red glass and the red mark will disappear while the green becomes black. Separating colors by using ray filters is following the same principle.

Four-color halftones are made by adding a fourth plate and fourth color, black. The black gives depth of color.

HOW TO HOLD THE ADVANTAGE

This elementary knowledge the buyer of engravings should have in order that he may transfer his ideas to the engraver. Too often the buyer will say to the seller "Make it the way you think is best," which puts the seller in an unfair position. There may be a dozen ways to make it—all of them good. Deciding which method to use may be only a matter of opinion or taste or likes or prejudice and the seller's opinion, taste, likes or prejudice will vary likely differ from the buyer's. Remember there is always more than one way to do a thing right, or to be more accurate, there is always more than one way to approximate perfection, perhaps only one way to reach it. No one has reached it yet.

I wouldn't buy meat if I didn't know the difference between pork chop and sirloin steak. I wouldn't tell the butcher to give me what he thought was best. I don't care to know all about the butcher business, but if I have to buy meat I want to know a few of the fundamentals, such as pork is pig and beef is bull and sausage is a trade secret and if I bought sausage I believe I'd even try to find the fundamentals of it too. A little knowledge is better than no knowledge at all.

The buyer of photo engravings should really understand these few fundamentals and then the other details will come easy.

Montgomery Ward Sales Increase 36%

May sales of Montgomery Ward & Co. were \$8,300,000 as compared with \$6,700,000 a year ago, an increase of 22 per cent. Five months sales totaled \$59,800,000 against \$36,500,000, an increase of 36 per cent.

Silk Mills Start Mail Order Campaigns

Manufacturers of broad silks, having grown tired of waiting for buyers to come to New York and believing that the jobbers and wholesalers scattered throughout the country are not putting forth their best efforts to encourage sales of silk piece goods, this week started a mail order campaign direct to retail stores.

Goes With Crowell Publishing Co.

Philip E. Zelter, for several years connected with the circulation department of the San Francisco *Chronicle*, has accepted a position with the Crowell Publishing Company as assistant manager of their Detroit office.

German Newspapers In Paris Again

German newspapers have made their reappearance at the kiosques on Paris boulevards where the display begins to resemble prewar days. These include the *Frankfurter Zeitung*, *Lokalanzeiger*, *Die Woche*, *Der Tag*, *Tageblatt*, *Morgenpost*, *Simplicissimus*, and others.

Pease & Elliman Advertising With Sherman & Bryan

Pease & Elliman, real estate, New York, have appointed Sherman & Bryan, New York, as their advertising agents.

Atlanta Publisher Expands

The W. R. C. Smith Publishing Company, publishers of *Cotton*, the *Southern Engineer*, and the *Southern Hardware and Implement Journal*, has filed a petition requesting permission to increase its capital stock from \$50,000 to \$500,000. The company, which was originally incorporated for \$30,000 in 1905, later increased this to \$50,000.

Charles A. Otis Elected Chairman

Charles A. Otis of Cleveland, the new President of The Associated Advertising Clubs of the World, and a director and founder of the *Field Illustrated*, was last week elected chairman and director of the American International Publishers, Inc., succeeding the late Theodore N. Vail in this organization which publishes the Spanish and Portuguese editions of *The Field Illustrated*—*El Campo Internacional* and *O Campo Internacional*.

Made Assistant Sales Manager

E. A. Samels, who less than a year ago entered the sales department of the Four Wheel Drive Auto Company, Clintonville, Wis., has been appointed assistant sales manager.

Bloch Heads Tobacco Merchants Association

The Hon. Jesse A. Bloch, Senator in the Virginia Legislature, and of the Bloch Bros. Tobacco Co., Wheeling, W. Va., at a recent meeting of directors of the Tobacco Merchants Association of the United States was elected president to succeed Charles J. Eisenlohr, president of Otto Eisenlohr & Bros., Philadelphia.

Places "Icy-Hot" Advertising

The advertising of the Icy-Hot Bottle Company, Cincinnati, Ohio, is now being placed by the Procter & Collier Company in that city. The account was formerly placed direct.

1¢ a Page for the actual HOW on foreign trade

There is now available for your desk the most complete manual on Pacific Ocean Commerce ever offered manufacturers and exporters—a 750-page

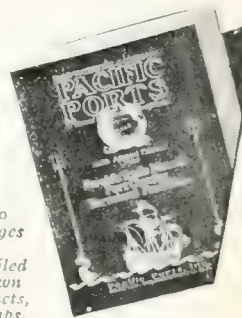
59 page index

To index the subjects covered requires 59 pages. Here is a hint of how complete this book is.

Financing Foreign Trade—Cable Rates to Pacific Countries—Table of Amounts, Calculation of Cargo Space—Ports of the Pacific Ocean—Treaty Ports and Parts of Call—Packing for Export—Principal Sources of Pacific Products—Important Trade Maps—Pacific Markets for U. S. Goods—How L. S. Bureau Aids Exporters—Money Conversion Tables Coins of the World—Index to Directory of Exporters and Importers—Directory of Exporters and Importers.

can understand. Each edition of this great work has been the most complete and authoritative of its kind—this is the sixth and greatest edition—a commercial dictionary—a description of the products and wants of the Pacific Ocean countries—the trade possibilities for American industries in each country. You are shown how to ascertain the field for your product—the freight rates to Pacific ports—given tables covering international trade, furnished important "hows" all exporters should know—shown custom procedure—provided page after page of specific help, timely suggestions and advice that will greatly aid you in getting a firmer hold on foreign trade opportunities. The best way to determine the value of this 750 page manual is to examine a copy. This you may do with the distinct understanding that if after reviewing the book, you are not more than satisfied you need merely notify us and we will cancel all obligations. The coupon is ready for your signature. Sign it now.

750
pages
of
boiled
down
facts,
maps,
figures
Tables and Other Data



TO BE MAILED TODAY

PACIFIC PORTS, Inc.

428 Central Building, Seattle, Washington

I would like to examine a copy of the 1920 750 Pacific Ports Foreign Trade Manual, so send me a copy and bill in the usual way for \$7.50. If after ten days' examination I am not satisfied I may return the book and you are to cancel all obligations.

Name
Street and No.
City and State
(5% discount cash with order)
money refunded if dissatisfied



A flashlight of the smiling vanguard of New York's big delegation to the Indianapolis Advertising Convention "snapped" at Grand Central station. Note the "Let's go" expression on the ladies' faces

Michael Gross With Usokin Litho

Michael Gross, who is a frequent contributor to advertising periodicals, has severed his connection with the Seiter & Kapper Company, to become vice-president and sales manager of Usokin Litho, Inc., makers of lithographed advertising display specialties at 230 West 17th street, New York.

Agnew and Opydycke to Teach Advertising at New York University

Hugh Agnew, editor of *Western Advertising*, and former professor of Advertising and Journalism at Washington University, has become a member of the Department of Advertising and Marketing at New York University.

John B. Opydycke, author of *Advertising and Selling Practice*, has also joined the department as an instructor. Mr. Opydycke, who is a contributor to *ADVERTISING & SELLING*, has lectured on advertising for many years.

Cambridge Special Agency Organized

The Cambridge Special Agency, Manhattan, has been organized in New York with a capital of \$10,000 by J. Curtiss, W. L. Harris and L. H. Healy, 2 Virginia place, Brooklyn.

Italy's Newspapers Cost Four Cents

Italian newspapers, which until about a year ago were sold for 1 cent and were then increased to 2 cents, on May 1 were advanced to 4 cents.

Barber Becomes Overland Sales Manager

A. C. Barber, who for the past three years has been division manager of Willys-Overland, Inc., has been called to Toledo to assume the duties of sales manager under vice-president E. B.

Jackson. Barber left the Moline Plow Company, of which he was sales manager, to join the Overland forces in 1916.

Nemeyer & Company Will Sell Victrolas by Mail

Paul Nemeyer & Company, Cleveland, Ohio, have started a campaign through farm papers to sell Victor Victrolas by mail for their client, the Clifton Furniture Company, also of Cleveland.

Firestone Goes with Fuller Company

Le Roy M. Firestone, recently with the Shuman Advertising Co., Chicago, has become associated with the Charles H. Fuller Company in that city.

Graner Is Fort Wayne Tire Sales Head

F. R. Graner, identified with the Pennsylvania Rubber Company during the past seven years, has been made sales manager of the Fort Wayne Tire & Rubber Co., Fort Wayne, Ind.

Randall Gets Tire Account

The Hydro-United Tire Company, Philadelphia, Pa., have appointed the Fred M. Randall Company in Chicago, as their advertising agency. Orders are being sent to the larger agricultural publications.

Montgomery Ward to Open Business in California

Montgomery Ward & Co., of Chicago, have filed articles of incorporation in California to manufacture and sell goods, wares and merchandise at Oakland. The directors are Christian Miller of San Rafael, Cabell Kenny of Berkeley, and W. Q. Bateman of Oakland.

Parelda Advertising Corporation Formed

Parelda Advertising Corporation has been formed in New York with a capital of \$10,000 by H. Ascher, L. Lasko, and A. Gittes, 1123 Simpson St., Bronx.

Woolworth Sales Keep Increasing

F. W. Woolworth Co. reports sales for May aggregating \$11,320,307, an increase of 10.06%, and for the five months ended May 31, \$49,557,506, an increase of 10.63% over the same months of last year.

Summers, Association Publicity Director

Snowden H. Summers, formerly managing editor of the *New York Telegram*, has been appointed director of publicity of the emergency committee of the American Gas Association.

Bryan Directs Delpark Advertising

The advertising of Delpark, Inc. of New York, manufacturers of Delpark collars and athletic underwear, is now being directed by Alfred Stephen Bryan. Newspapers in the larger cities will be used.

V. H. Power is A. B. P. Treasurer

The Associated Business Papers, Inc., announces the election of V. H. Power, of the *Manufacturers' Record*, Baltimore, as treasurer. Mr. Power succeeds H. L. Aldrich, who resigned because of the recent disposal of his publications to the Simmons-Boardman Publishing Co.

Agency Changes Name

The firm name of C. R. Larson & Staff, 229 West Forty-second street, New York, has been changed to Larsen & Crouch.

A Glimpse at the History of the A. A. C. of W.

How the World-Organization of Advertising Clubs Came Into Being and Where Its Conventions Have Been Held, With the Officers Presiding

By BYRON W. ORR

Former Secretary of the Associated Advertising Clubs of the World

THERE was nothing out of the ordinary connected with the formation of the Associated Advertising Clubs of the World and no veil of mystery attached to its beginning. It wasn't even an accident, but a natural development of the needs and growth of advertising and its importance to the business world.

The conclusions of its present attainment as a national organization are absolute and obvious. It has enjoyed a large success from year to year because it has put into practice what it has preached and advertised.

The Advertising Clubs of the World have concerned their activities with all problems of advertising with efficiency, economy and utility as related to human progress and prosperity. The importance of their annual conventions, as held in different cities throughout the United States, have been too broad to be weighed by the scales of money and too important to be determined by anything short of manhood development.

The business man, the manufacturer, the publisher, the newspaper man, men at the head of large commercial enterprises and other organizations, men who buy, sell and create advertising have attended and participated in these conventions from all sections of the union from year to year with increased interest and returned to their homes and places of business fully satisfied with the information and knowledge gained thereby.

FIRST ORGANIZED IN 1905

The idea of this organization was planned out by Charles H. Jones, at that time, a St. Louis man, editor and publisher of an advertising journal called *The Ad-Writer*. Before Mr. Jones left St. Louis and removed his paper to Chicago, I was called into his office one day, when he proceeded to read to me an outline of his plan for the proposed Federation of Advertising Clubs of America.

Being secretary of the St. Louis Advertising League at that time, Mr.

Jones was anxious to know what I thought of the plan and desired to know if it would be possible to enlist the support of the members of the St. Louis Club in helping to organize the association as soon as he was located in Chicago, and could also enlist the support of the Chicago Club in the movement.

The call went out from Chicago. It was a clarion call to arms to defend and promote good advertising, and on October 12 to 14, 1905, the first convention and organization of the Federation of Advertising Clubs of America was held in Chicago, at the time of the first big Advertising Show and Exhibition, put on at the Coliseum building, during the same week, and where several hundred advertising men from different cities over the country were in attendance.

The St. Louis Advertising Club was represented at the first convention and organization with twenty-five delegates and stood second in number to the Chicago delegation. Cincinnati, Indianapolis and Detroit had promised to send good sized delegations, but were quite limited in numbers. There also were scattering delegates from Peoria, Cleveland, Pittsburgh, Minneapolis, Dayton, Milwaukee, Quincy, Elkhart and New York.

Mr. Jones served as chairman for the preliminary organization and appointed me, then secretary of the St. Louis Advertising League as secretary *pro tem*. As the organization was perfected, Charles H. Jones was elected as the first president and Seth Brown, of Chicago, as secretary, who served only a few months, when I was appointed to fill out the term of that year. John Phillips, of St. Louis, was elected treasurer, and St. Louis was voted as the city for the second annual convention for 1916.

Following is a list of presidents serving since the organization: W. N. Aubuchon, St. Louis, 1906; Smith B. Queal, Cincinnati, 1907; E. D. Gibbs, Chicago, 1908; S. C. Dobbs, Atlanta, 1909-10; George W. Coleman, Boston, 1911-12; William Woodhead, San Francisco, 1913-

14; Herbert S. Houston, New York, 1915-16; W. C. D'Arcy, St. Louis, 1917-18; E. T. Meredith, Des Moines, 1919-20, who recently resigned, and Reuben H. Donnelly, of Chicago, appointed to serve for the unexpired term. Charles A. Otis, Cleveland, elected at Indianapolis for 1920-21.

At the time of the vacancy of the first president, Hugh Montgomery, of the Chicago *Tribune*, was delegated to serve for the unexpired term of that year.

At the Cincinnati convention in 1907, with Smith B. Queal as president, the principal work of this administration for that year was the addition of 25 or more new Advertising clubs to the membership of the Associated Advertising clubs movement.

At the St. Louis convention in 1906, the name of the Federated Advertising Clubs of America was changed to the Associated Advertising Clubs of America. At the convention in Toronto, in 1914, the Associated Advertising Clubs of the World received its present title. At the Louisville convention in 1909, P. S. Florea, of Indianapolis, was elected as secretary and has continued in that office up to the present year.

Since the organization in 1905, conventions have been held in cities as follows: Chicago, 1905; St. Louis, 1906; Cincinnati, 1907; Kansas City, 1908; Louisville, 1909; Omaha, 1910; Boston, 1911; Dallas, 1912; Baltimore, 1913; Toronto, 1914; Chicago, 1915; Philadelphia, 1916; St. Louis, 1917; San Francisco, 1918; New Orleans, 1919; Indianapolis, 1920; and Atlanta has the convention for 1921.

There are now more than 300 advertising clubs included in the membership of the Associated Advertising Clubs of the World, with a total membership of 20,000 advertising men, newspaper men, agency men and business men in all lines interested in the problems and occupations connected with advertising in all of its legitimate forms and methods.

Barron G. Collier Acquires New York Car Advertising

The New York City Car Advertising Company, of which Jesse A. Winburn is president, has been taken over by the Barron G. Collier interests.

This sale is the second that has been made to the Collier interests by the Winburns. It will be recalled that some time ago the New England Street Car Advertising Company, of which Michael Winburn was president, was taken over by the Collier interests.

The "Sensible" Use of Specialty Advertising

Employing the "Direct Utility" for Maximum Results; How, When and Where to Do It

By ERNEST ACKERMAN

Manager, Philadelphia Branch Whitehead & Hoag Company

THE most satisfactory definition of Specialty Advertising is to say that it is Direct Utility advertising, the utility feature added to cheat the waste paper basket and assure the advertiser that his message will remain before the prospect over a period of time during which his desire for the article or service advertised may reach the stage of prompting action. Specialty Advertising takes no chances. The utility feature of specialty advertising remains frequently to remind the prospect of the product or service advertised and is on the job to deliver the punch when the mood to buy arrives.

The functions of Specialty Advertising are many and can best be described by citing definite cases. Not all concerns referred to are identified but I will gladly give the names of the firms mentioned to anyone having a legitimate interest in their experiences.

NOT A "SOUVENIR"

I am fast becoming a veteran in Specialty Advertising, having been with the concern I am genuinely proud to represent for approximately ten years, with experiences in the impulsive Middle West and nearly four years in the more conservative East. During that time, I have heard buyers of national advertising declare their indifference to "advertising souvenirs" or "gifts," and during that same time I have helped just as large buyers of national advertisers develop and operate exceedingly successful specialty advertising plans. The former is opinionated, refuses to learn; the latter is wide open for ideas, and applies his gained knowledge.

There is no one prejudiced more than I against the use of advertising souvenirs, as souvenirs; or "gifts." Unless a plan surrounds the specialty with an objective, functioning in a way that no other medium can function—at least, so economically—I cannot recommend the outlay. The advertising specialty is simply the vehicle for the plan of campaign. It is the last and least important factor to consider in the work of cooperating with the advertising buyer. The modern and useful specialty advertising man carries

trained advertising brains, not a sample case.

Possibly, the largest manufacturers of laces employ a shopping tablet, carrying their modest advertising on one of the celluloid covers, and liberal space for the dealer's imprint on the other cover. A sampling quantity of these tablets is ordered to accompany a letter and convenient order form to every retailer handling its product, with a price placed upon the tablets including the imprints, that induces the merchant to purchase a quantity sufficient for local distribution, realizing that, independent of all other retailer handling the product, with the tablets to the lace manufacturer, he would need to pay three times as much for a tablet of the same quality. The retailer is advised how to surround the distribution of the tablet with a plan of advertising, announcing in the local newspaper that the tablets will be handed out in the lace department to every shopper filling out an index card which asks two or three questions leading to future sales either of lace or any other article in the store. These could be vacuum cleaners. The lace company is satisfied that the un wasteful circulation of the tablet carrying their message will be profitable to them. Note the unselfishness of the plan. The retailer's interests are foremost. Incidentally, observe a self-supporting specialty advertising plan to the consumer, with the dealer's enthusiastic co-operation.

Unquestionably, the world's biggest meat packer believes in specialty advertising and knows how to use it. He invites the help of sellers who know. One of his standard, annual plans is the distribution of the celluloid calendar card through the meat markets to the consumer, an individual billboard referred to daily by every recipient.

A middle western underwear manufacturer of national prominence, with annual sales exceeding ten million garments, uses specialty advertising sensibly. The advertising manager is receptive. He annually resells the wall calendar and the celluloid calendar card, and the demands from his dealers increase each year, until the quan-

ties ordered are now running into seven figures. This is a wonderful direct advertising plan, with no waste circulation, operating 365 days of the year, and tying up national magazine and newspaper advertising to the local distributor.

Did you ever try to buy a Slidewell collar in Philadelphia? It's a hard struggle. Up and down Chestnut and Market Streets I went one day, calling at every men's furnishing store, but no Slidewells. At least some people would know where they could be bought, if the distributor was provided with the celluloid calendar card, advertising Slidewell collars and carrying the dealer's imprint, and the cards were wisely distributed. There are several plans for distribution of dealer's helps to the consumer, which is an article or talk in itself.

DEALER GOOD WILL

One of the most elaborate uses of specialty advertising for consumer advertising is in operation now by a national yarn manufacturer. Demonstration weeks are announced by dealers with the inducement of a registered key tag to every woman calling at the yarn department and filling out an indexed card. The tags are resold at cost to the dealer, and carry his imprint. The dealer wisely measures the value of the plan of giving key insurance to the shoppers and the opportunity of restoring lost keys to their rightful owners. Good will is a priceless asset to any concern. Incidentally, without expense to the national advertiser, many thousands of these key tags are in daily use all over the United States, and by their shape and message pyramid the inclination to use this particular yarn. It's a whale of a plan, going over big, with everyone concerned—the manufacturer, the dealer, the consumer—well pleased. Naturally, the dealer is not averse to quickening the turnover of the yarn in his store.

A world famous manufacturer of heavy and household electrical specialties employs the dealer resale plan in connection with demonstrations of household labor-saving devices at dealer stores. Through local mediums the housewives are informed that during Demonstration

week, they will be presented with a tape measure, for example. A space is provided on the tape measure for the dealer's imprint. To get the tape measure, the recipient is required to fill out a card answering certain questions which naturally develop definite and abundant leads for the sale of their several household devices. Every keen merchandiser present will recognize the common sense opportunities such a plan creates.

So far, I have only referred to national advertiser's use of specialty advertising to the consumer—dealer's helps. I shall now point out a few experiences of the local advertiser. One of the largest department stores in the world, located in a Middle Western city, employs specialty advertising to good advantage. Shopping tablets bring the shopper to certain departments for certain objectives.

FOR HOME BUILDERS

A progressive real estate firm wanted to obtain an up-to-date list of newlyweds who could be interested in the purchase of love nests on the pay-as-you-earn basis. They were advised by a specialty advertising man to induce the stenographers in stores and factories to send them a typewritten list of newly married men in the selling and office forces, and to keep them informed. For their courtesy, they were presented with very high class and extremely intimate advertising specialties. This real estate operator will testify that the plan has minimized lost motion, and developed more sales, at a low cost. Furniture, piano and talking machine houses can use adaptations of this plan very profitably.

A large Pennsylvania clothing store, the liveliest in its trade territory, continuously uses specialty advertising. At style shows, this firm distributes, with a plan, sensible and high class specialties, and at definite times of the year, men, young men and boys visit the store to receive, by habit, their customary specialty. There is a tie-up in every case. Go to that town, ask, as a stranger would ask, for the leading clothing store. Everyone except their competitor will direct you to the store I have mentioned. Good will is a precious gem.

Out in Iowa, a certain department store dominates in its trade territory, a radius of fifty miles. Here is one of the reasons: The Masonic and Eastern Star lodges met in state convention in that city about nine years ago. Enclosed

with every Eastern Star delegate badge, was a warm invitation to visit this store with the notice that a tape measure would be presented to every woman presenting the card at the information booth, centrally located. The public facilities of the store were placed at the customers' disposal. The owner of that store will tell you that their sales took a great jump during that convention and developed mail orders, exceeding their highest expectations. Almost an endless chain of advantages could be mentioned. When the Eastern Star visitor

went back home, whose store did she boost, in conversation at cards or at sewing circle? The tape measure was a well-made article, with release spring, in a celluloid case, carrying the emblem of the lodge on one side, with a picture of the store and modest advertising on the other.

A BANK'S PLAN

A certain bank in Cleveland, Ohio, dominates, and one of its tried and proven methods of building up good will and deposits is the use of specialty advertising. At one



Trucks—and Paper

From wood yard to mill, from rags to beater, from factory to freight car, trucks of all sorts and descriptions are the vital connecting links in the chain that turns pulp into paper. Hand haul or motor driven; little industrial platforms carrying 50 lbs. from machine to shipping room, or great goliaths of freight carriers handling 5 tons over rough roads—all are essential to the manufacture and distribution of the product of this important industry.

More than one thousand pulp and paper mills are exerting every effort and straining every industrial sinew to meet the urgent demand for production and more production. Speed is the order of the day.

And—the orders for the day from the purchasing department are likely to include trucks, too. So, if you sell motor trucks, hand trucks, elevating trucks, tractors, trailers or accessories, right now is the time to tell your message to the men who **make** paper and read

PAPER

The Production Journal of the Industry.

471 FOURTH AVE., NEW YORK CITY

time, they invited everyone in Cleveland to call at the bank and secure a registered key tag; on the registration card were included certain questions which gave the bank information that was tactfully followed up and materialized commercial and savings deposits in extremely large proportions. I will take a minute to emphasize one of the opportunities in this plan. Assume that a wealthy manufacturer, not banking as a firm or individual with this bank, should lose his tag carrying valuable keys to his home, business house, and vaults. And assume the keys were found and returned to the bank, owner identified, and his keys restored. He might become both an individual and firm depositor and patron of that bank. Well, he did, and many of them did, not only with the

Cleveland bank, but several other banks which have operated the same plan.

There is no larger exclusive house furnishings store anywhere than is located in a certain Middle West city, and its proprietor, a man of national reputation, bases his success upon the slogan: "Make friends of children and your success is assured." Every child in his trade territory watches his advertising for announcement of specialty advertising plans and takes full advantage of the invitations extended. Mother or father, or both, must go along to the store. They see something they need, had no thought of buying until they entered the store, and a habit of trading at this friendly store is formed. And, how about the child who, in a few years, becomes the mother? She remembers her childhood experiences and remains loyal to her business friend. It's an example in geometrical progression—grandparents, parents, children, all trade at this store from the habit formed when, as children, they called to receive the advertising specialty. And every distribution was tied up to a certain objective.

Charles Errett, of Lily Cup fame, is a firm believer in specialty advertising. When a chauffeur drives in from Long Island City to the plant for a supply of Lily Cups, he is presented with a neat leather case in which to keep his license card. Bookkeepers from the Wall Street offices send over for a ruler, and stenographers write a note asking for another pair of cuff protectors. "And the funny thing," relates Mr. Errett, "is the fact that a bank president seems to attach more value to a note book or a telephone guide than he would to a twenty-five dollar gift. An order came from a large down-town corporation, and with it a note. 'One thing that impressed me about your saleswoman, was the fact that when she came into the office she didn't say she had come to sell me Lily cups. She greeted me courteously and merely left on my desk a pencil, or a Thrift Stamp case or a cute little turtle paper weight on which was printed: "Give your people Lily Cups." She left me to sell myself and I did.' The woman who sells newspapers at a corner on Broadway makes her change from a Lily cash apron, and when the file clerk

in the office puts a dab of powder on her nose, she studies her reflection in a Lily Cup mirror."

Concerns advertising to classified trades realize that specialty advertising is direct and unwasteful. They know whom they want to reach, why and when. Specialty advertising is the uniformed messenger. A western wall paper jobber wanted to intensify its distribution to secure more business at the same or lower selling expense. They used specialty advertising to secure vital information from sources in towns where they had no dealer connection. The information was obtained, dealer connections made, without the expense of personal visits, which in many cases would have been extravagant, if not prohibitive.

BEATING OUT A "SLUMP"

An eastern thread manufacturer anticipated a slump and saw an opportunity to open up new markets. A plan in which form letter and specialty advertising was employed was worked out, the plan put into operation about three months ago, and they haven't caught up yet with the new sales. On the morning after the campaign was mailed, a \$750 order for thread was telephoned in from a source from which they have never before secured a dollar of business. Citations in this case could be made almost without end.

A manufacturer of milling machinery opposes the handing out of souvenirs at a trade convention. But he swears by specialty advertising of the better sort. Every trade convention means an opportunity for business. He has a display and indexed fill-in-cards, and the delegate has been informed by large posters in the exhibit hall that a high class advertising specialty will be mailed to his home address if he will step to the booth and fill out a card. Some of the questions asked on the card get answers which keeps the company salesmen hopping for the rest of the year on definite leads for business.

A leading New York newspaper wanted certain information from buyers of advertising and got it by the use of a high class celluloid top blotter, with an inquiry form which produced the desired results.

One of the leading, if not the leading cream separator manufacturer, distributes thousands of cal-

Paper for Letterheads

LETTERS but they can never be *best*
MAY BE unless they are written on
BETTER the right kind of paper.

BERKSHIRE TYPEWRITER PAPERS

A Business Paper For Every Business Use

EATON, CRANE & PIKE COMPANY

New York Pittsfield Boston
San Francisco Chicago

Blotters

"To make Better Letters Use Our Better Blotters"

Famous World and Reliance Brands

THE ALBEMARLE PAPER MFG. CO.
Richmond, Va.

Mailing Lists

Mailing Lists

Commercial, Automobile, Investors or
any classification wanted

TRADE CIRCULAR ADDRESSING CO.
166 W. Adams St., Chicago

References: Agency Books or any bank or business house in Chicago.

We specialize in house to house
distributing of
**Advertising Literature
and Advertising Samples**
We solicit your account
JAMES T. CASSIDY
206 No. Front St., PHILADELPHIA, PA.
Write for our paper "FACTS"

POSTAGE
The 25c monthly magazine that
tells how to transact business by
mail—Advertising, Selling, Collecting,
Catalogs, Booklets, Circulars, Letters, Office
Systems, Money Saving Ideas. Since 1916 the
official magazine of The Direct Mail Advertising
Association. 6 months \$1.00; 1 year \$2.00.
POSTAGE • 18 East 18th St., New York City

"GIBBONS KNOWS CANADA"

MONTREAL

TORONTO

WINNIPEG

endars every year to consumers. They are in great demand and are cleared through the local dealer. With the calendar is sent an acknowledgement card which asks in part the following:

Number of cows?
Have you a cream separator?
If so, what make is it and how long have you had it?
Are you in the market for a separator?
When?
What is your favorite newspaper?

Their average returns, for a period of years, in sales, not inquiries, exceeds ten per cent.

For the export manager, specialty advertising becomes a necessity, authorities on export advertising will tell you. The South American is very receptive of specialty advertising and influences by the spirit of distribution.

The very largest manufacturer of talking machines resold celluloid calendar cards to their South American and Cuban distributors who were instructed on how to secure checkable results from the distribution. Letters of appreciation are coming in yet, and no doubt, the plan will be included as a perennial asset to the export sales department.

A dental supply house produces for the Spanish and Portuguese consumer in South America, advertising specialties, and secure definitely traced results that could be obtained in no other way so inexpensively.

Specialty advertising is easily checked for results. The destination of your advertising pieces is recorded, inquiries marked up and sales credited, or whatever results you are striving for.

A Boston proprietary medicine house, distributing almanacs through a national distributing agency placed a coupon on the last page of the almanac, which entitled the person filling it out to a celluloid tatting needle. Returns came in from all parts of the country and in numbers sufficient to convince them that the distributing agency had done its work well.

EDITOR'S NOTE—From an address delivered recently before the Poor Richard Club, Philadelphia.

William P. Spurgeon Dead

William P. Spurgeon, for nearly thirty years connected with the *Washington Post*, the last fifteen years as its managing editor, died from typhoid fever late last week at his home in Washington.

Born in Norwich, England in 1865, he entered the newspaper profession as a young man in England. He came to this country in his early twenties and worked on New York newspapers until he left for Washington in 1890. Not long after

he joined the *Post's* editorial staff he was made news editor and served in that capacity until 1905 when he was appointed managing editor.

When the *Washington Herald* was founded, Mr. Spurgeon left the *Post* to become managing editor of the paper under Scott C. Bone. Later he returned to the *Post* as managing editor. He was one of the organizers of the National Press Club and its first president.

Mr. Spurgeon is survived by a son, a daughter, his mother and a brother, John J. Spurgeon, managing editor of the *Philadelphia Public Ledger*. Mrs. Spurgeon died three years ago.

Crawford Appointed to Bond Committee

W. S. Crawford, the London advertising agent now visiting this country, has been appointed as one of a committee of three by the British Ministry of Health to co-ordinate and assist in the various local housing bond campaigns in England.

Weill-Biow-Weill Now the Biow Company

Effective June 1, Weill-Biow-Weill, Inc., New York, changed its corporate name to the Biow Company. The officers and corporate members remain unchanged.

Two Accounts for Wood, Putnam & Wood

The Baltimore office of the Wood, Putnam & Wood Company, advertising agents in Boston, has obtained the accounts of the Paramount Drug Company, manufacturing chemists in Washington, D. C., who makes Maltogen; and Wallace & Gale, manufacturers of asbestos cement singles, Baltimore, Md.

Wible Succeeds Hewitt

Elmer T. Wible, formerly with the Albert P. Hill Company, Pittsburgh, and the Mitchell Advertising Agency, Minneapolis, has succeeded J. M. Hewitt as advertising manager of the Pittsburgh Steel Company.

Barr Is Billings-Chapin Advertising Head

J. H. Barr is now advertising manager of the Billings-Chapin Company, Cleveland, Ohio, succeeding Oliver M. Byerly, resigned.

Wilberding Affiliated With Storm & Sons

J. C. Wilberding, formerly vice-president of Van Patten, Inc., New York, has acquired an interest in Jules P. Storm & Sons, Inc., and has been made vice-president and a director.

Sales Executives Hold Important Three Day Convention

The American Society of Sales Executives held its semi-annual meeting at the Edgewater Beach Hotel, Chicago, May 24 to 26.

Professor Walter Dill Scott, George W. Hinman, former editor and publisher of the *Chicago Inter-Ocean* and Norval Hawkins, author of the "Selling Process," were among those who delivered addresses. Administration, Research and Promotion, Trade Practices, Foreign Trade and Business Adjustment were discussed.

The next meeting, it was decided, would be held October 4, 5 and 6, at Atlantic City or Lakewood, N. J.

"Gotham for Art Work"



Our new
telephone
numbers
are
Madison
Square
8517
8518

GOTHAM STUDIOS INC.
111 East 24th Street
New York

MARTIN ULLMAN, Managing Artist



Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.

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ADVERTISING & SELLING

The National Weekly of Modern Merchandising—Established 1891

Contents of This Number

June 19, 1920

IS YOUR "LIVE" COPY DEAD LANGUAGE.....	Dr. A. I. Gates	3
It May Look Good to You and Yet Go High Over the Heads of Its Readers		
AN ORPHAN SELLS HIMSELF INTO THE FAMILY.....	R. S. Moore	5
The Carbon and Ribbon Department of Ault & Wiborg Has An Interesting History.		
VALUES OF COLORS IN ADVERTISING	M. Luckiesh	7
The Affective Properties of Solids, Tints and Shades Explained.		
PUTTING THE "GO" IN ADVERTISING "LINGO".....	Ward Gedney	9
WHAT THE ADVERTISING AGENCY BELIEVES.....	Merle Sidener	12
THE PLACE OF THE FILM IN ADVERTISING.....	William C. Lengel	15
THE ADVERTISER MEETS THE PHOTO ENGRAVER.....	John McCartan	18
EMPLOYEES WHO EDIT THEIR OWN MAGAZINE.....	R. E. Mackenzie	20
WARREN G. HARDING, PUBLISHER	Ralph Bevin Smith	26
STRENGTHENING AMERICAN TRADE WITH CHINA,	Clayton Sedgewick Cooper	31
INTEREST IN AGENCY "AUDITS" CONTINUES.....		38
A GLIMPSE AT THE A. C. C. OF W. HISTORY.....	Byron W. Orr	43
THE "SENSIBLE" USE OF SPECIALTY ADVERTISING..	Ernest Ackerman	44

Calendar of Coming Events

June 20-25—International Association of Rotary Clubs Convention, Atlantic City.

June 21-26—Annual Convention, National Fertilizer Association, The Greenbrier,

White Sulphur Springs, W. Va.

July 12-16—Annual Convention Poster Advertising Association, Hotel Statler, St. Louis, Mo.

Gray Agency Advertises Smoke

The Gray Advertising Company, Kansas City, Mo., has obtained the account of the Admiral Hay Press Company in that city. Trade papers are being used. This agency is also handling the account of Wright's Smoke, a prepared product for the curing of pork products at home.

Will Use Foreign Newspapers

The Brown Shoe Company, St. Louis, which is carrying on a foreign advertising campaign through the J. Roland Kay Company, Chicago, is now planning to increase its appropriation to include newspapers in South America, Spain and Australia.

Auto Editor To Be Advertising Manager

D. M. Roberts, automobile editor of several southern newspapers, is to be advertising manager of the new Simms Motor Car Corporation, of Atlanta, Ga., which plans to manufacture a new four cylinder, \$1,200 car.

Plan Campaign for Napoleon Trucks

The Napoleon Motors Company, of Traverse City, Mich., has decided on a program of expansion, a big point of which is to be an extensive advertising campaign. The company increased its capital stock from \$500,000 to \$2,500,000 and will considerably increase the output of Napoleon Trucks.

International Advertising Exhibition in England

An International Advertising Exhibition, at which the United States is expected to be strongly represented, is to open at the White City in London, England, on Monday, November 29.

Gets a Peanut Butter Account

The Freeman Advertising Agency, Richmond, Va., has secured the advertising account of the Bosman & Lohman Company, Norfolk, Va., large manufacturers of peanut butter for commercial purposes.

Whitfield Price Pressinger Dead

Whitfield Price Pressinger, vice-president and general manager of the Chicago Pneumatic Tool Company, died in the Roosevelt Hospital, New York, Thursday of last week in his forty-ninth year. He was an authority on compressed air and a protege of Charles M. Schwab.

National Biscuit Company Vice-President Dies

Thomas S. Ollive, vice-president and director of the National Biscuit Company, died suddenly in New York last week at the age of eighty-five. He was born in Liverpool, England, and came to this country as a child. He was president of the Brinckerhoff Company, that later became the New York Biscuit Company, before the formation of the National.

Omaha Agency Has Two New Accounts

The Warfield Advertising Company, Omaha, Nebraska, is now handling the advertising of the Henry Field Seed Company, Shenandoah, Iowa, and the Frank Rose Tire Pump Company, Hastings, Nebraska.

Former Presidents Were at Convention

Among the early presidents of the Associated Advertising Clubs of the World present at the Indianapolis Convention were Hugh Montgomery, Smith B. Queal and E. D. Gibbs. Samuel C. Dobbs wired his regrets at not being able to attend, having been detained elsewhere.

Kodak Earnings More Than \$180,000,000

Net profits of the Eastman Kodak Co. and its subsidiaries for the past seventeen years and six months have been \$170,512,613.44. This figure was made public in a recent report compiled by the directors of the company for the benefit of the stockholders.

The business of the company reached its greatest proportions in 1910 when the Eastman Kodak Co. of New Jersey, the parent company, including subsidiaries such as Kodak, Ltd., of England, made net earnings of \$18,326,002.00 after excess profits and income taxes had been deducted. The figure in 1918 was \$14,951,069.17. A surplus of more than \$57,000,000 and a reserve fund of \$5,250,000 has been created during the past seventeen years. Fifteen million of the surplus is charged off on the book value of patents and good will. Real assets of the company are valued at \$88,718,112.58, and an estimate by people in a position to know places the good will and patents at a figure as large as the real valuation.



Where were you on August 25, 1914?

“ON August 25, 1914, I came to New York, owing money, to take a position at \$35 a week,” says Charles C. Nicholls, Jr., in a letter to the Alexander Hamilton Institute.

“That was a little over five years ago. I have recently been elected Vice President of the Schulte Retail Stores Corporation, the second largest retail cigar company in America, having stores in more than fifty cities.

“The definite, practical guidance furnished by your Modern Business Course and Service has been one of the most important factors in my progress. I wish I could speak personally to every young man in America and urge him to accept your help.

“Why should any man waste years of his life in getting a working knowledge of the various departments of modern business, when you can give it to him in a few months of thoroly practical training?”

**Men from every line of business
are enrolled**

IF Mr. Nicholls were an isolated example his testimony would mean little. But the Alexander

**And how has your progress in
the intervening five years com-
pared with the progress this
man has made?**

Hamilton Institute has, for ten years, been doing for a great many men what its training helped him to do.

Thousands of men, representing every department and position in business, have decided that the years of their business life are too precious to be wasted in learning for themselves what the experience of successful men in business can teach them.

They have found in the Modern Business Course and Service a more direct, more effective route to positions of larger responsibility or to businesses of their own.

The men behind the Institute

THERE is no guess-work about the Institute's training; no theory.

It has gathered the experience and methods of the most successful men in business. Behind it stands an Advisory Council representing the best educational and business authority. That Council consists of:

Frank A. Vanderlip, the financier; General Coleman du Pont, the well-known business execu-

tive; John Hayes Hammond, the eminent engineer; Jeremiah W. Jenks, the statistician and economist; and Joseph French Johnson, Dean of the New York University School of Commerce.

**What are the next five years
worth to you?**

YOU know better than anyone else what a year of your life is worth.

On August 25, 1914, you may have been in a position similar to that of Mr. Nicholls. Have the intervening five years meant as much in progress to you as they meant to him?

Will the next five years yield you merely a few small increases in salary and position? Or will they lift you up into the class of men for whom the demand always exceeds the supply?

“Forging Ahead in Business”

JUST what the Modern Business Course and Service is; just how it is fitted to your need; just what it has done for other men in positions similar to yours—all this is explained in a 116-page book entitled “Forging Ahead in Business.” You may have it without obligation. Send for your copy now.

Alexander Hamilton Institute

361 Astor Place New York City

Send me “Forging Ahead in Business” without obligation.



Name
Print here

Business
Address

Business
Position

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

CHICAGO
PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO

MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA

MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR

ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN

ASHTABULA
ALTOONA
LORAIN

SOUTH BEND

NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE

KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA

COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON

CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT

ROCK ISLAND
MOLINE
BALTIMORE

ELKHART

CHICAGO

Jnos. Cusack & Co.

NEW YORK

